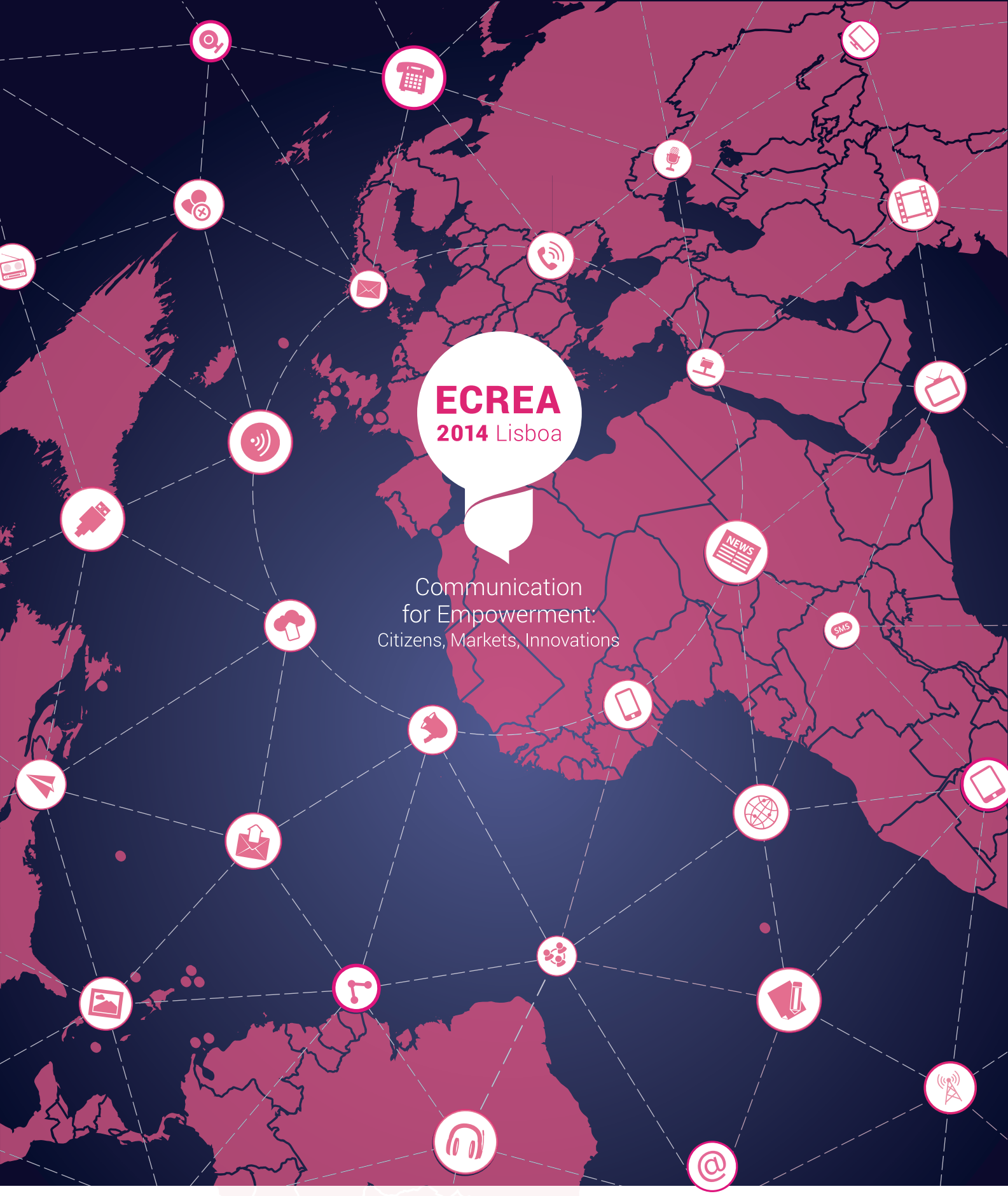

5th European **Communication** Conference

12 › **15** November **2014**

Lisboa ‹ Portugal

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KEYNOTE SPEAKERS

13 NOVEMBER

09:15 - 10:45

PLENARY SESSION I

› Auditorium I, First Floor

POLITICS LOST? (RE)DISCOVERING THE POLITICAL COMMONS IN NEOLIBERAL TIMES

Fenton, Natalie

› University of London, United Kingdom

Our neo-liberal age presents us with enormous challenges as the increased power of corporations and transnational financial agencies over public priorities continues unabated, despite the evident damage writ large for all to see in the global economic crisis. As the underlying tenets of liberal-democracy are polluted and eroded with alarming alacrity neoliberalism steers a resolute path to wealth concentration, massive inequality, and impoverishment unrivalled since the late nineteenth century. The damage is not only socio-economic but extends to the limited range of political ideologies that stabilise such relations. Media institutions are implicated in this pattern of erosion as subject and object of economic restructuring that favours elites through sustained messages that legitimate the upward transfer and concentration of property and wealth, and through the deregulation and privatization of the media, thereby arguably placing much media out of reach of democratically organized political will-formation. In this context exactly what does 'communications for empowerment' mean? How do the politics of emancipation form and materialise? How are the progressive political values of politics in common forged, moderated and channelled into concrete practices? And crucially, how do we, as media scholars engage with struggles over what remains of our democracies? This opening keynote will seek to challenge political silences and contest political complacencies in our field to urge a rediscovery of a critical politics of transformation adequate to the materiality of how increasing inequalities in societies leads to vastly impoverished democracies.

QUESTIONING THE IDEA OF "EMPOWERMENT" THROUGH THE MEDIA

Mattelart, Tristan

› University of Paris 8, France

In this presentation, I would like to deal with one of the key themes around which the ECREA's conference is organized: the idea that "communication" works "for empowerment". The rise of new digital technologies has indeed been accompanied by the widely held assumption that these have resulted in the "empowerment of citizens" who are now increasingly able to "disseminate information that is suppressed by authoritarian regimes and controlled mass media" (Rheingold, 2008: 236-7). Basing my presentation on an analysis of the literature on news transnationalization, I will try to critically assess this argument, by showing that it tends to neglect the importance of the material, social, economic, political, or geopolitical conditions that still structure the circulation of information at a local, national or global scale.

14 NOVEMBER

11:15 - 12:45

PLENARY SESSION I

› Auditorium I, First Floor

BETWEEN EXCELLENCE AND IMPACT: A RESEARCH POLICY PERSPECTIVE ON EUROPEAN MEDIA AND COMMUNICATION STUDIES

Drotner, Kirsten

› University of Southern Denmark, Denmark

The conference theme aptly captures ongoing dilemmas that have faced media and communication studies over the years in terms of its aims and objectives. The media and communication communities continuously straddle demands made by the market and society at large and struggle to deliver 'really useful knowledge' while also developing intellectual forms of critique. Still, the means of tackling these dilemmas are currently being transformed because of changing research policies. This keynote addresses some of these changes seen within a European perspective and with particular reference to their implications for media and communication studies.

BEYOND TRANSPARENCY. POLITICS AFTER WIKILEAKS

Pires de Aurélio, Diogo

› Universidade Nova de Lisboa, Portugal

Digital platforms have been seen from different perspectives, throughout the last decade: 1) as a device of citizen participation in public affairs; 2) as a weapon for terrorist movements, which use sophisticated communication networks; 3) as a means to supply intelligence agencies with a capacity to control people such as we had never seen before; 4) as a means to discover and make known what governments secretly do. All these perspectives correspond to real changes internet brought to politics, and people as well as the media are unconditionally supporting the ones mentioned in 1) and 4). Participation and transparency are indisputable values in democracy. However, in order to be efficient, political deliberation has always required secrecy, which places democracy at a crossroads: to be realistic, it has to own skills to keep the so called state secret; to remain democratic, it has to provide all the information to the media and the people in general. Is this compromise feasible in the digital era? That is the challenge.

15 NOVEMBER

13:30 - 15:00

PLENARY SESSION III

› Auditorium I, First Floor

BEYOND MEDIA LOGIC

Brants, Kees

› University of Amsterdam, Netherlands

Mediatization of society and a subsequent media logic in political communication have been popular explanations for the changing power relationship between politicians and journalists. The functioning, image and agenda of politics, so the argument goes, are nowadays set less by the traditional inhabitants of the political arena and increasingly by all-pervasive, commercialized, and entertainment focused media and market oriented journalists. The result is a more performance driven democracy, where political actors are forced to adhere to the demands and production routines of the media. Anxiously, uncertainly and often unsuccesfully, politicians and their spin doctors try to reframe the image of politics the media present and magnify. I have been one of the proponents of this media logic hypothesis, be it hesitantly. Here I will dissect the sometimes confusing faces of the concept and put to the test and — partly in a masochistic act of self-chastisement — debunk the normative and empirical validity of its claims. An alternative interpretation will be proposed in which the vox of the populace and their logics play a more active role, often aggrevating the uncertainty and uneasiness of political and media elites. And, for that matter, of myself.

POWER AND COMMUNICATION IN CONTEMPORARY CAPITALISM - REINVIGORATING MARX'S POLITICAL ECONOMY

Fuchs, Christian

› University of Westminster, United Kingdom

In this presentation, I discuss various dimensions of power and communication in contemporary capitalism and argue that Marx's critique of the poliitcal economy is an adequate and important framework for understanding communication power. I discuss dimensions of the ongoing crisis, criticise dominant understandings of communication power and participatory culture in the age of social media, introduce a notion of communicaiton power that is grounded in Marxist theory, and connect the study of communication power to various contemporary phenomena. The latter include advertising and the media, digital labour, social media, media companies' tax avoidance, contemporary Internet surveillance (Edward Snowden's revelations), ideologies in the context of surveillance, the media and the Internet, and social struggles for a better society. Communication and media structures in capitalist society are highly contradictory. I analyse the antagonisms of media and communication power. As conclusion, I point out a political perspective that asks the question of how the struggle for democratic media and communications shall best be organised in Europe and the world.

ABSTRACTS SECTION 1
AUDIENCE AND RECEPTION STUDIES

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 1. AUDIENCE AND RECEPTION STUDIES - PARENTAL OR SELF-MEDIATION

› Room 3C, Ground Floor

PARENTAL MEDIATION OF MOBILE INTERNET USE BY CHILDREN AND ADOLESCENTS: PORTUGUESE AND EUROPEAN FINDINGS FROM NET CHILDREN GO MOBILE PROJECT

Ponte, Cristina; Simões, José Alberto; Azevedo, Celiana

› FCSH/NOVA - New University of Lisbon, Portugal

Existing literature has shown that mobile devices are used as way of managing children's and adolescents' growing independence, even though this process also involves a certain amount of tension (Ling and Haddon, 2008). The issue of privacy and parental control over children's activities, although present in previous online forms of access to the internet (and before that, with television), is now facing a new challenge of dealing with mediation in a literally 'moving environment'. Portability and privatization of uses leave parents with new dilemmas when it comes to mediating children's online activities. The most obvious of which is the apparent lack of control over children's use of new devices, both portable and private. For while now, new media have been noticed for their ability to undermine the effectiveness of some parental strategies of mediation, since media consumption is now more individualized and privatized than ever (Livingstone and Helsper, 2008; Pasquier, Simões & Kredens, 2012). What has changed with access and use through mobile technologies (mobiles and tablets) compared with desktops or even laptops? Have parents practices changed and adapted (and how) to these new types of use through mobile devices? More specifically, in what ways the use of mobile equipments have altered existing strategies of parental mediation, giving the rise to new patterns in child-parent interactions around internet access and use? What strategies have parents adopted to maximize their children's online opportunities and minimize their online risks? In this paper we will present findings from Net Children Go Mobile project, which aims to research, through quantitative and qualitative methods, how the changing conditions of internet access and use — namely through mobile technologies — bring more or less risks to children's online safety, in seven European countries (Belgium, Denmark, Italy, Ireland, Romania, UK and Portugal). Having new questions focused on the recent mobile devices (tablets and smartphones), the survey also contains questions from the EU Kids Online questionnaire, thus allowing longitudinal analyses. In this presentation we will focus specifically on parental mediation. Besides quantitative data based on a sample of 3500 children (9-16 years old) representative of the seven countries mentioned, we will also present qualitative results based on in-depth interviews and focus groups with children and parents in Portugal. As recent data from the project have shown (Mascheroni and Ólafsson, 2014), although the home is still the main context of internet use, private use within the household is more common than in shared rooms. Furthermore, portable and personal devices allow children to create their own private spaces in the domestic environment, even when they are sharing the same room with other people. Nevertheless, a significant part of children's internet access and use is made on the move or in public places, usually unsupervised by parents or other adults. So, the challenges parents seem to face are twofold: one the one hand, the changes within the domestic environment, increasingly segmented and individualized; on the other hand, the challenges brought by growing mobility, namely portability and privatization of access and use.

INTERNET USE OF CHILDREN WITH DOWN SYNDROME

Zaynel, Nadja

› Department of Communication Science, Muenster University, Germany

In 2014 the Internet is a medium of everyday life. This is also true for children as the EU-Kids Online Studie states; the Internet use of children is on a worldwide raise (Holloway, Green & Livingstone 2013: 8). Furthermore, there is a wide range of scientific results about what children do on the Internet and the problems they face while browsing on the Internet. Common problems are the usability of Internet devices and social factors like cyberbullying (Medienpädagogischer Forschungsverbund Südwest). However in the scientific community very little is known about the Internet use of children with the cognitive disability down syndrome. This empirical study looks at how children and young people (aged 7-26) with down syndrome use the Internet. More specifically it deals with the question which barriers people with down syndrome face on the Internet. It is an inductive, qualitative research that works with a triangulation of interviews with 12 parents of children with down syndrome and an observation of 13 children (one family has two children with down syndrome) during their Internet reception, evaluated on the basis of Grounded Theory (Glaser & Strauss 1967). This study combines communication science with education science, in particular the field of special education. Therefore, it refers to the Convention on the Rights of Persons with Disabilities of the United Nations that all people with disabilities should have the same access to media and take part in society. Summarizing the results of the study so far, the Internet use of people with down syndrome is very similar to children's Internet use. As the Internet is a textbased medium, many children have difficulties in embezzeling the internet because they just started to read and write so that their literacy as well as their digital literacy is still low. Similarly, people with down syndrome often have problems reading and writing but this lasts even up to a higher age. Furthermore, the Internet is a dynamic media that changes quickly, so users need to adapt to new developments constantly, which is often difficult for people with cognitive disability. Another barrier for example is the social environment: Many special schools in Germany do not use the Internet in schools lessons. Also children with special needs normally do not have to do homework. This sets them back because researching for homework is one of the biggest reasons for children to surf the internet (Medienpädagogischer Forschungsverbund Südwest 2012: 37-39). All in all, the study focuses on a target group that is so far not well noticed in the field of communication science, but is an audience group that should be acknowledged in research. Moreover, the difficulties that people with down syndrome have can give us valuable knowledge about general difficulties on the internet that arise out of the structure of the internet and also affect children, illiterates and silver surfers.

LEARNING BY DOING — "MYSELF" AS MEDIATION AUTHORITY FOR MEDIA LITERACY

Claudia, Riesmeyer; Fawzi, Nayla

› LMU Munich, Germany

In the last years, the internet became an essential part of teenagers' everyday life. Because of their wide range of technical equipment with internet access teenagers use the Internet more often than previous generations. To manage the possibilities and risks the Internet offers, calls for media literary education become louder. Integrating existing concepts of media literacy (Baacke, 1999; Livingstone, 2004) we define media literacy as ability to fulfill developmental tasks successfully by using the media and to reflect about the risks and consequences of the media use. Media literacy is not only a way to prevent risks, but rather an ability to use the various possibilities the internet offers. These starting points pose the questions who actually educate media literacy to youngsters? The constantly changing media scene is a challenge for all agents, like parents or teachers, to educate teenager, so they have to rely more and more on themselves. Nevertheless, research about media literacy focuses on external socialization agents, but "myself" as self-socialization agent goes unnoticed. This gap is filled by our study. We conducted an online survey in December 2013 and January 2014 among twelve to 26 year old Germans. 1302 persons participated in the questionnaire (male: 66%, average age: 19 years); the sample is not representative but we are able to interpret correlations between different variables like age and gender in a meaningful way. It is striking to note that most of the respondents think that they have taught digital media literacy themselves: identifying true and false information online (66%), preparing a PowerPoint presentation (58%), learning how the computer works (54%), assessing risks online (54%) and learning online law (53%). For media literacy's education parents, school and friends only play a marginal role. In terms of all five items girls and boys differ significantly: boys indicate more often that they taught those skills themselves whereas girls attach more importance to their parents and their school. Furthermore, 12 to 19 year old teenagers and 20 to 26 year old adolescents differ significantly as well but without a clear pattern. Being an advisor in terms of problems with the internet girls and boys also perceive themselves differently. Boys state that their friends consult them regularly (M=3.8, 5-point scale), whereas girls rather negate this (M=2.2). Furthermore, the older group states to be less consulted (M=2.9) than the younger ones (M=3.5). Finally, respondents think that they can better handle the internet than their mother (87%), their father (73%), their teachers (70%) and their friends (47%). Beside their mother, boys again estimate themselves to be more literate than girls do. Age also influence this perception. The results indicate that beside parents, school and peers the own person has to be considered as a central agent for educating media literacy. The importance of age and gender differences and its implications will be discussed in detail at the conference. Baacke, D. (1999). Medienkompetenz. Medien und Erziehung, 43 (1), 7-12. Livingstone, S. (2004). What is media literacy? Intermedia, 32 (3), 18-20.

FROM CHILDREN TO PARENTS: YOUNG PEOPLE'S VIEWS ON PARENTAL INTERNET MEDIATION

Mostmans, Lien[1]; Bauwens, Joke[2]; Pierson, Jo[2]

› [1]Vrije Universiteit Brussel, iMinds-SMIT, Belgium; [2]Vrije Universiteit Brussel, Belgium

This article elaborates on youth's perceptions of parental Internet mediation. While attention has been rightly turned towards how parents manage their children's Internet uses and experiences, less is known about how youth experience parental mediation (but see Livingstone and Bober, 2006; Sonck, Nikken and de Haan, 2013). Drawing on parental mediation theory (Schofield Clark, 2011) and empirical research on Internet rule-making strategies of parents (Livingstone and Helsper, 2008; Janz and Nikken, 2012; Eastin, Greenberg and Hofschire, 2006), as well as taking a new sociology of childhood approach (James and Prout, 1997), we explore youth's interpretations and experiences of parental Internet mediation. The research questions that directed this study were: Which understandings do young people have of parental Internet mediation? How do they interpret parental rule-making strategies? How do youth reformulate, incorporate and appropriate parental Internet mediation? Thirty teenagers aged 14-17 (in 2014), all living in Belgium, were asked in interactive group interviews to share and discuss the rules, hints and nods their parents give them regarding their Internet use. In a follow-up question, the roles were reversed and the participants were invited to educate and counsel their parents regarding their Internet use. Leading interview questions included: Which agreements do you have with your parent(s) regarding your Internet use at home? Did your parent(s) ever give you rules, advice or suggestions about your Internet use? If you could give your parent(s) any rules or advice, what would they be? While analysis is ongoing, preliminary findings suggest that parental mediation varies widely and that most participants live by and understand the rules their parents have set. Participants' concerns towards the Internet use of their parents focused on technical skills and commercial snares (e.g., "phishing" advertisements, chain letters). Also, participants from highly Internet-regulated homes, tended to be more restrictive towards the Internet use of their parents. While acknowledging the value of parental regulation and rule-making decisions, this research takes a child-centered approach and, rather than focusing on parents' concerns, it focuses on children's interests, desires and needs when it comes to Internet mediation. Eastin, M.S., Greenberg, B.S. and Hofschire, L. (2006). Parenting the Internet. Journal of Communication, 56(3), 486—504. James, A. and Prout, A. (1997). Constructing and Reconstructing Childhood. Basingstoke: Falmer Press. Jansz, J. and Nikken, P. (2011). Parental mediation of young children's internet use. EU Kids Online Conference: London (2011, september 22 - september 23). Livingstone, S. and Bober, M. (2006). Regulating the internet at home: contrasting the perspectives of children and parents. In: Buckingham, D. and Willett, R., Digital generations: children, young people and new media. Mahwah, N.J.: Lawrence Erlbaum, 2006, pp. 93-113. Livingstone, S. and Helsper, E. (2008). Parental mediation and children's Internet use. Journal of broadcasting & electronic media, 52(4). 581-599. Schofield Clark, L. S. (2011). Parental Mediation Theory for the Digital Age. Communication Theory, 21(4), 323—343. Sonck, N., Nikken, P. & Haan, J. de (2013). Determinants of internet mediation: a comparison of the reports by Dutch parents and children. Journal of Children and Media, 7(1), 96-113.

EMPOWERING PARENTS FOR MEDIA EDUCATION

Lampert, Claudia[1]; Wagner, Ulrike[2]; Gebel, Christa[2]

› [1]Hans-Bredow-Institut, Germany; [2]JFF — Institute for Media Research and Media Education, Germany

Media are a very relevant part of family everyday life and also a big challenge. They are used for communication within and outside the family, for information and entertainment, organizational and social purposes, but they also often cause conflicts between parents and children regarding extent and content. Many parents face the dilemma whether to promote or to restrict children's media use. Media literacy is deemed to be one of the most relevant qualifications for the future, but parents feel also faced with potential risks (e.g. inappropriate media content, cyberbullying, data abuse etc.). Against this background, the question arises how parents deal with this dilemma in their everyday life and how they can be empowered for the challenges of mediatisiation and media education? Answers to these questions will be given on the basis of a multi-method study, which has been conducted in Germany, funded by the Media Authority North Rhine-Westphalia (LfM) (Wagner, Gebel, Lampert 2013). The study combines quantitative and qualitative approaches, comprises parent's and children's perspectives, and considers different media (TV, computer/Internet, videogames and to some extent the mobile phone). Empirically it is based on a representative survey of 453 parents with children at the age from 5 to 12 years (conducted in winter 2011) and on a qualitative family study with 48 parents and children (conducted in spring 2012). The findings delineate a differentiated picture of parental ideas and strategies regarding media education, potential media related conflicts within the family, information needs and demands regarding media education, which builds the basis for media-educational support. In the qualitative study, six 'media education patterns' have been identified, based on two central dimensions — the sensibility for children's needs ('child orientation'), taken as the fundamental basis for education in general and for media education,

and the level of activities in media education. A high level of child orientation is characteristic for the pattern 'Support Individually' (1), but also in the pattern 'Set Frame' (2). In contrast, a low child orientation, which often ignores the child media acquirement, is typical for the pattern 'Control Functionally' (3), 'Regulate Normatively' (4) and 'Let Things Slide' (5) as well as in some families of the pattern 'Observe and Intervene Situationally' (6). From a media pedagogical point of view, the comparison of these patterns reveals two groups, which notably need support: those parents who practice a laissez-faire-style regarding media and who are not interested in the media use of their child (pattern 5) (often with a lower educational background and/or many other stress factors and constraints) and those parents, who regulate a lot, without considering children's needs (pattern 3 and 4) (often with rather higher educational level). Referring to these two groups, different appropriate strategies for support and empowerment regarding media education will be presented, considering both the special conditions and resources of the families.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 1. AUDIENCE AND RECEPTION STUDIES - NETWORKED MEDIA USE AND MEANING MAKING

› Room 3C, Ground Floor

A NETWORK PERSPECTIVE ON MEDIA AND FRIENDSHIP. THE CASE OF DIGITAL GAMES.

De Grove, Frederik

› Ghent University, Belgium

Friendship makes up an important part of the life of young people. Among other things, it provides a space for social and emotional growth, social support and identity formation (Bukowski, Newcomb, & Hartup, 1998; Giddens, 1991). In addition, young people's everyday life has become increasingly mediated, including their affective relations with peers (Livingstone, 2002). Several media scholars have therefore directed their attention to the relation between media and friendship in general and to digital games and friendship in specific (Cole & Griffiths, 2007; Green & Singleton, 2009). The aim of this study is to understand the extent to which gaming-related practices such as talking about games or playing games together contribute to the quality of relations in friendship networks. More specifically, based on 100 friendship networks of young people (Mnetwork age =16, SD = 1.8) collected through face-to-face interviews, this study explores to what extent such practices permeate the everyday life of youngsters and whether they can be considered as a part of doing friendship. Results indicate that gaming as a conversational topic is widespread within and between networks. Furthermore, regardless of gender, this is significantly associated with friendship quality in almost all of the networks. In contrast to conversational practices, playing games together shows to be less widespread. Moreover, both the occurrence and the effect of co-play and friendship quality is gendered. The findings of this study contribute to the field of audience research in several ways. First, they show that digital games have become embedded in the everyday friendship practices of young people. Second, they indicate that a focus on friendship relations provides a fruitful, non-media-centric starting point when considering the role of a medium in the everyday life of young people. In addition, they show the usefulness of looking at media use in a networked context. Finally, they also feed into the ongoing debate of possible effects of digital games in that they show that the way in which games influence the lives of young people goes beyond a direct effects approach. References Bukowski, William M, Newcomb, Andrew F, & Hartup, Willard W. (1998). The company they keep: Friendships in childhood and adolescence. Cambridge, United Kingdom: Cambridge University Press. Cole, H., & Griffiths, MD. (2007). Social interactions in massively multiplayer online role-playing gamers. Cyberpsychology & Behavior, 10(4), 575-583. doi: 10.1089/cpb.2007.9988 Giddens, Anthony. (1991). Modernity and self-identity: Self and society in the late modern age: Stanford University Press. Green, Eileen, & Singleton, Carrie. (2009). Mobile connections: an exploration of the place of mobile phones in friendship relations. The Sociological Review, 57(1), 125-144. Livingstone, Sonia. (2002). Young people and new media: Childhood and the changing media environment. London, United Kingdom: Sage Publications.

MEDIA OBJECTS AND PRE-TEENS' EXPRESSIONS OF IDENTITIES

Costa, Conceicao

› Lusófona University, Portugal

The nature of the relationship between people and media is established in a manner identical to that of human communication and, in addition to the "other people", media objects play a role in the construction and expression of identities. Although family and peers are important reference groups for the construction of identities, children have more opportunities and autonomy via media to identify and be legitimized by their peer group. This paper analyzes three case studies conducted with 4th grades of elementary school (aged 9-10 years old) of different social condition, in three Lisbon schools and that took place in 2009/2010 and in 2012. Activity theory and the interactionist perspective on identities were used as the theoretical framework for the research, thus placing the child in interaction with various communities in a given socio-cultural context: the family, the peer group and the imaginary groups (of interest, fans, virtual communities of play and learning). Giving voice to children, an ethnographic approach was used, complemented by social network analysis (SNA) applied to interactions among children and between children and content in a Web platform. We realized the importance of the peer group and media objects in the experimentation and construction of pre-teens identities, as well as the role of social network analysis as a complementary methodology to participant observation.

HOW SPANISH INDIGNADOS HAVE USED OLD AND NEW MEDIA? A CASE STUDY OF 15M ACTIVISTS' INFORMATION ROUTINES.

Fernandez-Planells, Ariadna

› Universitat Pompeu Fabra, Spain

Transformations in media culture have created opportunities for rethinking mediated relationships between social actors (O'Neill, Gallego and Zeller, 2014). The changing information environment contributes to the appearance of new information actors such as the networked social movements (Castells, 2012) born since 2011 as Occupy, Arab Upsprings or the 15-M Movement in Spain. These movements were characterized by the occupation of public space and the use of social media. Nowadays, digital networks have become key to participation (Lunt, Kaun, Pruulmann-Vengerfeldt, Stark and van Zoonen, 2014) and the networked social movements have explored and have innovated communication processes through these digital networks. In Spain, on May 15th 2011 thousands of people -mostly young- took the streets and camped in the squares of major cities in the state. In Madrid, a hundred young people decided to camp in Puerta del Sol, Madrid's main square. In Barcelona, Plaza de Catalunya, Barcelona's central square, became the #acampadabcn. The 15-M Movement also called the Indignados (Outraged) Movement or the #spanishrevolution was born. Squares and the Internet became agoras for discussion. The aim of this communication paper is to identify the profile of #acampadabcn participants' and secondly to find out how the Outraged in kept up to date with information about the Movement both online and offline. Specifically, at the #acampadabcn. Although the results presented are preliminary, some conclusions can already be drawn. Most of the respondents were students, aged between 18 and 25 years, were living in Barcelona, with Internet access, and participated as a visitor and/or member of a committee in the #acampadabcn. Is it a similar profile of anti-globalization movements? The 15M movement, just like Occupy, is rhizomatic (Castells, 2012) with multiple changing and autonomous nodes, with no chiefs and based on horizontality. The 15M activists have shown an increase in the use of internet as an informative channel. They seem to transcend the existing boundaries of the

traditional concept of the audience. The outraged used social media as a tool for sorting and sharing contents, for organizing and mobilizing citizens. Digital media technologies have enhancing citizens to participate in political culture and the Internet has become a space of social articulation. During the development of the investigation different research methods were used. This research combines participant observation, web analytics tools, questionnaires, in-depth interviews and an analysis of front pages from the most important Spanish and Catalan print media.

"WE ALWAYS WATCH TV TOGETHER, ON FACEBOOK": SHARE AND COMMENT TELEVISION CONTENTS ON SOCIAL NETWORKS.

Vittadini, Nicoletta; Carlo, Simone
› Università Cattolica del Sacro Cuore, Italy

In the contemporary mediated environment we're facing a more and more strict connection between the colloquial and expressive practices of media audiences and the interpersonal communication mediated by social networks. The mediated sociability characterizing Facebook or Twitter (for example) includes both relational uses (for example the live comment of tv programs) and expressive uses of media contents (for example quoting or sharing them). Media contents are re-used to sustain sociability and media offers a part of the symbolic repertoire that people use to build their (online) identity or to perform it online (Bruns, 2007). Furthermore the activities of re-mix; détournement and pastiche (Deuze, 2006) of popular media content contribute in evoking collective belonging creating mutual recognitions and reaffirming differences (Colombo — Vittadini, 2008). The activities of quoting, sharing, re-mix media contents in social network sites are part of a process of transformation of the relationship between the production system and consumption processes and profoundly affects TV system (Scaglioni, 2011). Several authors call this relation between television contents and SNS, "social tv", underling both the performative consumption activities of users, both the strategies of broadcasters within digital environments (Coppens et al., 2004, Cesar and Geerts, 2011, Colombo et al, 2014). The paper will discuss and analyze the "social" managing of television contents in Facebook or Twitter. Based on an "extended ethnography" (Beneito-Montagut, 2011) of 15 Facebook active users carried on in Italy in 2013, the paper will describe and typify commentaries, re-production and sharing activities of television content and the meaning that users attribute to the mentioned practices (identity, memory...). The "extended ethnography" included semi-structured interview, Facebook on-line questionnaires, digital ethnography of private and public Facebook profiles. The ethnography has been carried on during two Italian "events" (the Musical Festival of SanRemo2013 — 12th/16th February and the television programs about results of the national elections 2013 — 25-26th February). The research aimed to investigate routine practices of commentary and sharing of audiovisual materials, as well as the expectations, desires, satisfactions, dissatisfactions with respect to various activities, both during the broadcasting (television live blogging), both in the previous and following days of TV live. The paper will present some research findings highlighting the role that SNS's sociability plays in coordinating television consumption and the relevance that the activities of Facebook and Twitter users have in the choice of television programs that "it is worth to watch" not only for the strict television contents but also for the possibility to be part of a collective conversation in a virtual social space of viewing. Taking into account these findings, the paper will discuss about 1) an hypothesis of classification of social television practices , 2) the relation between social television practices and media contents, 3) the social value given to these practices for users that - during television consumption - are in the same time in household contexts and in mediated connection with online friends and with broader television audiences.

CREATIVE AUDIENCES: ADOLESCENTS CONSTRUCTING MEANING FROM VIDEO GAMES.

Lacasa, Pilar; García-Pernía, Maria Ruth; Cortés, Sara
› University of Alcalá, Spain

Considering video games as cultural tools and gamers as audiences,THE GOAL of this paper is to analyze the creative processes present in a community of teenagers, as much as their perspective about the process of giving meaning to their own practices as active gamers and creative audiences. The specific objectives are to: 1. Define strategies supporting literacy practices for gamers as audiences, related to the grasp of consciousness of the rules of the game and its narrative content, oriented to the gamers' acquisition of creative ways of thinking and acting. 2. Examine the game-creation processes taking place in an interdisciplinary workshop oriented to the promotion of media literacy among gamers as active audiences. 3. Analyze the audiences' creative processes from the creators' perspective in a system defined by the roles assumed by the participants in the game design process. A triple-layered THEORETICAL FRAMEWORK has been the inspiration of the work undertaken to understand how young people became active and creative audiences when playing and designing video games. The first is the concept of participatory culture and spreadability (Green & Jenkins, 2011; Jenkins, 2006), which represent a specific way of approaching audiences considering meanings assigned to new media generated from the practices developed by communities of fans and players. However, it should be taken into account that this perspective has not always created favorable reactions (Van Dijck & Nieborg, 2009). The second is the concept of literacy (Gee, 2013) as a way of engaging young people with specific discourses (Livingstone, 2008), which represents a specific approach of engaging audiences with new media. The last one is the concept of creative collaboration (Connery, John-Steiner, & Marjanovic-Shane, 2010) by considering that audiences for media, both old and new, require collective creation processes to be active participants in specific real and virtual communities. Adopting an ETHNOGRAPHIC AND ACTION RESEARCH POINT OF VIEW (Brennen, 2013), we explored the game design process during a workshop aimed to introduce the discourse of video games from a critical perspective. In this presentation, we shall focus on one of the workshops held during school year 2012-2013 at a private school near the University. The participants were 12 girls and 5 boys between the ages of 16 and 18. An interdisciplinary research team acted as the adolescents' mentors, and we undertook 14 sessions. All sessions were video-recorded, and we also filmed all the children's and adults' productions. Moreover, each of the researchers produced daily summaries of the sessions, thus enabling multiple interpretations of the same activities to be made. We understood analysis as a circular process in which interpretations began even during the fieldwork. Once all the data were digitized, they were examined using Transana, specific software for qualitative analysis of audiovisual data. According to the main goals, THE RESULTS gave us the following conclusions for discussion: 1) Adolescent gamers, as audiences, who at first understand games as an object designed for leisure, discover new ways to look at them once it is they who have created them. 2) Those perspectives and meanings of these mew media were related to adolescents' activities when designing in small groups, taking on different roles with positions, goals and functions associated to these roles. 3)The construction of meaning is not independent of the role played by the gamers as audiences, which helps to bring different perspectives and to intertwine them.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 1. AUDIENCE AND RECEPTION STUDIES - CRITICAL VIEW ON AUDIENCE ENGAGEMENT AND EMPOWERMENT

› Room 3C, Ground Floor

UNDERSTANDING DIGITAL PARTICIPATION AMONGST YOUNG PEOPLE LIVING IN VULNERABLE SITUATIONS RESIDING IN BRUSSELS: SEVEN DIGITAL MEDIA PROFILES

Schurmans, Dana; Mariën, Ilse; Van Audenhove, Leo

› iMinds-SMIT, VUB (Free University of Brussels), Belgium

This research focuses on how young people in vulnerable situation (YLVS) use and make sense of digital media in everyday life practices in order to develop a better understanding of digital inequalities. Sixteen to- twenty-six-year olds from disadvantaged backgrounds, such as teenage mothers, drug users, drop-outs, low-educated youth, unemployed youth, criminal young people or young people who grew up in poverty, have a higher risk than their peers to find themselves at the edge of the information society. They experience a lack of adequate social, economic, cultural and institutional resources to evolve into resilient and independent individuals. Also, the deficiency of so-called digital social capital, or the ability to mobilise social networks, social resources and trust relations to bridge digital inequalities related to access, use, skills and attitude, emphasizes their vulnerable social position. Combining studies on vulnerable childhood and digital inequalities, this research aims to understand the interplay between digital and social exclusion mechanisms among YLVS, and aims to answer the following research questions: Who are 'socially vulnerable youth'? What makes their situation vulnerable? How do these young people use digital media, where, with whom and why? How do they experience digital inequalities and which characteristics are the determining factors? Theoretically, this contribution aims to define YLVS and analyse their experiences with social and digital inequalities. Empirically, this study focuses on the identification of digital media profiles based on differences in use of media, socio-economic background and additional contextual factors such as family dynamics and attitude towards learning. Reporting on qualitative data gathered by way of a narrative inquiry approach consisting of four qualitative semi-structured focus group interviews, three in-depth interviews (n = 31), and in-depth interviews with three supervisors (n = 3), we distinguish seven digital media profiles. The results show that the causes and consequences of digital inequalities are multifaceted and nuanced: the disadvantaged social position does not per se determine the degree of digital exclusion, and vice versa. Hence, the heterogeneous socio-economic composition of the at-risk population should be acknowledged whilst the spectrum of inclusion and exclusion is infinite. Nonetheless, the interaction between individual agency and social, cultural, political and economical context influences the experience and the perceived risks and opportunities of digital practices. E.g., youngsters with strong digital skills are more aware of the benefits of digital media they are missing in everyday practices and thus have a stronger sense of digital inequality. Less digitally included youth, on the contrary, tend to over-estimate their digital skills, which redeems their feelings of digital inequality.

THE ONLINE CREATIVITY OF DUTCH TEENS: BETWEEN CONSUMING AND EMPOWERING.

Jansz, Jeroen; Slot, Mijke

› ERMeCC Erasmus University Rotterdam, Netherlands

Despite the differences in access and use, teenagers across European countries have become active users of online services. Their online activities are diverse. Previous research has shown a wide range from rather passive kinds of consuming to active kinds of online productivity. In this paper we focus on the creativity implied in the online activities. Not necessarily the 'Big C', or eminent creativity that is tied up with artistic production, but rather the mundane kinds of creativity that David Gauntlett (2011) has appropriately labelled everyday creativity. Our research is focused on the actual manifestations of the teenagers'online creativity and aims particularly at a more profound understanding of the relation between their online creativity and empowerment. Theoretically, our research is embedded in previous accounts of how young people use 'new' media to attribute meaning to their personal and social life as well as, sometimes, to the world at large. Authors like Jenkins, Ito, Gasser and Livingstone have succesfully linked the creative potential of online media to a media literacy discourse, in particular in cases where young people created online content. We developed our theoretical position on the basis of a large, qualitative empirical study. We organized 10 focus groups of about 8 participants each to create a safe social environment where teenagers could share and discuss their online activities. The results showed a broad range of online activities. The teenagers told us they spent most time on rather passively consuming online content. Many were also busy communicating, which implied a more active engagement. The highest level of activity was found among the small group that uploaded self-created content. The issue of creativity was addressed in two ways in the focus groups. First, we asked the teenagers to share their views on 'creativity' and secondly, we invited them to classify the creativity implied in their own online activities. In the analyses it became clear that the teenagers were rather self-critical in labeling their own activities as 'creative' despite the fact that their views on creativity went well beyond the Big C type of artistic production. Overall, the results showed that a substantial group of male and female teenagers was engaged in different kinds of online everyday creativity. We conclude the paper by sharing our views on how our focus group participants were empowered by their online everyday creativity. We also try to expand on the present case by critically discussing under what conditions online everyday creativity could contribute to further empowering this particular age bracket.

TOWARDS A CRITICAL DISCOURSE OF DIGITAL INTERACTIVITY: UNDERSTANDING ITS EMPOWERING EFFECTS THROUGH STRATEGY AND CONTEXT OF COMMUNICATION

Barry, Marguerite

› Trinity Colllege Dublin, Ireland

This paper examines the need for a critical discourse of interactivity, a concept at the heart of digital media communication and culture. Interactivity is a (new) media concept, which, although not new in itself, has come to characterise communications. It is closely associated with the 'empowering' capabilities of digital media — with the internet in particular — and is frequently implicated in the changes occuring in media and communications structures, relationships and practices in recent years (Jensen 2002, Bassett 2009). Although relatively well developed in academic discourse, interactivity is still a contested concept, (Lister 2003). Theorists differ on whether it is a characteristic of technologies, a feature of interface and context, a perception in users' minds or some combination of these (Kiousis 2002, Reinhard 2011). The literature on interactivity locates user empowerment in the technological and networked aspects of media, facilitating wider access to information and increased potential for user-generated content. Yet, empowerment also emerges from the psychological and sensory aspects of interactivity that facilitate deeper engagement and emotional connection among users. More than ever, media practitioners and theorists require a critical discourse of interactivity in order to understand, evaluate and improve digital media experiences and communication outcomes for users. Following Jenkins (2000, cited in Salen & Zimmerman 2003), the tangible benefits of establishing a critical discourse are: 'Training' (a common toolset for the education of digital media producers), 'Generational Transfer' (producers pass on skills and knowledge, rather than continuously reinventing the wheel), 'Audience-building' (digital media is reviewed, critiqued, advertised to and received by a literate public in more sophisticated ways) and a 'Buffer against criticism' (providing the vocabulary and understanding to discuss and defend interactivity in the context of policy debates e.g. relating to violence in games). The paper argues that deeper analysis of how we talk about interactivity — as designers or users, citizens or governments — is essential in evaluating the interactive strategies and

contextual challenges and demands of communication. The discussion is based on findings from a large historical study of public discourses on interactivity (Barry, 2012). Public discourse offers an alternative dataset for examining a concept represented in many different ways arising from everyday media practice. Historical analysis decouples interactivity from specific technologies and follows the reach of discourses and effects beyond individual communication events and their immediate participants. This extensive discourse analysis studies the 'talk' about interactivity, from the birth of the Internet to the rise of social media, revealing at least nine themes or 'styles' of representation, the most consistent of which is its 'empowerment' effect. Further, a number of influential 'discourse communities', are identified including the commercial ICT and digital media sector, cultural theorists and educational and academic sources. Examination of the complex discourse structures within which these communities negotiate such concepts offers insights into communication power structures and the reach of discourse itself. Finally, the paper briefly presents work in progress from a new dataset, examining pedagogical and professional discourses around interactivity, to complement public discourse and build theory towards a critical discourse of interactivity.

LOOKING FOR AN ALTERNATIVE. EMPOWERMENT OF CANCER PATIENTS THROUGH MEDIA?

Wahl, Stefanie; Grimm, Michael
› Hans Bredow Institute for Media Research, Germany

The dominant role of medical experts in doctor-patient-relationships is being increasingly replaced by the ideal of a shared decision making process in which patients become more and more involved (Rimer et al., 2004). To participate in this process, patients need to gain an adequate understanding of medical information regarding their illness and treatment options. Here, the concept of empowerment suggests that there are psychological as well as structural processes that may help people to gain power to determine their situation. In health communication, it is mostly applied to strategies that facilitate patients in making informed decisions concerning their illness in a field they have little expertise in (Schiavo, 2014). One important area that holds particular challenges for patients' information behavior is complementary and alternative medicine (CAM) in oncology. CAM is a "term for medical products and practices that are not part of standard medical care" and refers to treatments that are used with or instead of standard treatments (National Cancer Institute, 2014) such as acupuncture or homeopathy. On average, 35.9 per cent of cancer patients in Europe already use CAM (Molassiotis et al., 2005). Nevertheless, due to a lack of evidence-based information, there is a controversial debate on the status of CAM in cancer treatment. Furthermore, as CAM is not yet thoroughly implemented in standard medical education curricula, it is often difficult for doctors to guide patients during shared decision making (Dooley et al., 2004). To make informed decisions, patients are hence frequently required to gather and evaluate information on CAM on their own. In this, media may be used to search for and quickly access many-faceted information and therefore play an essential role in empowering patients with regard to CAM. We thus ask: How do patients use media to inform themselves about CAM and how may media support the empowerment of patients with regard to CAM? Since there is little (particularly theoretically founded) research on CAM-related information behavior of cancer patients (Broom & Tovey, 2008; Verhoef et al., 2007, 2009), we drew from existing literature on general information (seeking) behavior (Atkin, 1973; Wilson, 1997) and findings on the information behavior of cancer patients as a special audience (Finney Rutten et al., 2005; Maddock et al., 2011; Tustin, 2010) to develop a theoretical framework for our analysis. In semi-structured interviews, we asked 48 cancer patients on their information behavior with regard to initiating factors, information needs, information strategies, use and evaluation of media channels, consequences of their information behavior, and the influences of their attitude towards CAM as well as their doctor-patient-relationship on this behavior. Data was gathered within an interdisciplinary research network on CAM in oncological contexts and transcripts were analyzed using qualitative analysis software. As result, we develop a typology of cancer patients' information behavior based on the analyzed categories. We also discuss how these different types of information behavior may influence patients' empowerment in the decision making process and outline potential improvements in media-related health communication (e.g. information platforms) to empower cancer patients with regard to CAM.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 1. AUDIENCE AND RECEPTION STUDIES - THEORISING AUDIENCES IN EVERYDAY CONTEXT

› Room 3C, Ground Floor

A PLACE CALLED HOME AND AUDIENCE STUDIES

Andersson, Magnus
› Lund University, Sweden

The home has a self-evident place within audience studies. Traditionally it has been the place for media use, although, lately mobile media have created a new geography of media engagement. In spite of this salient position, the home has seldom been theoretically problematized; it has often been 'reduced' to a social context of the prioritized media engagement (domestication research is partly an exception). Simultaneously in other areas of the academic landscape, anthropologists, sociologists and geographers are problematizing and theorizing and studying the home through concepts/traditions such as material culture (Miller, 2001), 'cultures of home' (Hurdley, 2013) and 'critical geography of the home' (Blunt and Dowlin, 2006). These traditions, however, pay less attention to the role of media for the making of home. Hence, there is a lacuna regarding theories of the constitution of the home under mediatized conditions. Against such a background, this paper sets out to elaborate how home may be conceived and approached within audience studies. This is further justified by the fact that media and media practices are important for the home and its boundaries. Digital media in general have the potential of making the home to a global node and the intense presence of social network services in many homes (and all other places) turn the boundary between the private and the public on its head. On the other hand, media practices are often place- or homemaking practices (Moores, 2012; Pink and Mackley, 2013). Also the discursive aspects should be recognized; lifestyle-media such as glossy magazines, TV-shows and blogs spur people to 'fix' their homes — and thereby 'fixate' them as secure places. With point of departure in four theoretical perspectives, each illuminating different aspects of the increasingly complex home, this paper elaborates a theoretical model of the media-home. The first one is domestication research, a branch of audience studies focusing the process of personal/domestic appropriation of media, where media are considered as articulated by technologies, symbolic environments and individual texts (Hartmann, 2006). Here, the interconnection between the media and the social is stressed. The second one is mediatization: the study of how media mold social processes on the level of institutions as well as private lifeworlds (Hepp 2013). While domestication tends to focus how daily socio-cultural settings (for example the home) influence media practices, mediatization provide opportunities to elaborate the reverse process; how media and media practices affect the home and the domestic context. Third, communication geography (Adams and Jansson, 2012), which can be deployed in order to unfold the dialectical process related to mediation. This process is constituted by a tension - and interplay - between media practice as a mobile and/or placemaking practice. Fourth, and finally, the outlining of the media-home may draw on (parts of) non-representational theory — or 'more-than-representational theory' (Lorimer, 2005) which is a better term. As this perspective emphasizes practice as a constitutive force, the home here is made up of routinized and embodied homemaking practices — including habitual media practices (Pink and Mackley, 2013). Combining aspects of these four perspectives will provide a theoretical foundation of the media-home from which empirical studies can be made, focusing the mutual impact of home and the media.

TOWARDS THE 'AUDIENCIZATION' OF MEDIATIZATION?

Schrøder, Kim Christian
› Roskilde University, Denmark

Even though the word 'mediatization' has already been pronounced an "ungainly' word in the English language (Couldry & Hepp 2013), this paper proposes to couple it with an even more ungainly - or outright ugly — word, as it suggests that mediatization, as a cultural phenomenon and a concept, is in need of 'audiencization'! The paper is based on the argument that until now the scholarly endeavors to develop the 'mediatization' concept have conspicuously lacked a systematic consideration of audience practices. Without necessarily being part of the congregation gathered around the banner of mediatization, audience researchers should not overlook the fact that the quite contradictory work going on around mediatization may hold great promise for contemporary media and communication studies, and for audience research. The paper briefly reviews the related but diverse perspectives currently being developed in mediatization circles, sometimes described as the 'institutionalist' (Hjarvard 2013) versus the 'constructionist' (Hepp 2013) perspectives. Both perspectives are trying to conceptualize societal macro-, even epochal, processes, and they both have neglected to operationalize themselves for concrete empirical work. In spite of their differences both perspectives are trying to understand the 'consequences', or even 'effects', of the media for other social and cultural arenas, as they talk about 'media logics' or media as 'moulding forces'. The paper argues that although mediatization theory is already fairly complex, we may need to complexify it further by demonstrating how the media logics are encountered by audience agents and stakeholders in the wider culture, and how audiences and users constitute forces in the wider society which are woven — as itself a moulding force - into the basic mechanics of the media logics in the first place. The paper illustrates this argument by offering examples of audience appropriations of media's technological affordances; of the way audiences selectively build media repertoires, which affect the life and death of media platforms and formats; of audience engagements with media genres (for instance in reality television); and the mutual co-shaping of audience discourses and media discourses about politics. The paper proposes that a first conceptualizing step towards the 'audiencization' of mediatization processes could consist in transposing the theoretical framework of Stuarts Hall's encoding/decoding model (Hall 1973) from the textual level of hegemonic media discourses to the institutional level of media logics: What Hall proposed was that when faced with the hegemonic force encoded into the media's preferred meaning, audiences can decode this preferred meaning in three different ways: through dominant, negotiated, and oppositional decodings. By analogy, one could argue that media logics have a "preferred thrust", technologically, institutionally, and discursively, which is met, out there in the wider society, with dominant, negotiated and oppositional responses from audiences and stakeholders situated at various institutional levels? By taking up the gauntlet thrown by mediatization theory to reconceptualize media influence, audience research can enrich our understanding of how societies are being transformed through the complex workings of the media/audience nexus.

DEPICTING INTIMACY: ETHNOGRAPHIC CROSS PROJECTIONS OF INTERPERSONAL MEDIA PRACTICES AMONG MOBILE ÉLITE ACADEMICS

Jansdotter, Jenny; Jansson, André
› The Department of Geography, Media and Communication/Karlstad University, Sweden

Based on ethnographic research on how élite persons within the academic field integrate new media in communication with their partners, this paper explores the prospects (and pitfalls) of using (multi)mediated representational techniques for analysing phenomena that are (a) of a private nature (intimacy) and (b) related to a (more or less) familiar social field (proximity). The paper presents a meta-analysis, focusing on our own interpretive dialogues around audio-visual material from our project, recorded by one of the researchers. Investigating the interplay between mediated communication and interpersonal communication (i.e. via technologies like ip telephony and social networks) poses particular challenges for ethnographic research. Furthermore, investigation into a familiar social field or the personal sphere of one's research subjects demands strategies for maintaining self-reflexivity and proper ethnographic distance. As demonstrated in recent literature on for example visual methods (see, e.g., the work by Pink), new media technologies may serve as valuable tools in ethnographic fieldwork, both for gathering and representing data in a transparent way. Still, the interpretive procedures of constructing and turning such data into research findings, that is, "writing culture", are bound to be shaped by the subjective gaze of the mediator/researcher. In this paper we discuss the polysemy of concrete recordings in relation to our quite different positions (as PhD candidate and professor, respectively) within the academic field. We examine what interpretive premises are tied to being a newcomer in the field compared to the more naturalized gaze of an accomplished professional with substantial time in the field. Our main aspiration is to theorize around and develop a heightened sensitivity to discrepancies pertaining to how research findings based on "mediated methods" are constructed. Firstly, the paper illuminates how the "logic of the field", following Bourdieu, works upon the ethnographic gaze and thus also becomes part of shaping the ways in which various media affordances are articulated. Secondly, it is argued that the combination of audio-visual material and dialogically constructed analyses provides a fruitful methodological formula for moving beyond the restrictive forces of the field, akin to Bourdieu's "conversion of the gaze", towards conclusions that attain deeper emotional validity. The platform for this elaboration of the ethnographic method is a current research project that looks into how academic professionals negotiate intimacy at times of prevalent and/or repetitious physical absence from family and friends. While the power relation between the researcher and subject of research is problematized, this affinity also allows for socio-cultural cross projections by including ourselves as researchers in the study. Aside from using photography and audio, we keep a video diary of expectations, experiences and thoughts during the whole process of fieldwork. The paper is accompanied by a multi-vocal documentation that accommodates our assessment of the various affordances of mediated methods.

DOMESTICATING DOMESTICATION: CHALLENGING RECEPTION THEORIES WITHIN NETWORKED ENVIRONMENTS.

Colombo, Fausto; Cuman, Andrea
› Università Cattolica di Milano, Italy

Domestication is one of the most established theories within the strand of reception studies which take into account the technological dimension of media. However, the deep evolution of today's media landscape seems to challenge the ability of domestication theory to explain the dialectic of power between production and consumption. The aim of this contribution is thus to discuss domestication theory by recovering DeCertau's concepts of strategy and tactic, and showing how social media constitute complex environments were the same creativity of the user (that same one which domestication theory provides as essential in the reception process) is framed within the technological constraints of the platform design. In particular, the counter-action of the platform on the user's creativity, appropriates that same creativity within the business model that the service provider has made available. In particular, this counter-action seems to be characterized by three elements: speed, automatism and customisation. As for speed, the real-time interactivity that these platforms provide, imply on the one hand a continuous monitoring process of the users' activities by platform owners, on the other hand the ability of the immediate action of the receiver. Secondly, automatism is strictly related to the algorhythms which determine the interactional dynamics of the platforms: the user's activity is immediately elaborated by algorhythms, and generates in turn new interactional and publishing models which, in turn, are only partially voluntary, thus generating situations that are characterized by a high entropic degree. Lastly, customization is more and more hailed as a positive feature for users, but actually hides in it marketing logics which are not always clear: on the one hand user profiling is communicated as the fullfilment of the desire to provide the most suitable content or a better user experience, but at the same time it serves the purpose of economical exploitment of users through the richness and deepness of the data collected. The tactical power attributed to individuals/users, which are able to re-appropriate the objects

made available by the strategical power within its 'blind-spots', seems to blur and dissapear within a socio-tecnical environment which incorporates those same eversive practices as part of its functioning logic. Domestication thus seems not only to be a receptive process which is foreseen by producers to a wider extent than what most research has attempted to show, but which looking at contemporary digital platforms seems to be diverted in favor of producers, which increasingly 'domesticate' users in a constant struggle between users perceptions and practices, and producers aims and interests.

SMALL FORMS OF MEDIATIZED ENGAGEMENT: RETHINKING PARTICIPATION IN RELATION TO THE PUBLIC ENGAGEMENT OF YOUNG PEOPLE

Hepp, Andreas; Berg, Matthias; Roitsch, Cindy
› U of Bremen, ZeMKI, Germany

If we consider the discussion about the mediatization of politics it is very much a discussion about how (mass) media influence political actors and institutions (cf. Blumler 2014; Esser 2013; Strömbäck 2011). Ordinary people are quite seldom reflected within this frame, and where it is the case they are rather understood as the "citizen audiences" (Dahlgren 2006; Lingenberg 2010) whose main activity is the evaluation of political action or who are turned off by (mediatized) politics. However, if we understand as one of the main aspects of the present mediatization process the media saturation of culture and society in total, changing forms of everyday participation should be reflected more fundamentally within the discussion about the mediatization of politics. This does not mean that digitalization as the last wave of mediatization resulted in an increase of (political) participation per se. While this was the hope in the beginning of the discussion about participation and digital media, we know now quite well that such a link is too simple (Hepp 2013; Livingstone 2013). Taking this discussion as the starting point, the aim of this paper is to rethink the mediatization of politics from the perspective of the "public engagement" (Couldry et al. 2007) of young people. The empirical basis of this paper is a study on the "horizons" of communities of young people (16 to 30 years) and the relation of these horizons to their forms of engagement. To investigate this, we conducted 60 interviews with young people in urban and rural areas, asked them to draw their communication networks and explain them to us, keep a media diary for one week and show us their locations of media use (which had been documented by photographs and drawings). This data was analysed with a coding based on grounded theory and related strategies of visual interpretation. Our research demonstrates that the high hopes of new (mediatized) worlds of "citizen participation [that] will reach an all-time high" (Schmidt/Cohen 2013: 34) are rather a misinterpretation of the present changes. Instead, we find various "small forms" of mediatized engagement. They can be distinguished in an "aesthetic" engagement within popular culture (Willis 1990), a "(sub)political" engagement (Beck 1996) and a "social" engagement. We consider these forms of engagement as small since they are normally not related to "big" political changes as the discussion about the political engagement of the "digital natives" suggests (Palfrey/Gasser 2008), but more to an engagement that is related to the everyday life-world of these young people. All these small forms of engagement are fundamentally mediatized in the sense that they are at least partly an engagement through media (Carpentier 2011): Young people organise their engagement in the social web or via the mobile phone, they refer to produced media content in it etc. In addition, and interestingly, these forms of engagement are closely related to the "mediatized horizons of communitization" of the young people – that is to the totality of communities in which a young person positions him- or herself. At this point we can distinguish four types of "mediatized horizons of communitization" (Hepp et al. 2014): the "localist", the "multilocalist", the "centrist" and the "pluralist". Following this, understanding the overall positioning of a person in his or her communities is to understand how the same kind of media is used to support different small forms of engagement.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 1. AUDIENCE AND RECEPTION STUDIES - UNDERSTANDING AUDIENCES IN NON-DEMOCRATIC SOCIETIES: LESSONS FROM SOUTHERN AND EASTERN EUROPE

› Room 3C, Ground Floor

UNDERSTANDING AUDIENCES IN NON-DEMOCRATIC SOCIETIES: SOURCES, METHODS, CONCEPTS

Mihelj, Sabina
› Loughborough University, United Kingdom

This paper reviews existing literature on audiences in non-democratic societies in light of current debates on the methodological and epistemological issues involved in historical audience research. It identifies three sets of common misconceptions that often arise in relation to audience research in non-democratic contexts: (1) The first misconception is based on a black-and-white distinction between manipulated masses and dissident minority audiences (typically, dissident intellectuals). This misconception often goes hand in hand with bold general assumptions about the effectiveness of mass persuasion, which leaves little room for audience agency, except in relation to small groups of 'dissident' audiences who are considered immune to the propagandistic effects of persuasive messages. (2) The second misconception is based on a similar black-and-white contrast, but reverses the balance of power in the favour of audiences. Here, researchers tend to contrast the manipulative nature of official sources – including historical audience discourses and contemporary audience research produced by official bodies in non-democratic settings – with the assumed authenticity of audience voices, reconstructed with the help of historical audience letters, diaries or oral history interviews. While this approach has the potential to offer a more nuanced picture of historical audiences, their practices and preferences, it fails to acknowledge the extent to which these practices and preferences shaped the processes of media production and regulation, even in most stringently policed societies. Also, such an approach often misses the problematic nature of historical and retrospective audience testimonies. (3) The third misconception consists of an uncritical application of existing audience theories to non-democratic settings. Very little consideration is given to the fact that classic theories of audience reception and everyday media use, including Stuart Hall's (1973) encoding/decoding model and de Certeau's (1984) distinction between producers' strategies and consumers' tactics, were originally developed to account for cultural processes of reception and use in democratic settings. The second half of the paper discusses analytical approaches that help avoid such misconceptions. To this end, it examines a selection of key methods and sources used in studies of historical audiences in democratic contexts and considers whether and to what extent these methods and sources can be applied in researching non-democratic contexts. Three sets of approaches are discussed, each aimed at identifying a distinct aspect of historical audiences: (a) historical discourses about audiences; (b) historical audience preferences and interpretations; (c) the social composition of past audiences and (d) past media ecologies. The paper concludes by considering the lessons we can derive from historical audience research in non-democratic settings; are any of these lessons of value to current research on audiences in still existing non-democratic societies?

A LOCALISED WORLDLINESS? PORTUGUESE DICTATORSHIP, MEDIA AUDIENCES AND GENDER

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The period of the New State regime in Portugal (1926-1974) coincided with rapid processes of modernization, which gave rise to novel social and cultural experiences. Many of these changes were closely intertwined with the advent of the modern media, which, among other things, prompted the gradual move away from personal experiences to 'mediated worldliness' within which people's sense of the world is increasingly shaped by 'mediated symbolic forms' (Thompson, 1995). At the same time, however, the 'New State' was not only a political dictatorship, but also an anti-modern movement based on tradition and corporatism. In line with this, the regime tried to contain and control these new sources of experience through a mix of ideological censorship and active encouragement of selected forms of cultural production that were seen consistent with the goals of the regime. These privileged forms of cultural production, which included music, films and popular theatre, had salient features of localism and nationalism. Despite the tight control and ideological investment, it is feasible to expect that the symbolic content produced under the aegis of the New State was received and appropriated in diverse ways. In what ways and to what extent can existing theories and concepts developed to make sense of audience appropriations and negotiations of media content help us understand processes of media reception in the context of a totalitarian society such as Salazar's Portugal? Is it, for instance, appropriate to argue that the media under dictatorship, although intended to function a system of ideological discipline, ended up being appropriated through 'dispersed, tactical and make-shift creativity of groups or individuals already caught in the nets of "discipline"' (Certeau, 1984)? To address this question, this paper seeks to reconstruct historical processes of media reception among women in Salazar's Portugal, drawing predominantly on oral history interviews. Women represent a particularly interesting segment of media audiences at the time, especially from the point of view of the experience of 'mediated worldliness' brought by the modern media, which in many ways presented a challenge to the tradition-bound, profoundly patriarchal regime of the New State. In what ways did Portuguese women at the time react to these mediated experiences? Did the new media of the period mean access to wider symbolic material or did they rather reinforce confined frames of life? The paper also addresses the epistemological and methodological issues involved in conducting oral history research in such a dictatorial context. It is necessary to take into account that interviewees' positions and identities have been transformed by the subsequent shift to a democratic regime and memories themselves were reshaped in the light of contemporary public memories of the dictatorship. Can we move beyond these post-hoc re-framings of memory, and use oral histories to get a glimpse of actual historical experiences of media audiences in Salazar's Portugal?

SPANISH TELEVISION AND DICTATORSHIP: DIASPORIC AND DOMESTIC EXPERIENCES COMPARED

Gutiérrez Lozano, Juan Francisco
› University of Málaga, Spain

As the reconstructed recollections of Spain's earliest viewers confirm, emigration was, for thousands of Spaniards, a phenomenon that would become crucially intertwined with first television broadcasts in the 60's. Moving abroad (mainly to Germany, Switzerland, France, Belgium or UK) enabled thousands of Spanish citizens to enjoy their first glimpse of televised images at a time when television sets were not even available for their relatives in Spain living under Franco's Dictatorship (1939 -1975). Though emigration from Spain was initially undertaken primarily by young men, they were subsequently joined by their wives and children. For these emigrant families, television provided a highly effective social tool that would help their children to settle in their host countries. While the language barrier proved to be a huge obstacle for parents, television gave their children the chance to learn about and become integrated into their adopted countries. Emigrants were involved also in processes of television reception across borders, such as the consumption of TV programs specifically designed for them as minorities, or as the early incorporation of new technology in order to have access to national TV broadcasts from their home countries. Drawing on the results of on-going research on historical television experiences and television memories among members of the Spanish diaspora, this paper raises a number of questions. How did the experiences abroad affect the formation of television memories among members of the diaspora? What are the main differences between these diasporic memories and those of Spanish people who stayed in Spain? Was television viewing among emigrants shaped by different values, was it associated with different emotional experiences? Did foreign TV have a significant role in educating them in a democratic way? Are these two first groups of viewers so vastly different that they should be considered and studied as two separate communities, or did they share certain common experiences and memories? What do these experiences tell us about the social impact of television on the Spanish population, both at home and abroad? Finally, what are the methodological benefits of adopting a comparative approach of this kind, and contrasting the memories of audiences that hailed from the same cultural background, but grew up in markedly different political contexts? Can comparisons between the two groups offer insights into the similarities and differences in historical audience experiences in democratic and non-democratic societies? The results presented in this paper are based mainly on qualitative focus-groups interviews among members of the Spanish diaspora who still live abroad in several European countries (including Switzerland or Germany). This research is part of an ongoing comparative research Project, funded by Spanish Ministry of Economy and Competitiveness (2013-2015) which investigates TV reception habits and memories among elderly Spanish emigrants in Europe and European residents in Spain.

REVISITING TELEVISION AUDIENCES THROUGH PRACTICES OF SURVEILLANCE

Mustata, Dana
› University of Groeningen, Netherlands

In December 1989, television audiences in dictatorial Romania became for the first time in history a revolutionary subject during the anti-Ceausescu riots that unfurled live on television. It was no coincidence that this was even possible. The audience rebellion at the end of 1989 was the culmination of a decade-long phenomenon of audience dissidence that took place within domestic spaces of television viewing and which the Securitate – the Romanian secret police – surveilled and documented. This was known as operation 'Malicius,' launched in November 1980 in response to the mushrooming antennas on top of domestic roofs which allowed the reception of foreign TV channel, and the numerous phone calls and letters of complaint sent by audiences to the public broadcaster and which criticized not only the poor quality of Romanian TV programmes, but also the regime. The Securitate surveilled television viewers, intercepted their phone calls, visited their homes and wrote extensive informative notes about them. While this surveillance of private spaces of television viewing was going on, the public broadcaster –kept in the dark about operation 'Malicius' – was asked to organize 'meetings with viewers,' usually in factories or other public institutions, where editors, department heads within Romanian television and Party Secretaries talked to civilians about their television watching habits. Unlike operation 'Malicius, these meetings captured a different state of mind of television viewers: mild discontent strictly in relation to television programmes was voiced, but no criticism against Ceausescu or the regime. This particular case of television audiences in 1980s dictatorial Romania raises central questions as to how we can study television audiences in regimes in which domestic television viewing became part of spaces of surveillance and remained inaccessible for public disclosures. How do we define television viewing as a political act that goes beyond spaces of leisure and extends to spaces of dissidence? How do we define the television viewer as a historical actor having 'agency' (in Latour's understanding of the term) in political changes, such as the 1989 Romanian revolution? And last, but not least, where do we locate the study of repressed television audiences in former authoritarian regimes; through what sources and

tools of access and interpretation do we situate these objects of study? This paper studies dissident television viewing in 1980s Romania and zooms into a critical analysis of Securitate's archives of the 'Malicius' operation to single out useful conceptual tools that help situate television audiences in authoritarian regimes. It proposes 'agency' as a concept that goes beyond the rigid 'passive' versus 'active' dichotomy and helps understand the role of television audiences in history. It singles out practices of audience dissidence and surveillance as a tool to revisit the relations between private versus public spaces of television viewing. Last, but not least, it illustrates reception of neighbouring countries' television in dictatorial Romania as an example to situate audience communities within transnational spaces of cross-border television reception, which counteracted the nationalization project implemented by Ceausescu's dictatorial regime in 1980s Romania.

THE METHODOLOGICAL AND EPISTEMOLOGICAL CHALLENGES IN ASSESSING TV AUDIENCE RESEARCH CONDUCTED IN CZECHOSLOVAKIA IN THE 1970S AND 1980S.

Culik, Jan

› University of Glasgow, United Kingdom

This paper will examine various methods of audience research conducted in communist Czechoslovakia in the 1970s and 1980s with the aim to identify the potential uses of this research as a historical source, and to consider the possible ways of addressing its ideological bias. Particular attention will be paid to the research conducted by Czechoslovak Television, the Czechoslovak Institute for the Study of Journalism and the Institute for the Study of Culture in this period. Four different types of research conducted by these institutions will be discussed: (1) Czechoslovak Television has been systematically gathering information about audience opinion using focus groups whose members also wrote viewing diaries. The production of these viewing diaries continued throughout the year. This was a unique approach; in many other European countries, focus groups viewing diaries were written only for short periods of time (usually four times a year for 3 - 4 weeks in succession). To begin with, focus group members only wrote down which programmes they watched, later they assessed their quality, giving them a mark. Assessments were first made only by adults, later also by children. (2) At the same time, from the 1970s onwards, Czechoslovak Television also undertook a number of "ad hoc" research projects. These examined which TV genres and types of programmes were popular with different types of viewers. The results of this research enabled its authors to construct various categories of viewers ("a demanding viewer", "a popular viewer", etc.). These constructions of viewer types helped Czechoslovak television in developing its programming strategy. (3) Czechoslovak Television was also heavily reliant on viewers' letters in assessing feedback from the audience. These viewers' letters were, however, usually assessed along highly ideological lines. (4) The Czechoslovak Institute for the Study of Journalism and the Institute for the Study of Culture also examined certain aspects of the impact of television broadcasting on life in Czechoslovakia and on "the shaping of the model socialist man". Each of the sources will be assessed from the point of view of its value to historical audience research. It will be argued that despite – and in some cases even because of – its ideological bias these sources provide a unique insight into the history of Czechoslovak audiences after the Prague Spring. While presented by Jan Ěulík, The paper will draw on the expertise of Dr. Milan Kruml, a researcher from Czech Television, Prague, Czech Republic, and Dr. Viera Štefancová from the Department of Sociology at Nitra University, Slovakia.

16:30 - 18:00

PARALLEL SESSION 6 - 1. AUDIENCE AND RECEPTION STUDIES - ASSESSING MEDIA INFLUENCE ON AUDIENCES

› Room 3C, Ground Floor

SOWING BAD SEEDS? THE DIFFUSION AND RE-CONTEXTUALIZATION OF A PROVOCATIVE PUBLIC-SERVICE CAMPAIGN AGAINST CHILDHOOD OBESITY IN DIGITAL MEDIA

Ort, Alexander; Zurstiege, Guido; Meitz, Tino

› Eberhard Karls Universität Tübingen, Germany

At the beginning of the twenty-first century, the World Health Organization (WHO) determined that the spread of obesity progressed at an alarming rate (WHO, 2000, p. 16). The consequences of this problem are no less than dramatic on both individual (physical, mental) and social (financial, marginalization) levels (Sassi & Devaux, 2012). Considering these findings, enormous pressure to take action is being exerted on governments around the world to face up with the ensuing consequences. This often leads to the application of public-health campaigns in terms of "Public Service Announcements" (PSAs). While provocative messages have always been an essential tool of health communication to overcome the attention threshold, campaigns in digital media have to rely increasingly on provocative or shocking content because they aim to motivate communication of users about the message. Up to today there is little research about the dissemination and re-contextualization of health-campaigns, especially in digital media. The objective of the analysis was to investigate the diffusion and processing of health campaigns, by examining a campaign against obesity in childhood and adolescence in digital media. Therefor we observed the 2012 Children's Healthcare of Atlanta (CHOA) campaign Strong4Life, which has stimulated a highly controversial discussion in the U.S.. Overlooking the diffusion of this campaign in online media, we focus on the analysis of the re-contextualization of the campaign and its components in online newspapers and blogs. This involves the contextualization within articles as well as the reactions of recipients and users in their commentary. In the empirical analysis of the Strong4Life campaign we follow Entman's framing approach (Entman, 1993). We focus mainly on theming identifiable actors, the representation of behavior and procedures, the thematization of the advantages and disadvantages from a social perspective, the thematization of reasons for the defined problem, value judgments of the behavior and actions of actors, and finally the presentation of solutions and their effects (Scheufele, 1999). The framing of the Strong4Life campaign, by theming reasons and causes for overweight and obesity problems, is a central aspect. This is also significant because the media coverage determines the agenda of public health policies (Nathanson, 1999), and the moral authority can be of great political importance in relation to the causes of a problem. The results show dissimilarities as well as resemblances between different types of media that manifest within articles and also on the level of user postings in corresponding commentaries. Bibliography: Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4), 51-58. Nathanson, C. A. (1999). Social movements as catalysts for policy change: the case of smoking and guns. Journal of Health Politics, Policy and Law, 24(3), 421-488. Sassi, F., & Devaux, M. (2012). OECD Obesity Update 2012: OECD. Scheufele, D. A. (1999). Framing as a theory of media effects. Journal of Communication, 49(1), 103-122. WHO. (2000). Obesity: preventing and managing the global epidemic World Health Organization technical report series (Vol. 894): WHO.

EMPOWERMENT BY DISCLOSING PHOTO RETOUCHING IN ADVERTISING: EFFECTS ON PROCESSING, ADVERTISING EFFECTIVENESS, AND PSYCHOLOGICAL WELL-BEING

van Noort, Guda; van Reijmersdal, Eva

› ASCoR / University of Amsterdam, Netherlands

Increasingly, advertisers and brands are criticized for their use of photo retouching by geometric manipulation (e.g., slimming model's posture, enlarging eyes) and photometric manipulation (e.g., removing cellulite and wrinkles; Kee & Farid, 2011). Photo retouching is assumed to lead to unfair persuasion and harmful effects on psychological well-being.

Several parties in society, including policy makers across Western countries, propose that digitally enhanced advertisements should carry a disclosure, informing consumers whether the image has been manipulated. Such disclosures should empower consumers to critically process ads. Advertisers and publishers have resisted this legislation, as they believe such disclosures hazard advertising effectiveness.

However, no scientific research substantiates these beliefs. A few studies have examined the effects of photo-retouching disclosures, but these only focused on psychological well-being effects (e.g., body dissatisfaction). Effects on advertising processing and effectiveness are totally disregarded, and when measured not analysed (Ata, Thompson, & Small, 2013).

Theory on persuasion knowledge (Friestad & Wright, 1994) and empirical studies on disclosures of advertising techniques, other than photo retouching, suggest that retouching disclosures might negatively affect persuasion. However, this has not been empirically tested. Moreover, it is unknown whether people need to be literate about digital manipulation techniques for a photo-retouching disclosure to be understood and effective. This study fills this gap in the literature by examining the effects of a photo-retouching disclosure and literacy on processing variables and persuasion.

An experiment with a 2(Photo retouching disclosure vs control) x 2(Photo retouching literacy vs control) between-subjects design was conducted among women. Stimuli materials were advertisements featuring 1) the face of a female model of which the photo was significantly retouched (based on the photo-retouching metric developed by Lee & Kahid, 2011), 2) an image of the product, 3) the brand name, and 4) product claims. For the disclosure condition a disclosure was developed based on prior studies (Boerman et al., 2013 Ata, Thomson & Small, 2013) and placed in the upper right corner of the ad. In the literacy condition, respondents were made literate about photo retouching with text and visual examples, whereas respondents in the control condition read a general text on photos. After being exposed to the stimulus material, processing variables (i.e., ad scepticism and critical attitudes toward the ad), persuasion variables (i.e., brand responses, and attitude towards photo-retouching technique), and psychological well-being (i.e., self-image) were measured.

The results show first that photo-retouching literacy has no main effect on persuasion. Second, surprisingly, literacy leads to more positive attitudes toward the technique of retouching in advertisements. Third, the photo-retouching disclosure leads to more critical processing, which in turn leads to less persuasion and increased well-being. However, there were significant moderated-mediation effects: the effect of disclosure through critical processing on persuasion and well-being disappears when people were made literate about photo-retouching techniques.

This study guides future research as it was the first to demonstrate the effects of photo- retouching disclosures on persuasion. Moreover, the findings inform advertisers and policy makers on how to empower consumers with photo-retouching disclosures.

ROAD SAFETY CAMPAIGNS AND DRIVER ATTITUDES TOWARDS SAFE DRIVING: THE CASE OF GERMANY, 2008-2013

Baumann, Eva[1]; Geber, Sarah[2]; Oschatz, Corinna[3]; Sowka, Alexandra[2]; Sülflow, Michael[3]; Maurer, Marcus[3]; Klimmt, Christoph[2]

› [1]University of Bielefeld, Germany; [2]Hanover University of Music, Drama, and Media, Germany; [3]University of Jena, Germany

Road safety belongs to the most important domains of public health where media-based prevention campaigns are applied to reduce fatalities and injuries. Past research has found that such campaigns can have effects on driving behaviors with measurable implications for actual road safety. However, given the dynamics in other determinants of road safety (e.g., improved vehicle technology), the actual contribution of a given campaign is difficult to isolate. Therefore, data from four surveys on the public's response to a national road safety campaign ("Runter vom Gas!" [Down with speed!]) in Germany was compared to trace the development of drivers' awareness of the campaign and attitudes towards risky driving over time. The representative surveys were conducted in September 2008, June 2009, February 2010, and January 2013, each with approximately 1,800 respondents. Indicators on knowledge of the campaign's slogan and drivers' attitudes (e.g., "Curvy country roads have a sporty appeal to me") that were used with identical wording in each study were analyzed, and compared to metrics on actual road safety for the same time period. Between 2008 and 2013, the German road safety metrics display positive developments like in many other countries. The number of fatalities declined by 20 percent to 3,600 in the year 2013. Findings from the surveys indicate that in the German population, unaided recall of the campaign slogan increased between 2008 and 2010 (from 13 to 24 percent of citizens who correctly remembered the slogan) and then declined to 19 percent in 2013. The share of citizens who correctly recognized the slogan (aided recall) increased nearly linearly from 61 percent in 2008 to 71 percent in 2013. In general, respondents evaluated different campaign messages shown to them in the surveys very favorably. However, drivers' actual attitudes towards risky driving were found to remain stable across all four surveys. This applies to both, statements suggesting a positive attitude towards sporty driving and indicators of safety orientation (e.g., "I am a cool, cautious driver"). The well-known risk group of young male drivers (18 to 24 years) as well as young female drivers did also not change their safety attitudes according to the survey data. These findings suggest that the campaign did not affect drivers' attitudes, neither at the level of the entire population nor for the risk group of young male drivers. However, the increased audience awareness for and the positive judgment of the campaign may have alternative indirect consequences for road safety which are not mediated through driver attitudes. For instance, due to higher campaign awareness, drivers may assign greater importance to car safety in buying decisions. Because motivational frameworks (such as the theory of planned behavior) consider attitudes as particularly important for risk behavior, strategic innovations are required to improve the capacity of the studied German campaign as well as many other campaigns to affect audience attitudes. By the same token, alternative pathways of indirect campaign effects require more research efforts to fully understand the contribution of prevention communication in public health promotion.

INTIMATE PARTNER VIOLENCE IN THE REALM OF PREVENTION CAMPAIGNS.

Kalch, Anja; Meitz, Tino
› University of Augsburg, Germany

This paper explores the effectiveness of bystander-addressed intimate partner violence (IPV)-prevention campaigns. Public service organizations make constant efforts to place campaigns against intimate partner violence in the media to make IPV increasingly visible in public discourse. Violence in intimate relationships is, according to the World Health Organization, a key health risk (World Health Organization 2002). However, it is often trivialized in public discourse and social responsibility is low. This climate of tabooization hinders victims to come out with their experiences but at the same time hampers non-involved witnesses (bystanders) to get active. In recent years, efforts have increased in employing a particular behavior change in the social environment. A supportive environment against IPV should be aware of the active role of a society that recognizes forms of violence and that is enabled to use suitable means of prevention. Pro-social communication campaigns are a popular mean of addressing the tabooization and trivialization of IPV. However, bystander addressed campaigns are faced with the challenge to reach an audience that is not itself directly affected by the problem but should still be encouraged to readiness to act, even though their health is not at immediate risk in this population. Against this background, the question arises, how effective bystander-addressed communication can be designed and what factors contribute to bring about a change in attitude among its recipients. Theory indicates that narrative or testimonial based messages with emotional arguments should be most effective in involving passive bystanders with the topic. Testing the theoretical assumptions, a 2 (form of presentation: rhetoric vs. testimonial) by 2 (argument type: affective vs. instrumental) between-subjects factorial design was conducted. Results show that rhetorical-based messages are perceived as more relevant than testimonial based messages but that affective texts are evaluated as more plausible in contrast to instrumental messages. Both effects of message characteristics on evaluations are influenced by transportation experiences and reactance. Intense transportation experiences that are most likely for texts based on testimonials and emotional arguments improve relevance and plausibility ratings. Our findings shed an ambivalent light on supposed 'ideal matches' in PSA campaign planning. With the use of testimonials and affective message designs, PSA campaigns, addressing distanced bystanders of intimate partner violence may not necessarily gain significant persuasive effects. Effective IPV prevention campaigns may need to circumvent these dimensions of self-serving declarations that are provoked by questioning the plausibility of victim portrayals or relevance of information. Theoretical and practical implications for IPV prevention campaigns are discussed.

MEDIA USE AND EVERYDAY PRACTICES: A NEW APPROACH TO STUDY RECEPTION

Vihalemm, Triin; Keller, Margit
› University of Tartu, Estonia

This analysis contributes to discussions on the central problem in audience research - what people do with media? We proceed from Couldry's (2004, 2010) approach that calls to investigate not the sole media consumption but people's media-related practices, more precisely what are the interconnections between media practices and other practices? How media (re)structures other practices – contributes to the formation of their hierarchy and meaning – and vice versa? Approaching from the practice theory (Schatzki 1996, Reckwitz 2002) and positioning analysis (Harré & van Langenhove 1999) we are going to introduce a original way to investigate people's media-related consumption practices. On the basis of empirical case study of Estonia's switchover to the open electricity market, we ask how mass media contributes to people becoming re-tooled and re-skilled when external structures organizing their everyday practices are changing. For the domestic clients the switchover to the open electricity market brought along the new principles of buying electricity, intensive communication with suppliers and new mediums. We followed the dynamics of spreading the mediated information about the principally new phenomenon and its gradual intertwining with the people's experiences and understandings. Empirically, we draw on media diaries and interviews with domestic clients before the switchover, immediately after and and a year later in 2012-2013. As an interpretative framework of the interview and diary texts we used the performace positioning analysis (Keller & Halkier 2013) that focuses on the informant's sayings as self-positioning in relation to a particular (normative) media discourse and the elements of practice such as general and practical understandings (electricity packages and stock prices); procedures and skills (comparison of prices in the special web portal) and engagements (budget management or price screening from the media). We come out with two sets of conclusions about the possibilities of practice-theory inspired audience analysis. Our study of micro-level changes in real-time revealed that the media discourse contributed significantly in the formation of electricity purchasing practices by by restucturing of practice elements, and, by slowing down or intesifiying their change. The media discourse fed actors' strive to be a smart practitioner and vice versa, actors' other everyday practices create new relationships with the media. The idea of stock price play attracted the practitioners with rather vague general understandings and practical skills who strived to make their „ends meet" by adpotion new media intensive practices. The attempts to give utilitarian advice via mass media lead to the side effects like inconsistency of understandings and skills and create "media addiction" instead of making peoples' decisions more informed. Still our study shows that in the longer term a "self-defensive" performance positioning emerges, which distances consumers from the tiresome monitoring of electricity prices and packages. Methodologically, we suggest that diaries' and interviews' discourse analysis can serve rather well in analysing practice change. We propose a frame for the further analysis that enables to trace the process along two axes: a) change vs maintenance of existing hierachy and structure of practices and b) homogeneity vs heterogenity of practice elements and performance positionings between themselves.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 1. AUDIENCE AND RECEPTION STUDIES (B) - FRAGMENTED MEDIA SPHERE

› Auditorium II, First Floor

ACTUALLY EXISTING COSMOPOLITANISM, MEDIA PRACTICES AND THE SOCIAL DYNAMICS WITHIN THE NATION-STATE: THE CASE OF SWEDEN

Lindell, Johan
› Karlstad University, Sweden

Cosmopolitanism, when relocated from normative political theory and moral philosophy to social theory and sociological research, invites social scientists to consider the relationship between the individual and the world as a whole in times of global interconnection and interdependence (Calhoun, 2008; Holton, 2009). As an analytical concept, cosmopolitanism allows social research to pose novel questions about the "interiority" of globalization (Swain, 2009) – a specific mode of "being-in-the-world" pertaining to social life in global modernity. It has been argued that the main task for such endeavors is to identify the "structural realities" of various forms of "actually existing" cosmopolitanisms (Malcomson, 1998; Skrbis et al., 2004; Kendall et al., 2009). Theoretically, having access to faraway peoples and cultures at the press of a button or the turn of a page yields a historically unprecedented opportunity for cosmopolitan cultivation on an everyday basis. Two central problems emerge in the growing literature covering the question regarding the conditions of cosmopolitan cultivation. Firstly, the interdisciplinary field of "cosmopolitanism studies" tends to take the media as an agent of cosmopolitan socialization for granted. Secondly, media and communication research concerning itself with questions of cosmopolitanism operate mainly in the paradigm of "media and morality" (Ong, 2009). While dealing

with topical, moral questions regarding Western spectatorship of suffering in the distance, and the role of the media in facilitating humanitarian activity (see e.g. Chouliaraki, 2006; 2013) this kind of research understands cosmopolitanism exclusively as a moral response to certain media messages. In order to further our understanding of contemporary cosmopolitanism on a broader level what is needed is the study of cosmopolitan dispositions, conceptualized as a general dispositions of worldly openness across moral, cultural and political dimensions as manifested in peoples' outlooks and practices and the conditions of their cultivation. In the attempt at mapping the general contours of these conditions, this study deploys a representative survey in Sweden (n = 1025) designed explicitly to study (a) the social location of various cosmopolitan dispositions and (b) relationship between media practices and various cosmopolitan dispositions. In tandem with previous quantitative research, findings suggest that various cosmopolitan dispositions are socially stratified: the cosmopolitan dispositions display a tendency to belong to more mobile and more educated individuals. Also, the dispositions are associated with women and people that are politically engaged (either to the left or to the right). Furthermore, results reveal the ambivalent role of the media: while certain media practices (such as watching television news) relate to a cosmopolitan disposition, others do not. What is more, "cosmopolitans" tend to approach the contemporary media landscape as an avenue for cosmopolitan socialization, whereas "locals" do not. Taken together, findings inform a mediatized cosmopolitanism that is impossible to disentangle from the social dynamics operating within a given society, in this case the nation-state of Sweden.

BETWEEN 'DISSOCIATEDS' AND 'VERSATILES': TOWARD AN EMPIRICAL TYPOLOGY OF WEB NAVIGATION

Stark, Birgit; Magin, Melanie; Jürgens, Pascal

› University of Mainz, Germany

Information seeking represents a crucial activity online, especially as a context to selectivity. So far, efforts to establish a systematic framework of navigation strategies have been limited. Existing models based in theories of information processing (like dual process theories) omit central factors such as involvement, task complexity, and users' media literacy. Moreover, research has been limited to single phases of the search process— e.g. the motivation for Internet search as its starting point or the selection of single websites as its result. However, navigation strategies can be conceptualized as more comprehensive behavioral patterns that shape the multi-step search process in its entirety, across different situations. To address these limitations in theory and the lack of empirical evidence, we first aim to clarify various ways of internet navigation, encompassing the multi-step navigation process. Second, we aim to develop an empirical typology of users who apply different navigation strategies – that is, a typology of "Internet navigators". The empirical study consists of two parts: (a) We conducted nine group discussions with three Internet users each to get detailed insights into how people navigate the Internet (September 2012). The in-depth investigation yielded that the users pursue one main target: They want to reduce the Internet's complexity to make decisions as quickly as possible. Therefore, they search heuristically rather than systematically in most cases (Chaiken 1980). The more complex the requested information, the more elaborated the cognitive processes are. The discussions also suggested various latent distinctions between types of tasks, goals, and solutions. (b) Based on these results, we conducted a quantitative online survey representative for German Internet users aged 16 years and over (May 2013). By use of principal components analyses we identified dimensions of the search process which we interpret as the different steps of navigation styles: (1) the motivation of Internet use, (2) the sources for new information on the Internet, and (3) the users' ways of dealing with search engine result pages (SERP). A hierarchical cluster analysis based on these dimensions revealed four types of Internet navigators: (1) The 'Dissociateds' (35%) seem to be very skeptical towards the Internet and use it less frequently compared to other navigator types. They process information rather heuristically. (2) The 'Outgoings' (32%) frequently use the Internet for social interaction, are made aware of new websites by their friends, and process the SERP rather heuristically. (3) The 'Versatiles' (18%) use the Internet for a wide range of tasks, use various sources for new information, and deal with the SERP in a variety of ways, whereby heuristic processing is rather scarce. (4) For the 'Gatherers', the Internet is first and foremost a medium for seeking information. They use traditional mass media as information source and process information rather systematically. People with higher formal education tend to be classified as 'Gatherers' or 'Versatiles', younger people as ‚Outgoings', and older people as well as those with lower formal education as 'Dissociateds'. Altogether, our results confirm the model of an adaptive user (Wirth et al. 2007).

MEDIA AUDIENCES IN THE SOCIAL WEB: CHARACTERISTICS, MOTIVES AND ADDRESSEES OF DIFFERENT USER TYPES

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By providing functions that enable users to spread information to their peers with little effort (likes, shares, retweets), the social web has modified the way audiences deal with media content and increased their potential to evolve from passive consumers into active communicators. The notion of 'active' audiences, however, is far from new. As early as 1985, Levy & Windahl identified three dimensions of audience activity: selectivity, utility and involvement. While mainly describing intrapersonal activities like the selection of media content or the intensity with which it is processed, they include follow-up communication with others or feedback to media producers (e.g. letters to the editors) as well. Following this framework we propose a modified audience activity model for the social web consisting of communication acts (selectivity), communication motivations (utility) and communication intensity (involvement). Selectivity in this model means choosing between different communication acts which incorporate acts of selection (choosing media content by following media accounts in online social networks or clicking on links to articles), consumption (reading, watching or listening to media content) and production (recommending or commenting on media content, producing own content). Utility involves the motives for these acts and their addressees while involvement describes with how much cognitive and temporal effort they are performed. To find out which communication acts are regularly chosen by audiences in the social web and to discover the motivations behind them, we surveyed an online-representative sample of 828 German internet users in December 2012. Amongst them, we identified five user types with respect to the communication acts they perform at least once a month: non-users (25%) who do not use online social networks, news websites, blogs or forums regularly; consumers (26%) who use those platforms but do not engage in any production activities there; sharers (16%) who share media content related to news or societal topics; commentators (13%) who additionally comment on such content; and producers (20%) who also write blog posts, tweets or postings about those topics. Thus, we did not merely differentiate between 'active' and 'passive' users but instead identified different forms of activity characterized by increasing production intensity (with not using taking the smallest and producing the greatest effort). The five groups did not differ much in terms of gender and education but commentators and producers proved to be younger than the others. Surprisingly, the main motives and addressees of the most active group – the producers – were not different from those of commentators and sharers. Everyone's principal motive is self-presentation, followed by the desire to give information, advice and criticism. All mainly address family and friends but they sometimes aim to reach the public as well. But with growing production intensity both the agreement to all the motives and the desire to reach all groups of addressees increase. It shows that producers – much like journalists –feel more duty to inform others and criticize nuisances. Conversely, commentators and sharers seem to be less ambitious although they as well play an important role in spreading information and ideas online.

ACCOUNTING FOR THE AUDIENCE IN A MULTI-PLATFORM ENVIRONMENT: A MONETARY VALUATION APPROACH

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Background: Accounting for the audience's demands or preferences is crucial for commercial as well as for public service media (PSM) provider. Whereas the former address the audience mainly as consumers the latter puts an emphasis on the role as citizens (Livingstone et al. 2007). Nevertheless, valid information on the number and characteristics of the (potential) audience (market share, viewing or circulation rate, appreciation etc.) is needed by both. Either to ensure the economic success or as a legitimation for being publicly funded.
Problem: Most of these measures are standardized and quantitative and they are collected for certain media (channels) separately. Yet, in a multi-platform era (Debrett 2009) overall measures are needed. In Germany, for example, it is not possible to account for the across platform usage of televised or video content before 2015 (kress.de 2014). But even with these numbers they only represent or reveal the use or audience's preference afterwards. The same assumption can be made for other figures such as approval or appreciation ratings. However, there still remains a blind spot regarding the valuation of the content by the individual recipient.
Aim: The aim is to develop a valid measurement to account for the individual valuation of media content across platforms (distribution channels) and providers. The degree of valuation is seen as a measurement of how well the content offered reflects or meets the individual preferences (Beckert/Aspers 2011).
Methodological Approach: Usually valuation is revealed by observing consumer behavior through market transactions. Most commonly the valuation is derived from the price(s) paid (Diller 2008). But due to its characteristics as being – to varying degrees – non-exclusive and non-rivalrous media content is not fully marketable in a direct producer consumer relationship. This results in different pricing schemes for the individual in order to use or buy specific media content. Ranging from zero for public service media (caused by a so-called cost illusion) as well as zero priced privately produced content financed through advertisement to mixed modes of provision (advertisement + sales) to content fully financed by sales. Therefore only accounting for revealed preferences won't be successful. Another approach which appears to be fruitful is using stated preferences techniques. In this context advantages and disadvantages of conjoint analysis (CA) and contingent valuation method (CVM) are discussed (Seufert 2013). Whereas CA considers the price as one product attribute, CVM elicits valuation by asking for the (maximum) willingness to pay for the "whole" product (Völckner 2006). Both approaches are also suitable (and have been used) to assess the valuation for non-market commodities such as public service media (Snowball 2008; Noonan 2003). What is still missing is an overall assessment. Drawing from a literature review the paper will present and discuss these approaches as well as major findings in the field of media content/services and subsequently suggesting an empirical applicable design to test for an overall assessment of the valuation.

BLOGGERS (NOT) READING OTHER BLOGGERS: ARE ALL AUTHORS EQUAL, AND WHO IS LISTENING TO WHOM?

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In the current media environment where audience research emphasises media use in the form of audiences' contribution to media content and its dissemination, it is ever more important to ask new questions that arise: Are all authors equal? and Who is listening and to whom? In this paper, I explore those questions further, focusing on a particular sample of 50-65 years old Czech bloggers and exploring their understanding of what is an author. Traditionally, audience research is concerned mainly with the text-reader metaphor, and audiences' interpretation of the media text, while recent research, in particular that relating to digital media and especially Web 2.0, is focusing predominantly on media use as a form of production and dissemination. It can thus be argued that while the former approach neglects, or denies, the role of the author in the process of media use, the latter one overstresses the importance of the author, or even celebrates it, by understanding and focusing on media use as a form of production. Consequently, it is the audiences and their actual meaning making that is then neglected. Therefore, this paper builds on the discrepancy between these approaches, theoretically building on the tradition of the text-reader metaphor but introducing in it the concept of the author. Using qualitative analysis, it then examines how the audiences understand and articulate authors and use the notion of authorial presence, or absence, in their interpretations of text. The paper is concerned with the analysis of how 50-65 years old Czech bloggers perceive other author-users and their texts. This particular group of media users is interesting not only for being often neglected in media research, but also particularly because they lived through various changes in society, including the introduction of various media that were 'new' at the time, beginning with television – changes that led them to re-negotiate their understanding of each medium, and their role and use in their lives. Hence, data from the interviews with those respondents offer a rich platform for analysing how perceptions of authors have been collectively negotiated, shared and re-negotiated within the society, and this specific generation in particular. The analysis of in-depth interviews shows that although these users self-identify as bloggers and find particular fulfilment through their media production, they do not necessarily see other bloggers in the same way, or understand themselves as belonging to a community of bloggers. That is to say, they employ very similar tactics of evaluating other bloggers (author-users) as they do for authors of more established media. I thus argue that the audiences' relation to text, or for that matter to an author, cannot be reduced to a simple typology based on particular characteristics, e.g. the dichotomies of professional/amateur, individual/collective, and so on; rather, the author's role in interpretation is instrumental, and the author is a multidimensional concept where various dimensions contradict, supplement and/or complement each other. This example allows us to see that the same author can have a different role in the interpretation of the text among different readers.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 1. AUDIENCE AND RECEPTION STUDIES - YOUNG PEOPLE RISKS AND COPING STRATEGIES

› Room 3C, Ground Floor

ONLINE RISKS FROM CHILDREN'S PERSPECTIVES: QUESTIONING AWARENESS STRATEGIES

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Based on an ethnographic study, this paper explores children's perspectives on online risks. This analysis is used to critically debate the awareness strategies implemented to promote children's online safety and ability to cope with risk. Two specific dimensions are considered: the dissemination of an oversimplified, stereotyped representation of risk; the ambiguousness that concepts like stranger, friend, addiction and personal data assume when faced with conflicts between family and peer agendas. The implications these might have on children's online participation and safety are discussed. Based on the accounts of 14 girls and 8 boys, aged between 9 and 14 years old, this research aims to recognize and understand how children build their own cultures in or through digital media. It further considers the specific conceptualizations of opportunity, risk and safety developed within the identity and sociability processes taking place in digital arenas. On the subject of risk and safety, the study concludes these issues are overlaid by worries related to identity and social belonging. Nonetheless, an overall image of risk as a stereotyped concept, distant from children's daily digital experiences, emerges. The study was carried out in three different settings: after-school centres, children's homes and digital inclusion centres. The methodological

rationale was informed by what is called in the literature as working with children, aiming to include them in the research design. This is expected to work as a means of bringing children's own agendas to research and include them in how their lives are represented and institutionally dealt with. Nonetheless, an ethnographic approach prevailed, as the majority of participants felt more comfortable and able to express and act according to specific cultural and social values through participant observation. Interviews and participatory techniques were also used within this framework. Data was registered in field notes and audio and video records were fully transcribed. These were submitted to a thematic analysis, considered as a method in its own right, rather than a mere tool, despite its similarities with other approaches, such as grounded theory and discourse analysis. Overall, this research stresses how children use online social networks and games to form a sense of belonging, identity and social knowledge, namely through the exchange of comments on photos, a combination of competitiveness and collaboration in social games as well as text messaging. Risk is considered a sub-topic of a wider category concerning the problems children encounter through their use of media. In spite of the awareness for safety issues, problems related to social belonging, reputation, relationships and social commitments are of greater concern. Opportunity stands as a meaningless concept.

EFFECTS OF SELF- VERSUS OTHER-GENERATED SEXUAL CONTENT ON SOCIAL NETWORK SITES: DIFFERENTIAL EFFECTS ON SEXUAL SELF-CONCEPT AND SEXUAL PROTOTYPES

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Social network sites (SNSs) have been described as a new tool for adolescents to create their personal identities and to identify with peer groups (e.g., boyd, 2007; Barker, 2009; Livingstone, 2008). Within research on SNSs, scholars have started to focus on adolescents' development of personal and social sexual identities through the use of SNSs, for instance in the form of sexual self-disclosure (e.g., Ringrose & Eriksson Barajas, 2011; Ringrose, 2010, 2011). However, research has rarely distinguished between adolescents' own sexy self-presentation on the one hand and their looking at sexy self-presentation of others on the other hand as potential influences on adolescent sexual socialization. The present study aims to fill this gap by comparing how self- vs. other generated sexual content (i.e., sexually suggestive pictures) affects adolescents' sexual self-concept as well as their identification with a sexual peer group. Because sexual content on SNSs is often characterized by promiscuity (Ringrose & Eriksson Barajas, 2011; Ringrose, 2010, 2011), we were most interested in promiscuously sexual identities. We therefore operationalized sexual self-concept as the centrality of being promiscuously sexual in one's identity. Identification with a sexual peer group was operationalized as having positive prototypes of promiscuous same-sex peers, which has been shown to be a good indicator of peer group identification (Gibbons & Gerrard, 1995). Based on previous research (e.g., Pingee, 2007), we expected that sexy self-presentation has a stronger influence on adolescents' sexual self-concept, compared to looking at others' sexy self-presentation. In contrast, looking at others' sexy self-presentation was expected to be related more strongly to positive prototypes of sexual others. At the same time, we investigated the possibility of selective exposure by focusing on whether adolescents' sexual self-concept and positive prototypes of sexual others influenced their own sexy self-presentation or, respectively, their exposure to sexy self-presentation of others (e.g., Oliver, 2002; Zillmann & Bryant, 1985). We used data from a two wave panel-survey, conducted in May/June 2013 and November/December 2013, among a representative random sample of 1,636 Dutch adolescents who had indicated that they used SNSs (aged 13-17; 48.5% male). Autoregressive analyses showed that adolescents' sexy self-presentation influenced their sexual self-concept. Adolescents' sexual self-concept in turn resulted in more sexy self-presentation. Other-generated sexual content was not related to adolescents' sexual self-concept. Moreover, exposure to other-generated sexual content on SNSs resulted in more positive prototypes of promiscuous others, and having a positive prototype of promiscuous others in turn increased adolescents' exposure to other-generated sexual content on SNSs. Self-generated sexual content was not related to prototypes of sexual others. These findings show that the effects of sexual content on SNSs on adolescents' sexual identities and identification with a sexual peer group depend on whether such content is generated by adolescents themselves or whether it involves looking at content generated by others. This has important implications for future research on how sexual content on SNSs affects adolescents' sexual identities.

COMMERCIAL VS. TECHNICAL RISKS. ONLINE RISK ASSESSMENT AND COPING STRATEGIES AMONG EUROPEAN MINORS (AGED 9 TO 16)

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The increasing use of internet among minors is taking more and more attention from families, institutions and academics. Public attention related to this issue is focused, basically, on the potential risks children may expose themselves to while surfing the web. As trying to protect children from all potential online risks is practically impossible, the idea of empowering children in order to make them responsible of their own online safety is becoming more popular among different stakeholders (Staksrud & Livingstone, 2009, Ságvari & Galácz, 2012). Using the online risks' classification set by Hasebrink et al (2009), which distinguished content risks, contact risks and conduct risks, this paper will focus on children's perception of online content risks. Besides sexual, violent or inappropriate content, we will focus basically on commercial content regarding those risks connected with the marketing which, very often, can be unwanted, bothering, confusing and even saturating the young user while surfing the internet. Previous research has shown the exposure of teenagers to online advertising and its effects (Blades, Oates, & Li, 2013; Sandberg, Gidlöf, & Holmberg, 2011). This paper means to analyze the preventive strategies children develop in order to avoid such contents; the way they cope with them; as well as their assessment related to these kind of content risk. In order to clarify minors' perception of commercial risks, we will also compare them to their perception of some other inappropriate content and technical risks, such as viruses. In order to address these issues a qualitative approach was developed in nine different European countries: Belgium, Czech Republic, Greece, Italy, Malta, Portugal, Romania, Spain, and the UK. In every country, children aged between 9 and 16 were studied through 6 focused groups and 12 interviews, for different gender and age groups (9 and 10, 11 to 13 and 14 to 16). As far as the results are concerned, children show quite a high level of awareness related to potential online risks, subsequently they take some measures in order to prevent these risks. As a general rule, they find commercial and marketing messages as annoying but easy to identify and cope with, but they may fear them as virus sources. Viruses are considered as a real threaten and they show greater vulnerability to them. Blades, M., Oates, C., & Li, S. (2013). Children's recognition of advertisements on television and on Web pages. Appetite, 62, 190–3. doi:10.1016/j.appet.2012.04.002 Hasebrink, U., Livingstone, S., Haddon, L., & Ólafsson, K. (2009). Comparing children's online Europe:, opportunities and risks across Risk, Cross-national comparisons for EU Kids Online. London: London School of Economics. Livingstone, S., & Helsper, E. J. (2006). Does Advertising Literacy Mediate the Effects of Advertising on Children? A Critical Examination of Two Linked Research Literatures in Relation to Obesity and Food Choice. Journal of Communication, 56(3), 560–584. doi:10.1111/j.1460-2466.2006.00301.x Ságvari, B., & Galácz, A. (2012). Relating online practices, negative experiences and coping practices. In S. Livingstone, L. Haddon, & A. Görzig (Eds.), Children, risk and safety on the internet. Research and policy challenges in comparative perspective (pp. 309–322). Bristol: The Policy Press. Sandberg, H., Gidlöf, K., & Holmberg, N. (2011). Children's Exposure to and Perceptions of Online Advertising. International Journal of Communication, 5, 21–50. Staksrud, E., & Livingstone, S. (2009). Children and Online Risk. Information, Communication & Society, 12(3), 364–387. doi:10.1080/13691180802635455

OPENESS AND SAFETY ON INTERNET: CASE STUDY OF LATVIA

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The study is based on a survey designed by the EU Kids Online network (random stratified sample of 1001 children aged 9-16, 2013). The results are compared and analyzed in the context of other countries (Livingstone, Sonck, Kuiper, de Haan, Haddon, Görzig, Ólafsson etc.). Latvian research confirmed the tendencies of the rapid decrease in an age when children begin to use the Internet and the rapid grow of social network users (75.6% of 9-10 year old and 95.7% of 15-16 year old have their own profile on a social networking sites). Latvian children have very high self-esteem of their digital literacy and skills related to Internet safety. Majority of children feel psychologically comfortable and forming relationships with people more freely on internet than meeting face to face. More than half of children aged 11-16 have public profiles, 27 % — partly public. These results are higher than in other countries. More typical this trend is in Latvian towns, less in the capital and countryside. Characteristics of creating relationships and new contacts are in line with the European average indicators. However the study results point out the potential risks — the majority (65%) recognize the bad or inappropriate content on Internet, frequently referred to pornography (27%) and violence (20%). Compared to elsewhere in Europe Latvian children more often faced with a potentially violent user-generated content. Latvian local social network draugiem.lv (used by 77.4% of children 9-10 year old) has a great impact on the use of social networking as a whole. Children are going online together with their friends and members of on-line communities are usually know each other by other activities - school, sports, etc. This increase their openness on social networks because social networking continues their daily life with the familiar peers. But at the same — time reduces the concern of safety.

YOUNG PEOPLE MEDIA LITERACY COMPETENCES: A STUDY WITH PORTUGUESE STUDENTS AGED 17-18 YEARS

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In an increasingly and rapidly changing mediatized world, media literacy represents an important public policy response for empowering citizens to live in a time of intense technological change. In fact, media literacy is considered a key area for preparing the public to critically and civically engage in this mediatized world and it is also seen as an added value for a participative and inclusive democratic society. Based on these assumptions, this paper intends to present the first results from a research project that aims (1) to build a tool for assessing media literacy levels and (2) to apply this tool in social distinct contexts with the purpose of determining and assessing the media literacy levels of students in their senior year at secondary school. This tool, which we call questionnaire but in a broader sense, was administered to a sample of approximately one thousand students aged 17 and 18 years. The 50 schools participating in the study were chosen through a process of quota sampling, guaranteeing thereby the representation of all territorial areas of Portugal (excluding the Islands). The participation of students from various scientific areas of the secondary education was also ensured. This questionnaire sought to assess the media practices and attitudes of students but rather assess their competences in terms of a) access, b) analysis and critical understanding of media messages and c) capacity for participation, creation and production of contents. The results from this study will allow us to determine the competences of students concluding compulsory education in Portugal (12th year) and going on either to university or to the labour market. This will enable us to ascertain the levels of media literacy shown by students who are applying for either a place at university or a job and determine what kind of preparation they were given at school in this area. In this research project we assume that media literate individuals are more empowered to make their decisions and are more engaged in civic, social and economic life. Using the terms of the OECD's Global Project on Measuring the Progress of Societies cited by the UNESCO document on 'Media and Information Literacy Indicators', media literate individuals are citizens "who have moved beyond dependence on 'knowledge brokers,' to become 'knowledge builders'". The construction of the methodological instrument as well as the discussion of the results are based on the guidelines and recommendations comprised in recent research supported by the European Commission and by UNESCO, regarding criteria and indicators to assess media literacy levels . This study is being conducted by researchers from the Communication and Research Centre at the University of Minho in partnership with the Public Office for the Media and the Portuguese Network of School Libraries.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 1. AUDIENCE AND RECEPTION STUDIES (B) - TOWARDS NEW HORIZONS? THE CONTINUED RELEVANCE OF RECEPTION RESEARCH IN A TRANSFORMING AUDIENCE LANDSCAPE?

› Auditorium II, First Floor

ON THE BANE AND THE BOON OF RECEPTION.BUT WITHER RECEPTION? NOT JUST YET

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Reception and interpretation are the two words which inspire this paper, where I look back at the long history and loaded conceptual repertoire held within these words which need retention in the age of networked, multimodal, interactive media. Far from being 'passive', reception – in the very active, agentic, critical and even resistant nature of its meaning – helps us make sense of communicative conditions which are distinctively different – in terms of affordances, technological conventions, the shape of texts and practices of use – and yet dynamically intertwined around relationships of mutuality between the interpreter and that which is interpreted. Provoked by these questions, and guided by the continuing relevance of many concepts from reception studies in the age of networked media, I use instances of empirical research with the audiences of a wide range of genres, reading across my work with the reception of television, print and the internet, where I have worked with a core set of concepts around reception and interpretation. I argue that one might revisit such a conceptual repertoire for the study of new media use in a trans-genre, cross-media moment, focusing on the mutuality of texts and readers across distinctly different communicative moments from mass-mediated to interactive times. I ponder also, on the 'bane of reception'- the apparent ineligibility of the language of texts and readers in the age of the network. But the boons of reception are plenty! Drawing from the paired concepts of texts and readers, I draw attention to the enormous interdisciplinary potential of reception, discernible in remarkable similarities in terms of relationships of co-construction in diverse fields – affordances and appropriation, legibility and literacy, technology and use – where each element in a pair defines, shapes, resources and restrains the other. This potential holds important keys to our conceptual and empirical understandings about the transformation of audiences into users, for as we move from one mediated moment to another, the demands of electronic communication are fast replaced by the demands of a networked, fragmented media environment.

USES THAT MATTER: RECEPTION RESEARCH AS A WAY TO STUDY THE SIGNIFICANCE OF CONTEMPORARY MEDIA USES

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Working on television from the mid-1990s, reception research formed my ideas about the meanings of the texts I was studying and I started to conduct in-depth interviews with television viewers. While the opportunities for audiences grew

exponentially and media studies as a discipline turned towards 'new' media, I stubbornly kept on studying television, insisting that it continued to be meaningful for many. Although I would not define myself (only) as a 'reception researcher', I still very much draw on this literature. This paper reflects on this 'heritage', taking as a starting point my current experiences in a project on ethnic minority LGBT media use, using in-depth interviews. The focus is not on the reception of particular 'texts', so there is no concomitant textual analysis, one of the characteristics associated with earlier reception research. Different media are discussed, but the interviews gravitate towards discussion about the internet in all its guises. Nevertheless, the conversations are very similar to the ones I used to have about television. The focus is not on the amount and character of 'uses', but on the meanings they generate and how they connect to the multidimensional social contexts of everyday life; on the appreciation and evaluation of media products and applications, and on their significance in relation to issues of identity formation at the intersection of race and ethnicity, class, gender and sexuality. Based on these experiences, this paper discusses the continued relevance of methods and concepts associated with earlier reception research, while also pointing at emerging issues which need to be addressed, such as: the multiplicity of devices and applications available to access particular media and texts, which complicates research on the reception of particular texts; generational differences in familiarity with such technological innovations, which asks for an even greater awareness of the particularities of one's sample; and the meanings which not only come from consuming media content, but also from actively acting and interacting through media. In this context of media multiplicity and increased instability of textual meanings, more than ever it is important to hear audiences express, in their own words, what it all means to them, and to revive the 'ethnographic' drive in reception research, aiming for a holistic understanding of lived media experiences. More than ever, it is necessary to situate media uses in everyday life and to relate them to the particular social contexts of concrete individuals. One of the key lessons of reception research, to me, is to avoid generalizing assumptions about the meanings of media based on the mere analysis of texts or quantitative patterns of media usage - and, one should add in the contemporary media landscape, technological affordances.

DECODING TWITTER FEED: UNDERSTANDING SOCIAL MEDIA RECEPTION

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In a media-rich environment, where people are hailed by the possibility of becoming "produsers" and production practices are analysed in detail, the silent viewer is again attracting the attention of researchers. And while I do wholeheartedly subscribe to the notion of reception being an active process of (auto)communication, then it is useful to distinguish that not everyone and not always are people eager to be involved, participatory and producing. This in turn has led me to question the more silent and invisible practices of social media use, the receivers, lurkers or silent viewers, with a question as to how could we understand their practices better and how we opt to be silent or more active in different situations. I feel that often in the case of new phenomena, we turn our attention to the new features, neglecting sometimes to carefully analyse the old aspects. Hence, we tend to conceptualise the social media users as active users and focus on their practices that are involved with production of the content. This paper will look at the methodological challenges of conducting what could be viewed as classical reception analysis project on a new media channel by analysing the reception process of Twitter feed. The methodological experiments with students and reception process also focus the analysis of the movement between silent viewing to active participant. The paper critically evaluates the possibility to use focus groups analysis of a new media phenomenon and discusses the viewing and participating practices in relation to the notion of lurker or silent viewer. Students' reception practices will be compared in terms of users and non-users of Twitter in order to establish whether there is a perception of pre-requirement of literacy in order to receive and interpret Twitter feeds. The analysis will also focus on the question whether Twitter is perceived as a many-to-many channel also by those who are not actively contributing content to the channel, or whether it is just viewed as any other media outlet with multiple authors

RECEPTION RESEARCH 2.0 A MULTIDIMENSIONAL MODEL OF PARTICIPATORY MEDIA CULTURE

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Some might argue that reception analysis is a remnant of the past in an age where "people formerly known as the audience" (Rosen, 2006) are producing and circulating content on a diversity of interactive and participatory media platforms. Far from being the case, reception research must continue to set the question of meaning as a central issue in media studies, an issue that appears to be missing from current understandings of social media in which audiences are often reduced to a single reality or simply ignored as an empirical reality. Knowing about the meanings produced and circulated on social media can help us better understand the participatory media culture that has established itself over the past decade. To properly address the question of meaning, however, reception research needs to be adapted to the current media landscape. Taking my point of departure in the multi-dimensional model of reception developed by Kim Schrøder (2003, 2000), I suggest a revision of the model and its dimensions in light of notions such as produsage (Bruns, 2008), convergence (Jenkins, 2008), participation (Carpentier, 2011) and networked culture (Castells, 1996). The model suggested by Schrøder is itself an elaboration, establishing both continuity and critique with Hall's original suggestion (1973/1980). In the same spirit, I wish to build on the multidimensional model for it offers a systematic approach to the complexity of sense-making processes surrounding media use. Yet I wish to develop the model for its potential to provide a portrait of the participatory media culture that stands in contrast to its understanding as exploitation of labor (Scholz, 2013) or as a business model (van Dicjk, 2013) disguised as false consciousness. The paper will revisit the five dimensions of the model (motivation, comprehension, discrimination, position, implementation) for their relevance and explanatory power in today's media landscape, suggesting new interpretations and new formulations. A revision of reception research does not only concern the notion of reception itself, but also that of the text, which appears increasingly complex, multi-formed and integrated to the audience. The original dimensions of Schrøder's model need to be looked at with reference to both reception and circulation (Jenkins et al., 2013), and to the network that binds participatory media culture. It appears that with media 2.0, phenomena which traditionally fell under the labels of interpretation or reception are increasingly taking part in the media text itself. As audiences become textual matters, they contribute to set a new agenda for media research.

DIGITALIZATION AND CONVERGENCE AS A CHALLENGE FOR TELEVISION RECEPTION RESEARCH

Mikos, Lothar
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During the past two decades digitalization has transformed the media, especially television. The digitalization of TV has led to an increasing number of TV channels, e.g. more than 1000 in the USA, more than 400 in Germany, and more than 40 in a small country like Denmark. At the same time audiences have become more fragmented. They can be differentiated by social milieus, age, gender and other categories. In the USA 99% of the channels have a market share of less than 1%, in Germany 95% have a market share of less than 1%. This audience dispersion is one of the most important challenges for audience and reception studies. On the other hand digitalization has facilitated the convergence of the classical media industry and the telecommunication industry: besides its economic aspect convergence can also be located on the levels of technology, aesthetics and reception. The task of mediating between the discourses of the industry and the audience falls to a new aesthetics of "transmedia storytelling" (Jenkins 2006; Evans 2011), which has blazed a trail through the processes of media convergence on the aesthetic, economic, technological and receptive levels. Meanwhile there are multiple distribution platforms for audio-visual content in the era of digitalization. The more distribution channels try to reach an audience, the more audiences are fragmented. More and more films and TV shows are produced for a niche audience, and audiences go anywhere to get the audio-visual

product they want for information or entertainment. All these developments raise questions about audiences as consumers and/or citizens, and about methodological challenges for audience and reception research. The paper will deal with some experiences from reception studies in a convergent, multi-platform media environment. Based on empirical reception studies in Germany on DVD use, time-shift TV use and the use of mobile devices for audio-visual content I will strengthen some classical methods and explain new methods for audience and reception studies. Finally I will provide a proposal for designing reception studies in times of transmedia audiences

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 1. AUDIENCE AND RECEPTION STUDIES - EVALUATING THE COST TATS ACTION ISO906: NOTES ON A SCIENTIFIC LEGACY

› Room 3C, Ground Floor

SOCIAL INTEGRATION AND ETHNO-CULTURALLY DIVERSE AUDIENCES: THE ROLE OF THE MEDIA AND THE FAMILY

Cola, Marta

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Within the Cost TATS Action ISO906, Working Group 4 "Audience transformations and social integration" explored how media and ICTs can provide opportunities to sustain relationships, share knowledge and culture, participate in the public sphere and negotiate (new) collective identities. In particular, one focus of Working Group 4 has been devoted to public issues related with media roles and regulations, citizenship and social diversity in a complex and multicultural European space. The transformation in the ethno-cultural constitution of European societies we have witnessed in the last decades, in particular linked to migration, leads the Audience Studies scholars to consider these elements in studying the European audiences and to turn the attention on the role of media in social integration. The research carried out in the WG4, and in particular thanks to the possibility to discuss and compare several national contexts, has given rise to the important elements to be studied in order to grasp the very essence of the relationship between media, migration and social integration. In studying ethno-culturally diverse audiences and the role of media in the negotiation of identity, an important element emerged: the role of family. In fact, as many scholars already discussed, media play an important role in the negotiation of identity in particular in migration and re-settling processes, but they are only an element among others and must not be overemphasised. Media use cannot be analysed per se but must be integrated in a broader perspective, in which other forms of interaction and communication have to be considered. What emerged by the WG4 activity is the prominent role of family, and the necessity to focus the attention on the role of family in the study of both negotiation of identity and media consumption. We suggest that future research on European audiences, in light of the social and cultural transformation occurring, explores more in deep the linkage between media use and family relationships, taking into consideration new perspectives. In particular we refer to elements such as: new form of family (e.g. "living apart together" family) and not only traditional ones; new ways of appropriation of media and ICT; new ways of interpretation of media contents; networks and connections across geographical and national boundaries; the relationship between this area of studies and political contexts in which these audiences negotiated their identity and scholars carried on research. This paper will point the elements identified as relevant for future audience research and reflect on the scientific legacy of the Working Group 4's activity.

AUDIENCES ACROSS MEDIA - A COMPARATIVE AGENDA FOR FUTURE RESEARCH ON MEDIA AUDIENCES

Bruhn Jensen, Klaus

› University of Copenhagen, Denmark

The COST Action 'Transforming audiences, transforming societies' (2010-2014) presented a unique opportunity to undertake comparative research. The premise of the Action was that fundamental changes are currently witnessed globally in the communicative practices of audiences across media – one-to-one, one-to-many, and many-to-many. Compared to Lasswell's (1948) classic paradigm of who says what, in which channel, to whom, and with what effects, the research question can be restated as: Who communicates with whom, across what media, in which flows and networks? (Jensen & Helles, 2011). An examination of these questions holds significant potential for the future agenda of academic media and communication research, as well as for industry, public regulators, and civil society. Seizing this opportunity, scholars from nine European countries – Belgium, Croatia, Denmark, Germany, Hungary, Israel, Italy, Poland, and Portugal – joined forces in a Task Force conducting a quantitative baseline study of how people use different media in a wide variety of everyday and institutional contexts – as audiences and as communicators. This paper, first, presents findings from the online surveys conducted in 2013. One distinctive feature of the study is that it addresses not just 'new' social media, but the continued and central place of traditional mass media in the current media environment as well as the constitutive role of face-to-face communication in society and culture. Second, the paper outlines plans for a future research program that would track changes in media use and communicative practices over time, and which would contribute to the recent turn toward more comparative research in the field (Esser & Hanitzsch, 2012). Third, the paper discusses some of the theoretical and policy implications of longitudinal studies of media use in Europe.

ORGANISING STAKEHOLDER DIALOGUES IN THE COST TATS ACTION

Dahlgren, Peter[1]; Damasio, Manuel[2]; Carpentier, Nico[3]

› [1]Lund Universit, Sweden; [2]Lusófona University, Portugal; [3]VUB, Belgium

In the Cost TATS Action a structural dialogue has been organised with stakeholders from a diversity of societal fields. This presentation will first report on the procedure that was used to organise this dialogue between academics and stakeholders. The trajectory started with a self-reflection based on brief essays written by members of the Cost TATS Action, which were in a second stage analysed by the leaders of the different task force leaders of the Action. A first internal dialogue was organised within the working groups of the Action, grounded in the presentations of the task force leaders. These enriched presentations were then transformed into a series of texts. A second external dialogue was organised through different round tables, where a diversity of societal stakeholders were invited to reflect on the texts written by the task for ce leaders of the Action. These discussions were then (together with the reflexive texts) included in the Action's Building Bridges report. The second part of the presentation will focus on two of these reflexive texts. The first texts deals with the social relevance of theory, which can be seen as one of the genres used by academia that is not always accepted by the "outside" world. From a common sense perspective, theory becomes articulated as difficult to understand and grounded in esoteric knowledge which has nothing to say about "the real world". This status of disconnection implies that the relevance of theory is (seen as) restricted to a specific societal field, academia, and that the main role of theory is seen to strengthen the societal position of this field. The presentation will take a different position, arguing for theory's societal relevance by developing four arguments in support of its relevance. It will be argued that theory clarifies our premises, makes it possible to sharpen and link together our concepts, and allows us, from a semi-autonomous position, to make sense of our observations. Theory also specifies normative horizons, and critical

theory prods us to reflect on problematic social relations of power, not least in relation to the normative dimensions of democracy, and the hidden corners of the social. The second text further zooms in on stakeholders, evaluating the relevance stakeholders have for academia today, more specifically for the field of media and audience studies, and describing how, and with what consequences, relations between academia and stakeholders are being reshaped. This text will argue that the relation between stakeholders and academia in the area of media and audiences studies is essentially a normative one and not an instrumental one. Our proposal is that this relation must be represented as containing a number of nested levels. At a macro-level, there are various systems framing the hierarchy of universities' external stakeholders. At the meso-level, there are relationships between key institutional actors (such as funding bodies) and academia, in which the system is funded in return for the delivery of outputs – the instrumental type of valorisation. At the micro-level, there are academics in specific contexts working to exploit new knowledge around the networked community stakeholders we have identified. In the conclusion it will be emphasised that it is also important to respect the relationships between these levels, seeing them as part of a multi-level relationship system, and accept that a normative non-deterministic process is occurring while the relationships are being addressed by the different actors involved.

CROSS-COUNTRY APPROACHES TO GENERATIONS AS AUDIENCES. THEORETICAL AND METHODOLOGICAL ISSUES.

Aroldi, Piermarco[5]; Bolin, Goran[6]; Ponte, Cristina[7]; Vittadini, Nicoletta[8]
› [5]Universita Milano, Italy; [6]Södertörn University, Sweden; [7]Universidade Nova de Lisboa, Portugal; [8]Universita Catolica del Sacro Cuore, Italy

Contemporary fragmented audiences are facing a media-scape characterized by a constant innovation. Changes and fragmentation emphasize both differences among audience members and their belongings to cultural and identity units. Generation represents a significant cultural unit and a kind of belonging which affects audience's behaviour and its cultural and technological choices. Furthermore generations could be seen also as 'media generations', namely as "collectively produced, shared and processed responses to the availability or pervasiveness of particular technology, which becomes an element of generational identity" (Vittadini et al., 2013). Differences between generations can be described at a national or international (e.g. European) level through surveys, as well as through qualitative analysis of their accounts, in order to understand the specificity of each generation and the values and meaning it attributes to media uses and consumption. At the same time, the global dimension of the media system and communication technologies, that contributed in creating a global generational consciousness since the '60s and '70s, allows also a cross-national and comparative perspective. Nevertheless, although the theory of generation has been increasingly adopted to research media audiences in the last years, there is surprisingly little empirical research that has dealt with and from comparative perspectives analysing inter-generational experiences (Kalmus et al., 2013). There are even fewer studies of generations along cross-cultural dimension (Volkmer, 2006). It is not only whether and to what extent the media experiences contribute to shape the collective identity of a generation, but to compare collective identities developed by people who were born and grown in the same period of time, though in different national contexts and media landscapes. The paper, which is based on the experience of collaboration within the cross-WG Interest Group on "Media and Generations" of COST Action IS096 "Transforming Audiences, Transforming Societies", deals with the theoretical and methodological problems that arise in a cross-national approach to generations as audiences / generational audiences / generations and media. Starting from two different research projects that compared couples of media generations in Italy and Portugal (Aroldi & Ponte, 2012) and in Sweden and Estonia (Bolin, 2014), the authors reflect on the differences between the analytical categories of "age-cohort" and of "generation", made even more evident by the different historical and cultural contexts; on the relevance of each media-system history in shaping different generational identities; on the need to combine an "objective" reconstruction of the media landscape with the "subjective" narrative, based on personal memories of the audiences, in order to define the "borders" between generations avoiding easy "marketing labels". By a methodological point of view, quantitative and qualitative approaches are evaluated, as well as the nostalgic mood that characterizes the respondents in the focus groups and the generational belonging of the researchers themselves as situated observers. "Generation" proves thus to be a key concept in cross-country audience research.

BIG DATA IN AUDIENCE RESEARCH

Zeller, Frauke;
› Ryerson University, Germany

What does big data mean for contemporary and future audience research? Does it simply have methodological implications, such as giving up traditional methods for the sake of algorithms and large data sets? Does it mean that our audiences have changed, given that they can be seen as accessories to the big data wave by continuously feeding the data streams of social media usage? Does this in turn mean that we need to talk about agency vs. "data-ism" (Brooks, 2013) or "datafication" (Couldry, 2013)? This presentation aims to answer those question; however, also being aware of the fact that the omnipresence of big data discussions in academic, business, political, and private discourses does not necessarily foster a sound understanding of the term and concept. As it is, big data serves in all those discourses a multi-faceted role—being discussed as a new discipline, movement, paradigm, promising utopia as well as implying dystopia, or even being viewed as a myth. This presentation therefore takes on one of the most heated and broadly discussed current concepts and asks critically what this means for audience research. The main focus of the presentation lies on how big data changes—either positively or negatively—audience research. The presentation aims to provide a systematic analysis of big data in terms of its potentials, challenges and methodological affordances when applied in social sciences and audience research. It does so by integrating both academic and non-academic audience research with big data, and critically discussing how the often utopian myths around big data that can be found in popular discourses tend to widen the gap between those two camps instead of bridging it. It is also argued that while one needs to be aware of the potential pitfalls research with large datasets entails, big data approaches also enrich audience studies by providing a different (though not necessarily better or worse) insight into audiences, particularly online audiences, as well as providing a very useful stimulus for revitalising discussions within audience studies regarding central concepts of the field, including 'data' (see e.g. Jensen, 2014; Jensen and Helles, 2013), 'agency' (Couldry, 2013) or 'audience(s)' in our transforming societies (Carpentier, Schrøder and Hallett, 2014).

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 1. AUDIENCE AND RECEPTION STUDIES (B) - AGING AND GENERATIONS IN MEDIA

› Auditorium II, First Floor

CHILDHOOD NEWS MEMORY AND EMOTIONS. FINDINGS OF A SURVEY AMONG FLEMISH ADULTS

De Cock, Rozane; Dupont, Koen
› KU Leuven

Although the relevance of memory studies to the study of news is widely recognized (Hume, 2010; Motti et al., 2011), the subfield seems to be split between the new memory paradigm and approaches centered on mnemonic news effects. In the latter perspective, the conditions of news recall are often tested in an experimental setup. News recall has often been positively correlated

with emotional arousal, especially when negative (Lang & Newhagen, 1996; Hirst et al., 2009; Riddle, 2012; Riddle, Cantor et al., 2012). On the other hand, news institutions and practitioners have recently been studied as actors in the creation of cultural memory. Only few attempts have been made to link scholarship on individual news memory to scholarship on news and collective memory. A few studies use qualitative methods to highlight the intersubjective nature of individual memory and its interrelations not only with media systems (Barnhurst et al., 2006), but also with gender (Mazzarella et al., 2013), socio-economic status (Maass & González, 2005) or generational ties (Volkmer, 2008). Building upon Riddle's work on young adults' memories of frightening television news stories seen during childhood (2012), the present contribution uses a quantitative method to map childhood news memories in Flemish men and women of different ages and socio-economic backgrounds, regardless of valence (positive, negative and neutral) or medium. Method In April 2013, a websurvey was spread among Flemish respondents (Belgium, N= 412, age range: 18-79, mean=34, 36% males, 64% females). We asked them to write down the first, second and third news report seen/heard during childhood (aged 12 or younger) they remembered. We asked to report their emotional reaction (joy, sadness, fear, anger, surprise and horror) and its initial intensity and its duration. The Big Five psychological dimensions of personality were measured (QBF scale, Vermulst &Gerris, 2005). Next to education and socio-economic status, nature and frequency of news consumption during childhood and present use, news consumption of parents and flash bulb memories, we also measured enjoyment in thinking (Need for Cognition). Some results H1: The more time has passed between childhood and the present, the less negative news items are remembered. Our results show that age and tenor of the remembered news item correlate positively (Spearman's rho = .36, $p < .001$). H2 a: The more intense the reported emotions felt during childhood news exposure, the longer these emotions last through time. b: The duration of emotions felt since childhood news exposure last longer within women than within men Both hypotheses are supported by our data. The duration of the impact correlates positively with the intensity of emotions and the duration of the emotions last longer within women ($t(247,47)=-2.09$, $p < .05$) RQ 1: What is the role of need for cognition, socio-demographics and psychological dimensions in the duration of emotional reactions on news items seen during childhood? A multiple regression models shows that 18% of the variance in the duration of emotional reactions can be explained by gender, intensity of the emotions sadness and fear and the dimension openness/intellect.

MEDIA, HEALTH AND AGEING

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Health is a priority on the political agenda and in people's minds as well as it is a central aspect of modern lifestyle and people's media practices and media use related to it. Thus, modern health expertise is equally concerned about directing our body and soul as guiding the food we eat and the way we improve home, garden and family life. Previously, 'lifestyle indicators' of health primarily described peoples' smoking, alcohol and exercise habits; Nowadays, the concept of a healthy lifestyle is considered in a wider sense. Health experts appearing in the media understand concepts of health and lifestyle in ways converging with ideas of what social identity is in general. Part of modern lifestyle is a modern health which regularly is recommended by the media. Especially, health is understood as health promotion, as a matter of improving lifestyle depending on individual choice and the decision of willing health. This opens on one hand for possibilities of creating your 'own' and individualized health promotion processes; on the other hand it gives media the opportunity to communicate a moral economy setting out guidelines for how, ideally, health should be promoted. Within the framework of mediatization (Hjarvard 2013) and domestication theory (Silverstone 1994) this paper examines how older people (65+) experience and use media for information on and monitoring of their own health; media such as, printed magazines, newspapers, patients association's material, health and medical internet sites as well as mobile apps for monitoring the individual health situation. The study is based on qualitative interviews with older people of different gender and with different economic and social resources. The analysis focuses on the specific role of the media in older people's life with regard to how media influence the notions of health. Important questions are whether health for older people primarily is about promotion of healthy choices of lifestyle, about 'the good life' or whether ideas of health is rather a question of the absence of illness. How does a healthy old age look like from older people's point of view and which role do media play in relation to older people's knowledge of health and their efforts to get a good and meaningful life as ageing people? Thus, the paper contributes to general discussions of what health in old age is and to evaluate whether the increased media opportunities for seeking information on health and for monitoring the individual body enhance older people's health and quality of life. References: Hjarvard, Stig (2013) The Mediatization of Culture and Society, London: Routledge. Silverstone, Roger (1994): Television and Everyday Life. London: Routledge.

AGEING IN MEDIA: RETHINKING THE STUDYING OF MEDIA USE IN LATER LIFE

Givskov, Cecilie; Ageing in media: rethinking the studying of media use in later life
› University of Copenhagen, Denmark

Population ageing and the declining share of working age people is a long-term trend that began several decades ago — particularly in the EU. As traditional family structures and the 20th century's work-life structures loosen, as we live longer and stay healthier longer, ageing populations are becoming hot topics in the realms of politics and commerce — and, of course, media. Ageing populations are key drivers of media sales, especially in the areas of mobile and online media, and they are the dominant audience groups following the news. At the same time, social institutions realign their relations with (older) citizens through digital media. In spite of this inversion of the age pyramid and their significance as media users and active citizens, older people's media use is rarely the focus of media producers or communication scholars. What research does get carried out involving older people's media use is generally characterized by chronological life phase and generational perspectives, to some extent influenced by medicalised images of old age where ageing after the 60s gets correlated with a loss of intellectual and creative resources, a decline of social life and physical health, and with regard to media, a lack of literacy. With an empirical basis in age cohorts and focused on digital divides and generational gaps, such age-reifying perspectives tend to have little to say about how living with an abundance of media choices influence processes of ageing in later life, that is: how ageing in the media is experienced and done and how this taps into to the negotiations of the ages in the lifespan. In this paper, recently developed conceptualizations of polymedia, media life and mediatisation are deployed to capture how media today is intrinsically interwoven with our lives and its institutions. These perspectives are then coupled with approaches from the field of cultural gerontology in order to ask questions that critically explore the interactions between media life and processes of ageing. Cultural gerontology has emerged within the broader field of gerontology (from the 1990s onwards) as a critical humanistic approach to common sense understandings of the lifespan, of later life, and to the concept of 'healthy ageing'. With its basis in life historical, phenomenological and discourse analytical perspectives and with a commitment to theory this type of research explores the meanings of ageing and their sources. From this interdisciplinary point of view it is further agued that perspectives are necessary on how media contribute to the construction of life phases - that is, perspectives which focus on the interaction between media, sense making, (inter-) subjectivity and ageing. The paper concludes with mapping the field for research on ageing and media, combining cultural gerontology with media (life and mediatisation) studies. Among other things it will be relevant to explore what motivates older people's purchasing of technologies such as smart phones and (mobile) personal computers; what influences their choices of using interpersonal and social media within specific communicative situations, relationships and communities; and how different communicative and/or participatory media genres get selected for particular purposes.

MEMORY OVER THE DISLOCATION: HOW THE AUDIENCES OF THE PROPAGANDIST TELEVISION SERIALS IN THE SOCIALIST CZECHOSLOVAKIA REMEMBER THEIR MEANING-MAKING ACTIVITY STIMULATED BY THE SERIALS

Reifová, Irena

› Charles University in Prague, Czech and Slovak REPS.

This paper presents outcome of the research into historical dimension of television audiences in 70s and 80s in former socialist Czechoslovakia. It illuminates how the television viewers understood the socialist television serials, the Czechoslovak cult television of the period, which packaged ideological credos of the Communist Party as popular television narratives. Firstly, the paper examines narrator's memories of their political readings of the socialist serials in the past. The research was grounded in the focus group interviews with 40 respondents in seven groups controlled for age and declared relationship to the socialist establishment in the socialist Czechoslovakia. The main finding was narrator's firm denial of any cognitive engagement in watching the propagandist serials. Secondly the paper differentiates between actual historical meaning making processes and the retrospective reconstruction of these processes. It assumes that viewers' memory of how they understood propagandist television in the socialist past is massively affected by the drive to re-evaluate the past in post-socialist collective memory. Memory is always reconstructive and this paper shows that intensity of reconstructive tendency is moreover crucially connected to dis/continuity of memory. Memory that stretches back over the social and political rupture (e.g. the switchover in former communist countries in 1989) — so called "memory over the dislocation"- is necessarily even more reconstructive. The category of cognitive denial is therefore very likely to be shaped by a retrospective re-evaluation of the past and compliancy to the new neoliberal hegemony which takes reprobation of the socialist past as one of its defining characteristics.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 1. AUDIENCE AND RECEPTION STUDIES - RESEARCHING EFFECTS

› Room 3C, Ground Floor

DOES NARRATIVITY ENHANCE ENTERTAINMENT? AN INVESTIGATION INTO DEFINING NARRATIVE FEATURES AND THEIR IMPACT ON ENTERTAINMENT.

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Almost intuitively, we ascribe greater appeal to stories than to non-narrative media content. Moreover, a review of narratological literature and entertainment theories seems to approve strong structural similarities between narrative and entertaining media content. Yet, there is hardly any empirical work investigating the relationship between narration and entertainment (or other media effects) on the basis of isolated structural features (Dahlstrom, 2012, 2013), even fewer studies question the assumed narrative properties themselves (Bortolussi & Dixon, 2003). The aim of the present study was originally twofold: first to put definitions of narration to an empirical test and second to check whether it are actually these properties that contribute to a text's entertainment value. To do so, 17 suggestions for basic defining textual features are extracted from literature of various academic disciplines (such as philosophy, linguistics, psychology, literary criticism, and communication science) and classified. Of these, 'action sequences', 'story points', and a 'story world' (as proposed by Wilensky, 1982, 1983) were chosen exemplarily as promising candidates. They are thoroughly discussed in terms of their operationalizability and examined in a quasi-experimental design — eliminating them from texts and comparing readers' (N = 146) responses. Though manipulation checks were successful, results are disillusioning at first sight: Only action sequences can be confirmed as a crucial narrative characteristic (contributing significantly to the sense of reading a story). Lack of story world detail and story points on the other hand, seem to be compensated quite easily by readers (rating a text still as narrative, even if these properties are edited out). Moreover, though there is a slight correlation between perceived narrativity and entertainment judgments in general, none of the manipulated textual features significantly influenced these entertainment ratings. Instead, a connection can be established via extratextual control variables: Certain recipients' traits moderate both concepts. Specifically, spatial ability and a vivid mental imagery of the setting contribute likewise to the sense of reading a story and to entertainment experiences. In the end a much more complex model needed to be established than previously assumed. These preliminary findings do not only indicate that the relationship between narrativity and entertainment outcomes is a much lesser direct one as supposed. Since two out of three rather famous definitions for narrative cues proved too ridged when confronted with real readers, data also show that we know terrifyingly little about the nature of textual properties that trigger narrative reception. Anyway, a lot of the 17 definitions found remain to be challenged empirically. Bortolussi, M., and Dixon, P. (2003). Psychonarratology: Foundations for the empirical study of literary response. Cambridge: University Press. Dahlstrom, M. F. (2012). The persuasive influence of narrative causality: Psychological mechanism, strength in overcoming resistance, and persistence over time. Media Psychology, 15, 303—326. Dahlstrom, M. F. (2013). The moderating influence of narrative causality as an untapped pool of variance for narrative persuasion. Communication Research, 22, 1—17. Wilensky, R. (1983): Story Grammers versus Story Points. Behavioral and Brain Sciences, 6, 579—623.

CULTIVATION EFFECTS OF SCRIPTED DOCU SOAPS

Fahr, Andreas[1]; Angerer, Lukas[2]; Schmidl, Katharina[2]; Modes, Janina[2]; Behr, Anna-Victoria[2]

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Genre specific cultivation theory assumes that TV-genres which are homogenous in terms of content and structure convey uniform metamessages (Potter, 1993). These metamessages may influence the opinions and attitudes toward social reality for those who repeatedly watch the same genre and thus assimilate the same message (Cohen & Weimann, 2000, Hawkins & Pingree, 1981). In our cultivation study, we examined the effects of metamessages in the popular genre of scripted docu soaps on their audiences. Based on a prolonged exposure study, the link between scripted docu soaps and their effects on the viewer's beliefs, attitudes, and moral concepts was clarified. First and second order cultivation effects were confirmed. Theoretically, we applied a model where we — beside repeated exposure — integrated moderating factors like motives for watching, perceived realism and involvement into the cultivation process. This model served as a framework for a methodological approach of three studies. First, a qualitative content analysis of 73 shows was conducted in order to identify frequent and typical metamessages in scripted docu soaps. Second, semi-structured interviews were conducted to identify whether the metamessages were perceived and interpreted by recipients as the content analysis indicated. Third, a quantitative cultivation study in the form of a prolonged exposure study was applied to reveal influences of the metamessage on the audience. 182 people, divided in two groups participated in the third part of the study. In each group the recipients watched five different episodes of scripted reality docu soaps in the course of one week at home, all covering one metamessage, either "be honest from the beginning to avoid conflicts" (honesty) or "family cohesion overcomes all obstacles" (family). Before the week of repeated exposure and one week after seeing the last episode, participants were asked via telephone about their estimations of reality and their attitudes with regard to the metamessages (first and second order cultivation). For the first order cultivation effects we assumed that after repeated exposure of scripted docu soaps recipients estimate the occurrences of problems implied in the metamessage as more frequent than before. Second order cultivation was expected to show changes in recipients' attitudes towards values and recommendations for actions to those that are implied in the metamessage after repeated exposure. We also examined influencing factors on first and second order cultivation like the recipients' demographics as well as perceived realism

of the programs. Results revealed significant differences to the group specific metamessage. Along our first assumption, recipients estimated the occurrences implied by the metamessage indeed as more frequent than before watching the docu soaps episodes. Interestingly, the effect was shown in both groups (honesty and family cohesion) but independent from the groups' specific metamessages. Investigations on second order cultivation also showed significant changes for the topic "honesty" while the topic "family cohesion" showed changes in attitudes, but in the opposite direction than proposed. Concerning the demographics only gender showed an influence on the cultivation process. There were stronger first and second cultivation effects among women than among men. The influence of perceived realism on the cultivation process was also validated for first and second order cultivation. People with a high level of perceived realism were more strongly influenced by scripted docu soaps. According to the results of the study it can be assumed that perceived realism can intensify the influence on viewers' formations of judgments. Perceived realism therefore acts as a moderating variable for cultivation effects. Our results can be seen as a contribution to the ongoing critical discussion about whether the examined genre contributes more to the maintenance of values or to moral decay.

MEDIA BELIEFS AND THIRD-PERSON PERCEPTION: A PERSPECTIVE REVISED

Naab, Thorsten

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People try to comprehend their everyday life by developing rules about their environment's behavior. They behave as naïve scientists who set their own theories about the phenomena occurring in their lives. As mass media penetrate all dimensions of people's everyday life people also build up theories about mass media and their effects. Researchers in communication science implicitly refer to laymen's media beliefs in many of their concepts and theories. Researchers for example build upon people's media beliefs when examining motives in uses and gratifications research and investigating journalists' co-orientation. The reference to media beliefs seems even more obvious third-person research: People tend to believe media messages have greater effects on others than on themselves (third-person perception), and that they act according to this belief (third-person effect). According to this, most studies in third-person effect research address their subjects to estimate perceived media effects on self and others. But although third-person scholars emphasize media beliefs might explain the difference between perceived media effects on self and on others, current research lacks conceptual clarity and empirical evidence is rather sparse. The paper at hand addresses both shortcomings: First, it presents a conception of media beliefs that is grounded in social-psychological and sociological literature. Media beliefs are those clusters of schemata that cognitively map a discursive strategy. They function as description, explanation, and prediction of relationships between the self, the media, the media content, and the environment by causal attribution of meaning. Second, a multi-method study was conducted to empirically explore the influence of media beliefs on third-person perception: In a series of guided interviews a set of eight relevant media beliefs laymen have about media effects were identified. They range from stimulus-response like assumptions (such as e.g. that TV use is retarding) to rather complex theoretical causal chains (such as e.g. an agenda-setting like theory about media content production). Their significance as an influence factor on third-person perception was tested in a quantitative survey among a quota sample of 872 participants. The sample matched well the German population with regard to age, gender and education. Respondents rated the perceived effect of print advertorial which served as stimulus on themselves and on others. They also stated their agreement to items regarding the above mentioned eight media beliefs as well as their opinion on items with regard to "classical" influence factors on third-person perception such as e.g. biased optimism, and self-other categorization. The results of the quantitative study show that media beliefs are a significant predictor for the third-person perception. Furthermore, they enhance the explanatory power of the regression model in a way that exceeds that of the known predictors. It can be assumed that this is due to lay theories more phenomena specific explanation compared to the classical influence factors.

THE TRIPLE ARTICULATION OF MEDIA EFFECTS: A FRAMEWORK FOR RESEARCH ON HOW MEDIA MATTER

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From a strict point of view, the notion of media effects is appropriate if and only if we can observe correlations between a media stimulus as the independent variable and some kind of reaction as the dependent variable that – based on a proper experimental design – can be interpreted as a causal relationship. However, these kinds of effects in the narrow sense of the word can be found only for quite concrete and short-term phenomena. In addition, the underlying conceptual premise of 'passive' recipients who are affected by external stimuli is not compatible with today's theorizing on interpretive and productive audiences. As a consequence quite a few scholars explicitly abstain from effects research, because they think this kind of approach is not appropriate for grasping the complexity of mediated communication. Contrary to this we argue that media effects still are a highly relevant field for communication research. An important reason for this is that any critical approach to mediated communication will be strengthened by empirical evidence of pro- or antisocial media effects. Furthermore any public discourse related to media and communication is inherently framed by effect-related assumptions. This paper sets out to develop a conceptual framework for research on media effects that goes beyond the classical approach of causal effects. According to our understanding media effects include all phenomena that indicate in some way that 'media matter'. Regarding the question which kind of phenomena can indicate media effects we distinguish three different perspectives – that is why we call this approach the triple articulation of media effects: 1) objective effects, 2) effects ascribed to others, and 3) self-ascribed effects. The first perspective reflects the classical approach mentioned above: if we find a systematic relationship between media characteristics as independent variables and user characteristics as dependent variables we can conclude that the respective media matter. The second perspective takes up findings from Third Person Effect research showing that media effects ascribed to others can have real-life behavioural consequences (e.g. Golan/Day 2008): media matter because people believe in media effects on others. Finally, the third perspective refers to the individual's own perception: media matter because people perceive media effects on themselves. The framework helps to classify media-related phenomena. The criterion used for classification is which of the three perspectives indicate an effect. For example, some phenomena fulfil all three criteria: we can measure an effect, people believe in this effect, and they have experienced it themselves. Other phenomena might fulfil just one or two of the criteria. As we will demonstrate in our paper, such a classification allows for meaningful distinctions of different kinds of effects and stimulates theoretical work on the relationship between the three perspectives. The framework of the triple articulation of media effects enables researchers to capture a broader range of effects, including highly relevant effects on the societal level as well as long-term effects.

SENTIMENTS ON THE ECONOMY– COMPARING THE IMPACT OF ECONOMIC NEWS ON GERMAN PUBLIC AND EXPERT ECONOMIC SENTIMENT BEFORE AND AFTER 2007

Lischka, Juliane

› University of Zurich, Switzerland

1. Introduction and research question: The impact of economic sentiment and expectations of citizens on the macroeconomic development has early been discussed (Katona 1957). Along with direct experiences with the economy, media serve as important source for economic information (Blinder, Krueger 2004). "Information enables readers – whether as consumers, managers, workers, investors, home owners, or voters – to make better decisions. Better individual decisions would have led to better societal outcome" (Stiglitz 2011, p. 23) during the time of the U.S. subprime mortgage crisis. Therefore, this submission asks the research question: "How does economic news influence public and economic expert expectations on the economy before and after 2007?" 2. Theoretical

framework: According to second-level agenda setting, news sets how the public thinks about certain topics (Ghanem 1997). This effect is also described by second-order cultivation (Hetsroni, Lowenstein 2012). According to Hetsroni, Lowenstein (2012, p. 322), a second-level agenda-setting effect refers to the opinion towards an issue whereas a second-order cultivation effect incorporates resulting sentiment and expectations. When it comes to economic experts, agenda-setting effects should decrease with decreasing media dependency. Still, experts may expect that news affects or reflects the public opinion. An assumed news effect on other increases with social distance "as the 'others' become more socially remote from the perceiver" (Tewksbury 2002, p. 247) which may apply to the experts' perception of the general public. Hence, the third-person effect (Davison 1983) and the media dependency model (Ball-Rokeach, DeFleur 1976) can explain news effects. 3. Method and measures: We use economic news volume and tone of the main public service news shows ARD Tagesschau and ZDF heute in Germany. Data are provided by MediaTenor for 2002-2011. Data on economic evaluations and expectations derive from the European Commission Consumer Survey (public) and the ifo World Economic Survey (experts): * Public evaluation/expectation: "How do you think/expect the general economic situation in the country has changed over the past 12 months/ to develop over the next 12 months?" * Expert evaluation/expectation: "This country's general situation regarding overall economy present judgment/from now on: expected situation by the end of the next 6 months" We apply vector autoregressive (VAR) modelling and Granger causality tests to monthly (public) and quarterly (expert) time series data. VAR modelling allows dynamic and interdependent analyses between intervening variables of different time lags. All necessary requirements for analyses are carefully tested (e.g. stationarity of data and post estimation tests of residuals). 4. Results: The public is more strongly influenced by economic news tone. Economic experts rely on news only for their current evaluation of the economic situation. During economically insecure times from 2007 onwards, experts do not rely on news but the public does for expectations. News stimuli may be used for updating specific economic sentiments by the public vs. experts as media dependency varies between both groups and across time. Whereas the public depends more strongly on economic news for understanding the future especially in insecure times, experts are not guided by general economic news to develop their expectations.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 1. AUDIENCE AND RECEPTION STUDIES (B) - POLITICAL (MEDIA) AUDIENCES

› Auditorium II, First Floor

SPONSORED BY: THE EFFECTS OF DISCLOSING SPONSORED TWEETS ON PERSUASION KNOWLEDGE AND SOURCE EVALUATIONS

Boerman, Sophie; Kruikemeier, Sanne

› ASCoR, University of Amsterdam, Netherlands

With 200 million active users, Twitter has become an important new medium to reach a large audience. Companies and organizations make use of this opportunity by paying Twitter to include a promoted tweet in the timelines of a specific target group. To distinguish these paid tweets from regular tweets, these types of sponsored tweets are accompanied by an icon and a text saying: "sponsored by [sponsoring party]." Similar sponsorship disclosures are also used to inform audiences about other types of embedded advertising, such as product placement in television programs. Previous research showed that the disclosure of advertising embedded in a traditionally noncommercial environment can help recognize the persuasion attempt (i.e., activate persuasion knowledge) and influence the persuasive effects of the advertising. However, no research has yet examined the effects of disclosing sponsored tweets. This study fills this void by gaining insight into the effects of the disclosure of sponsored tweets. Additionally, this study compares the effects between brands and political parties. People usually do not want to be persuaded and therefore tend to resist persuasion attempts when they recognize them as such. Consequently, the activation of persuasion knowledge affects the evaluations of the sender of the persuasive message. This process can be induced by a sponsorship disclosure. We expect that the disclosure of a sponsored tweet helps consumers to recognize its persuasive intent, an in turn, this will negatively affect source evaluations. We also expect that the effects of a disclosure on the use of persuasion knowledge may vary between a brand and a political party. Brands are more often associated with advertising and marketing strategies than political parties. Given its obvious commercial nature, a brand itself may function as a cue for consumers to activate their persuasion knowledge. However, a tweet promoted by a party may not be as easily recognized as advertising. This means that a disclosure might be more necessary for a tweet sponsored by a party, because without a disclosure, persuasion knowledge may not be activated. To test our expectations we conducted an online experiment with a 2 (sponsorship disclosure: no disclosure vs. disclosure) x 2 (source: political party vs. brand) in between subject design (N = 229). The stimulus material consisted of a timeline with tweets from various people with either (or not) a tweet with a sponsorship disclosure from a political party or brand. The results show that sponsorship disclosures can increase the recognition of a tweet as advertising, but only when the disclosure is recalled. As only 14% of the participants recalled the disclosure, the disclosures that are currently used are hardly effective. In addition, a recalled sponsorship disclosure reduces the perceived trustworthiness of the source. Moreover, a tweet from a brand is more likely to activate persuasion knowledge, than a tweet from a political party, and the brand was evaluated more favorably than the political party.

WHO DARES TO TRUST? MAPPING TRUST AND DISTRUST IN SOCIAL MEDIA APPLICATIONS

Olsson, Tobias; Rosengren, Calle

› Lund University, Sweden

Applications that we have become used to refer to as "social media" are ubiquitous in contemporary everyday life. We use them on computers at work, play with them as we commute to our jobs, and participate within their flows during our spare time. Despite the fact that we make use of one single term to refer to them, there are of course great varieties between these applications. Some of them are mainly used to connect with friends and family, whereas others are more affiliated with professional life. Some of them might be related to everyday exercise, while others are mainly made use of for playful recreation. Still, they do share a number of important features. Such common features of social media have recently been brought to research attention in, for instance, critical analyses of social media business models and in efforts to grasp the value of user-generated content. These analyses have offered important contributions to our understanding of the workings of social media, but they also tend to overlook one important aspect: The fact that these applications in fact rely heavily on users' trust in them, to log personal information, to contribute with content, etc. This opens up a wide spectrum of questions for research of which this paper addresses some: To what extent do users in fact trust social media? What users trust them and what users distrust them? Are some applications more trusted than others? The paper presents data and analyses form a Swedish online survey with 1066 respondents between 18-83 years of age. The sample is representative of the Swedish population. Analytically the paper reveals patterns of trust and distrust in social media applications such as Facebook, Twitter and Instagram. It maps out how levels of education, political orientation and general patterns of social trust relate to trust in social media. It further compares the levels of trust between different applications. Theoretically the paper departs from a discussion regarding what is means to trust social media as both abstract (technical) systems and social (business) institutions. As a consequence, the varying levels of trust between different social media applications are brought to shed light on what grounds we create trust — or distrust — in different social media applications.

"I DON'T WANT TO DECIDE ON ANYTHING BECAUSE MY OPINIONS MAY CHANGE" — COMMUNITY CONSTRUCTION AMONG POLITICAL COMEDY AUDIENCES

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The growing popularity of political comedy and other types of political entertainment spurs scholarly concerns regarding civic values, growing cynicism, and representations of the political in general (Jones 2010; Corner et. al. 2013; Gray et. al. 2009). Simultaneously, news habits among younger audiences are changing (Hill 2007), making journalists and researchers worry about the consequences, and further down, the future of democracy as we know it. This paper concerns young political comedy audiences and their citizen identity, in relation to community construction (feelings of belonging or the exclusion of others). Drawing on the analytical framework of cultural citizenship, as defined by Hermes (2005), the study focuses on the production of distinctions in relation to these audience members as citizens. Irony — often a given in any type of political comedy content — is questioned because of this exact problem: it can potentially work both as a community builder and as a creator of boundaries (Sigrell 2001). With the exception of a number of effects studies that focus on issues like knowledge diffusion and voting behavior, political comedy audiences are under-researched within relevant fields; humour studies have fallen short in its audience perspective in general, and audience studies has only a few examples in relation to this type of content — all on the American audience — focusing on issues of race, civic value and audiences' ability to decode satire in accordance with the intended reading (Perks 2012; Jones 2010; Johnson et. al. 2010). The study draws on qualitative data from in-depth interviews and focus groups, with Swedish young adult audiences. Two cases of political comedy have been chosen; Swedish Tankesmedjan (The Think Tank in English), broadcasted on the Swedish public service radio station targeting young audiences; and American The Daily Show, broadcasted on the cable channel Comedy Central. They were selected during the piloting stage, which recruited political comedy "regulars" — as some of the more recurring examples mentioned. The analysis shows that these audiences are engaged and sometimes passionate about the political, in their understanding of political comedy, but hesitant to engage in any way themselves — either through discussions or through what is traditionally seen as active political engagement. This is connected to an unwillingness to decide on what community one belongs to; if one has enough knowledge to participate; and/or a view of oneself as the only political nerd within ones' existing community — making political comedy the space where this interest or passion can be accommodated.

POLITICAL MEDIA COVERAGE, FRAMING AND EMOTIONS: HOW MEDIA FRAMES AFFECT PEOPLE'S ATTITUDES ON AFGHANISTAN POLICE DEPLOYMENTS

Schleicher, Kathrin
› TU Ilmenau, Germany

Politicians try to gain citizens' acceptance for their decisions, because in democracies they need public acceptance at least until the next election takes place. But the legitimacy of political decisions significantly depends on its media coverage: Media frames have an influence on what citizens accept and what not. The presentation introduces the results of an experimental study of the impact of political coverage on the legitimacy of political decisions in terms of attitudinal and emotional effects of media frames. According to Entman (1993) media frames define problems, diagnose causes, make moral judgments and suggest remedies. They are also, following Scheufele (2003), conceptualized as schemas which, when activated, immediately lead to a cognitive evaluation. Therefore, media frames can change the recipients' attitudes (attitudinal framing effect). Additionally, emotions can be defined schema-theoretically as well, because recipients select and assess emotion-related aspects, when they are confronted with a media frame. This, then, influences the further emotional processing (emotional framing effect). To sum up: Media frames include cognitive AND emotional schemata, which were connected in a consistent way to the frame. To analyze these framing effects the example of the police deployment of German policemen in Afghanistan was chosen: Using an inductive analysis of the media coverage, media frames were identified: The 'objective achievement-frame' relates to the security which the policemen try to restore in Afghanistan, and the 'risk-frame' concentrates on the welfare of the policemen. The frame analysis indicates that the two frames were shaped into "objective is reached" vs. "objective is not reached" and "high risk" vs. "low risk"— frame and anti-frame in a manner of speaking. Beyond this, the analysis showed the presence of more than one frame in one article. In particular the key research questions were: (1) How do media frames of "risk" and "achievement of objectives" play together in terms of the perceived legitimacy of the police deployment and (2) how in terms of the emotions shown by the recipients? In the experiment the combination of the two frames and anti-frames leads to four view-points — named "cannon fodder", "risky help", "drop in the ocean" and "all-round safety". In each case, an experimental group read the newspaper article with one viewpoint and completed a questionnaire afterwards. The results suggest that the media frames actually influence the attitudes and emotions of the recipients (e.g. anger). With regard to the interaction of two frames the results showed that frames, which reaffirm in their tenor, have a higher influence on the perceived legitimacy as conflicting frames. An effect of the activated emotions regarding the perceived legitimacy of the police deployment could not be found. However, the results point out that the emotions affect the intensity of the rejection or acceptance. Hence, the inclusion of emotions is central - not only to prove emotional framing effects but to investigate possible effects of activated emotions on the attitudes of the recipients.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 1. AUDIENCE AND RECEPTION STUDIES (A) - NEWS AUDIENCES MATTER

› Room 3C, Ground Floor

"IT'S JUST NOT MY THING" - WHY AUDIENCE MEMBERS DON'T USE PARTICIPATORY FEATURES OF (ONLINE) NEWS MEDIA. INSIGHTS FROM FOUR GERMAN CASE STUDIES

Heise, Nele; Reimer, Julius; Schmidt, Jan-Hinrik; Loosen, Wiebke
› Hans Bredow Institute, Germany

Most print and TV news media also run websites providing a diverse range of features (e.g. discussion boards, feedback forms) and/or social media profiles that complement traditional feedback channels (e.g. letters, phone calls). Previous research suggests that only a minority of committed users regularly engages with these participatory features (cf. Larson 2012). But little is known about the reasons and causes for this reluctance and (potential) participation barriers from the user perspective. This paper reports findings from four case studies on audience participation at German news media and their online services, each of which included, among other empirical approaches, an online survey of their website users: a daily TV news cast (NC; n=4.686), a weekly political TV talk show (PT; n=354), a daily newspaper (DN; n=525), and a weekly print magazine (WM; n=257). In general, we found notable differences regarding the percentage of non-users: While almost half of the respondents at the two TV formats never used any of the participatory features (NC: 49.3%; PT: 43.4%) their portion was considerably lower at the print formats (DN: 27%; WM: 12.5%). This might be due to the amount and types of participatory features offered by the media outlets (e.g. the PT does not run any social media profiles), as well as the (visible) integration of user-generated content into the journalistic products, e.g. as both print media run pages with letters to the editor, their readers might be more familiar with this type of engagement. We measured reasons for not using participatory features with a set of 14 items (5-point Likert scale: 1="disagree completely" to 5="fully agree"; displayed are mean values) plus an open answer field. In all four online surveys two items gained the highest agreement. The first one, "I don't want to register"

(NC: 3.48; PT: 3.47; DN: 3.40; WM = 3.58), points to a certain unwillingness to specify personal data or to register at social networking services such as Facebook, as well as to worries about data security. This is also supported by previous research identifying registration as main inhibitor of user engagement on online news sites (e.g. Engesser 2010, Springer/Pfaffinger 2012, Weber 2013) and, more generally, raising awareness for online data security. Secondly, non-users indicated that active engagement with participatory features is too time consuming and/or takes too much effort (NC: 3.09; PT: 2.87; DN: 3.23; WM: 3.28). While the results only differ in nuances between the four surveys, we also found differences within the case studies related to socio-demographic variables such as age and educational status of the respondents, e.g. elderly non-users at the Daily Newspaper indicated significantly more often that participatory features are too complicated or that they had technical problems. Complementary findings from open answers and non-standardized interviews provide additional insights, e.g. many non-users of the Newscast and the Daily Newspaper feel content with being (passive) viewers or readers of the journalistic products they trust, without feeling motivated or even obliged to add something. Specific to the Political Talk Show, users report being frustrated because they think that their (critical) feedback is not taken seriously by the journalists or does not have any effect. Overall, our findings suggest that the perceived and actual "costs" of participating (personal data/data security, time, and effort) do outplay possible individual gratifications obtained from active involvement. Contrary to the rhetoric of the "participatory web", many users seem to agree with one respondent who stated with regard to participation in news journalism: "It's just not my thing".

STEERING THE EDITORIAL FILTER - USER COMMENTS AS A NEGOTIATED SPACE FOR PARTICIPATION IN ONLINE NEWS

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The development of social media applications, such as blogs, Facebook and Twitter, has offered new participatory opportunities to everyday media users. In some respects, this also marks a transformation of public space, as the broadcasting era's "audiences" nowadays also can take on the role as participating "co-creators". Or to put it slightly differently: Contemporary media landscape allows for new forms of coexistence between producer and user generated content. For traditional media companies, this transformation has brought both challenges and opportunities. User generated content has always played a part in media production, but the current media situation has certainly made it a more salient feature. Among online newspapers, specifically, the new opportunities to include users' participatory practices have taken different forms. For instance, they nowadays allow for convenient Facebook-liking and linking of blog posts to articles. They also spend both time and energy on making it easier for readers to get in touch with them in order to provide pictures, information, corrections, etc. Within this context of offering new, participatory opportunities to the previous "readers", online newspapers have also come to adapt to and develop on one specifically salient strategy: To allow readers/users to comment on articles online. Media research has already paid attention to user comments as a participatory practice. These studies have typically looked into what technological features for participation that are offered and how they enable and limit users' participatory practices (cf. Domingo et al., 2008; Hermida & Thurman, 2008). In this paper, we take on a slightly different approach. Firstly, the paper looks into the conditions for participation in terms of topics: What content are users allowed to comment on? How do content characteristics differ between news that are made available and news that are withheld from comments? After having mapped these conditions for participation we – secondly –analyze how users actually navigate within this (conditioned) space: What news are they interested in commenting on? How does commenting vary between different kinds of articles? These questions are answered by help of an analysis of 1.100 news items and their adjacent user interface in an online news site (affiliated with a professionally produced, local newspaper). In terms of methodology we apply quantitative content analysis. Our analysis reveals that the participatory space offered to the readers is geared towards light news, whereas users themselves have clear preferences for commenting news concerning changes in their local environment, about general national politics and welfare issues. The paper concludes with a discussion on potential explanations as to why this discrepancy exists and it also further reflects on its potential implications for users' participatory practices.

WHO IS AFRAID OF THE BIG BAD AUDIENCE BEHIND THE ONLINE NEWS COMMENTS?

Kangaspunta, Veera

› University of Tampere, Finland

The setting of my research is based on a profound contradiction found in the Finnish 21st century media studies: Journalists have little appreciation of online news as part of their commission and the relationship with the audience is torn by the fear and disdain of the online news comments. Similar disregard is also found among the researchers: the online news comments aren't seen as potential objects to be studied and they are rarely understood as a part of user-generated content. The need for studying online news comments is however obvious. Internet is providing an easy and fast way to follow the newsfeed and the social media is guiding people to different topics through online newspapers. The first impression and understanding of the newstopics is formed more and more based on online contents of which the news comments are an essential part. My goal is to go deep into the questions about what the online news comments are telling us about the audience behind them. The theoretical framework is based on to the idea of an audience discussing online as public. Though the definitions of audience and public are becoming more and more challenging as media intertwines widely into all fields of society there can still be found a consensus about the basic characters of audience and public. Where audience differs from mass by interpreting instead of receiving, public has even more active role where individuals discuss shared issues or problems. (e.g. Livingstone, S. 2005; Heikkilä, H. et. al 2012; Pietilä, V. 2010 [2001]) This paper introduces empirical research on online news commentaries concerning a mining accident in North of Finland. The leakage of mine's gypsum pond in Nowember 2012 had a major environmental effects that were noticed both nationally and locally. The material consists all news stories and online commentaries about the leakage in three Finnish online newspaper: the local Sotkamo-lehti, the county Kainuun Sanomat and the national Helsingin Sanomat, altogerther 600 news and 23 000 comments from timeperiod Nowember 2012 to May 2013. So what kind of opportunities this material offers to the research of online news commenting and further to the research of the relationship between the online news and their audience? At first I'll be approaching the material through content analysis including considerations to following questions among other things: - Which factors impact on whether the online news gets comments or not? - How do these factors differ according to the context (local/county/national) of the newspaper? This analysis leads to questions about the actual content of the news and particularly comments. The paper discusses the impact of local and cultural frame of references and the actual locale on the reactions, development and participation of the audience. Both frame and discourse analysis are used to point out the differences and similarities which penetrate the undestanding of environmental issues and to make sence of the origin of environmental awareness.

AGENCY AND CIVIC INVOLVEMENT IN NEWS PRODUCTION VIA FACEBOOK COMMENTARY

Hartley, Jannie Møller; Eberholst, Mads

› Roskilde University, Denmark

Social media such as Facebook, Twitter and Youtube, where users create and share content, has become a large part of most peoples everyday digital life and equally media companies has realised that it plays a great role in peoples news consumption pattern. Thus social media has as a consequence of their popularity become a sort of "digital middleman" with great influence on the news agenda and other part of the digital media landscape (Schrøder and Nielsen 2013: 20).

When media organisations publish stories on social media they thus encourage users to participate in news production adding an extra dimension to the news publication process, in theory broadening the diversity of public debate. This paper explores user involvement on the Facebook pages of Danish mainstream online newspapers and the hypothesis that user interactivity gives audiences greater power over influencing news making and in turn increases civic agency. Methodologically the paper uses the method of Regular Interval Content Capture (RICC) in order to capture the debates real-time and we analyse debates on news stories published in November 2012 published on the Facebook pages of five of the largest mainstream Danish online news sites. Employing a content analysis of readers' comments the study examines whether the commenters assume any of the core journalistic functions regarding news production, in terms of setting the agenda, providing original information, and airing oppositional views on reported issues. From a public sphere perspective, it also examines the degree of diversity of users' opinions within media outlets and we examine whether users provide an alternative criticism of either the media institutions or a criticism of the power elite. The results suggest that whereas users challenge journalistic viewpoints to some extent, this type of audience participation is not likely to render audiences co-producers of news content in significant ways or offer opportunities for cross-cutting political exchanges.

PHOTOJOURNALISTS AND ACTIVE AUDIENCES: ENEMIES OR ALLIES?

Guerrero, Virginia; Palomo, Bella

› Faculty of Communication Sciences/University of Málaga, Spain

The American Society of News Editors Newsroom Census (2013) states that photojournalists, along with other visual journalists, are the most affected professionals by budget cuts in the media ecosystem. In this regard, Chicago Sun-Times has starred in one of the most worrying cases, firing all the employees in its photography department in May 2013. Editors equipped with iPhones replaced a total of twenty-eight photojournalists. But communication professionals don't always replace photojournalists. Advancements in mobile technology allow any citizen to potentially become a content producer. The emergence of platforms such as Rawporter, CitJo, Dreamstime, Demotix or Newsmodo has also increased the visibility of citizen photojournalism. "This is the End for Press Photographer, Right?" (Caple, 2013) remarks that anonymous citizens increasingly generate images in the news cycle. Changes produced in newsrooms, where photojournalists traditionally had the informative image exclusiveness (Domènech et al., 2013), developed new routines and new relationships with the publics, causing the redefinition of the role of photojournalists (Allan and Patrick, 2013). The aim of this research is to analyse how audience participation in the media has an impact in photojournalist's professional activity in the current digital environment. What consequences has participatory journalism for photojournalism? The economic crisis, along with digital technology democratization, has increased the anonymous citizens participation in the media by accepting, publishing and even demanding their amateur images. In this context, are professional photojournalists in danger of extinction? Has participatory journalism devalued the job of photojournalism? Are graphic reporters against the audience participation? Is image value popularizing or devaluing? In order to answer all these questions, this research applies a qualitative methodology, through twelve in-depth interviews to prestigious Spanish photojournalists, featuring, for example, graphic reporters Manu Brabo (Pulitzer Prize, 2013) and Daniel Pozo, (National Photojournalism Prize, 2012), both with a significant international recognition. These interviews were conducted in October 2013. Interviews answers analysis draws a main conclusion: photojournalists don't feel their profession threatened by citizen participation in the media. In fact, they show a big generosity by considering that images provided by audiences must be economically compensated. This research is supported by the national research project "Journalism & Active Audiences: Innovation Strategies in Media Companies and New Professional Profiles" (CSO2012-39518-C04-04). References: - Allan, S., Patrick, C. (2013) "The camera as witness: The Changing Nature of Photojournalism". In Fowler-Watt, K. Allan, S. (eds) (2013) Journalism: New Challengues. Bournemouth University: Centre for Journalism & Communication Research. - Anderson, M. (2013) At newspapers, photographers feel the brunt of job cuts. Pew Research Center. 11 Nov. http://www.pewresearch.org/fact-tank/2013/11/11/at-newspapers-photographers-feel-the-brunt-of-job-cuts/ - Caple, H. (2013) This is the End for the Press Photographer, Right?. European Journalism Observatory. 27 Dec. http://en.ejo.ch/8430/photography-and-video/end-press-photographer-right - Domènech Fabregat, H., López Rabadán, P. (2013). Exploring new territories to digital photojournalism. Challenges and opportunities in the ecosystem 2.0. XIV Congress of Digital Journalism. Communication and Network New forms of Journalism, (pp.134-146).

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 1. AUDIENCE AND RECEPTION STUDIES (B) - ACTIVE CHOICES OR CAPTIVES OF CIRCUMSTANCES?

› Auditorium II, First Floor

THE WILFUL USER – DETERMINANTS OF (IL)LEGAL ONLINE VIDEO USAGE

Tonndorf, Katrin; Godulla, Alexander; Wolf, Cornelia

› University of Passau, Germany

The rise of digital technology has changed the way, media are used. While former generations were reliant on few television channels, today users can access videos from a variety of media outlets. They are increasingly used to voluntarily choose content without been patronized by the collection of a particular provider. In Germany, the platforms of television channels are heavily used by internet users (Eimeren &Frees 2013). In contrast, fee-based video on demand (VoD) is still at the very beginning. Only four percent of households use paid providers. Competition from illegal platforms is often stated as a reason for this situation. In the last years, illegal streaming platforms have become extremely popular (GfK 2012,GVU 2012). Studies, dealing with media choice in the context of illegal practices are either based on rational choice (Hartman et al. 2007) or focus on social norms (Svenson & Larsson 2012). The Theory of Planned Behavior (TOBP) combines both approaches, predicting behavior based on the attitude towards the behavior, the perceived social norm and the perceived behavioral control. TOPB states that attitude formation is premised on the beliefs taken into consideration during the decision making process (Ajzen 2005). Wang and McClung (2011) illustrate that a positive attitude towards downloading and perceived social approval predict future downloading. However, they take certain beliefs for granted, without examining whether there are other relevant aspects in the process of reasoning. Furthermore, they focus exclusively on illegal platforms leaving the impact of lawful alternatives out of consideration. The present research aimed to uncover salient factors determining the attitude formation towards free legal, free illegal and fee-based VoD platforms. To gain insight into the reasoning process, we conducted 45 semi-structured interviews. The sample is representative for German internet users (according to age, gender and education). All interviews have been analyzed using the qualitative content analysis framework of Mayring (2004). All but one of the respondents use free legal VoD. 33 of them additionally watch video on illegal platforms. Even among the 25 clients of fee-based VoD, the majority uses illegal platforms. Based on the mentioned benefits and drawback, we constructed eight determinants for the formation of attitudes: video collection, video quality, availability, legality, costs, service quality, malware and commercials. A wide and up-to-date selection of television shows and movies is the most prominent factor in the reasoning process. The interviewees think that the illegal services have the best selection while lawful services are rated less favorable. In contrast, video quality and service quality are benefits of legal platforms. The danger of malware, long loading times and an uncertain availability are major disadvantages of illegal platforms. The results reveal: Legality is just one factor in the process of reasoning. Other aspects like the collection and the video quality are more important for the decision to use a platform. When fighting against illegal competition, European content industry should not rely on the threat of

lawsuits. Instead it should make lawful services more attractive to win over customers. American services like Netflix and Hulu prove it's possible.

MESMERISED OR SCEPTICAL? — STRATEGIES AND COUNTER STRATEGIES FOR CREATING LOYAL AUDIENCES

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One thing current media forms have in common is the need for attention. To develop media products that the audience is pleased with, and likely to return to, may increase market shares and are economically sound. A loyal audience can be encouraged in many ways, and different media have developed different means—with various levels of sophistication—to hold on to their audience. This paper will investigate some of these strategies. More specifically, we will compare techniques for encouraging loyalty in television, computer games and social media. We will also address how audience and users react to these media strategies and what counter strategies they develop to handle the beckoning of the media. Material and methods Our analysis consists of two parts. The first is dedicated to establishing a basic catalogue over means and techniques the different medium have for creating loyalty. Some of these techniques are part and parcel of mass media history. The series format, cliff-hangers and teasers were used in serialized fiction in the 19th century and were later integrated in broadcasting during the 1920s. While some of these techniques are also employed in newer media forms, other and more media specific techniques have been developed. New media, like social media and online games, are often accused for being cynically designed in order to hold on to their users. Behavioural psychology is, for instance, employed to increase loyalty from users of casual games and social media (Zichermann 2011, Hopson 2011). For television, daily, weekly or seasonal scheduling is the main techniques for creating loyalty (Syvertsen 1997). Computer games, and especially online games like World of Warcraft rely on more traditional loyalty programmes known from marketing (Nunes and Drèze 2006). The basic game structure means that the player has to invest large portions of time to get access to the most attractive parts of the game content (Karlsen 2013). The second part of our analysis will be dedicated to users. Testimonials and web sites dedicated to abstention and media detox is analysed nethnographically. Sites dedicated to the Internet more generally (netaddictionrecovery.com) and sites dedicated to online games more specific, (olganon.org) are the basis for this part of the analysis. Also other historical sources, which document users reaction toward media, are part of the analysis. Findings Our analysis indicates that, despite large differences in distribution and formats between television, computer games and social media, they share some strategies for creating engagement and loyalty. Newer media are more personalised and one finding is that the loyalty is tied closer to the user as a person. Tying loyalty mechanisms to the user's social network is also a technique that is developed with much more sophistication in newer media forms. The upshot of this is that individual users, or families, need to develop individual strategies to counter the ubiquitous media — and much more so than in a traditional media environment.

HOW GOOGLE TRIGGERS THE BEHAVIOUR OF ITS USERS

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Technological innovations and particularly the digitalization of the 'information society' offer many benefits yet come with some risks. The influence of technology on our everyday life is revealed by the new verb 'to google'. Spoken with heuristics of choice (Tversky & Kahneman, 1974, Kahneman & Tversky, 1984) the named brand may be attached to an ease of getting expected information (Eagly & Chaiken, 1993), to trustworthiness of the information source (Sternthal, Dholakia & Leavitt, 1978) and so forth. The use of heuristics reduces the effort of information processing by not taking specific information into account. Thus, one should notice that with an increase of ignored information the chance for flawed opinion formation and poor decision making increases. Numerous theoretical papers and empirical studies revealed that heuristics can lead to errors of choice (Finucane et al., 2000; Brown, Read & Summers, 2003; Mogilner, Rudnick & Iyengar, 2008; Cheema & Patrick, 2012; Cohen & Babey, 2012; Yan & Duclos, 2013). Nowadays information seems to be available anywhere and anytime. For the profit of those providers offering services to search the Internet vertically or give information for requested information it is necessary to be on top of the stack of general search results users see. The most important and best known general search provider with a remarkable market share is Google (Hall, 2013). The dominant role of Google in the Internet market caused competitors to suspect Google to be presenting the results on its search engine result pages in a manner that disadvantages other market participants. To obtain empirical evidence on the research question if and possibly how Google affects the reception process, a first eye tracking study was completed in 2012. Eye tracking was used because questionnaires only allow a retrospective evaluation and are, thus, potentially biased by memory effects (Felix, Hink & Minor, 2001). The use of this elaborate method is necessary in order to catch spontaneous user behavior that is not adulterated by willful processes (Byrne et al., 1999; Graham & Jefferey, 2011; Ferreira et al., 2011). Results of this pilot study showed some remarkable facts such as a vampire effect (Evans, 1988) of miniaturized Google Maps placed on search result pages (Möller & Schierl, 2012). Meanwhile Google has proposed some commitments to the European Commission. The proposed changes to the design of Google's result pages made it necessary to conduct a second eye tracking study in which 35 students (15 women, 20 men) took part. The parameters of the eye tracking and the mouse click behavior showed that the Google-own page elements grab a predominant amount of the total visual attention and that high visual attention is correlated with mouse click behavior. This result will be discussed in the context of consumer choice modeling referring to general marketing strategies, principles of online ads, and usability issues.

REFLECTION OR PERSUASIVE PRESS? TESTING TWO ALTERNATIVE EXPLANATIONS FOR MEDIA INDUCED PUBLIC OPINION PERCEPTIONS.

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The „Persuasive Press Inference" (PPI) developed by Gunther (1998) is a theoretical approach explaining the effects of media slant on climate of opinion perceptions. Four assumptions are at the core of the PPI: (1) Recipients perceive slant in media reports (e.g. a newspaper report rejecting or endorsing abortion). (2) They tend to believe that other media cover the issue quite similar in terms of slant. (3) They also assume that other recipients are reached by this content and (4) are persuaded by it. Based on these assumptions — particularly assumed media effects on others — recipients are able to draw conclusions about the climate of opinion (e.g. regarding the abortion issue). Until today, numerous studies have confirmed Gunther's ideas and have discovered correlations between (perceived) media slant and public opinion perception, even when controlling for personal opinion (e.g. Gunther & Christen, 1999; 2002; Gunther et al. 2001). However, there might be another explanation for the relationship that Gunther himself mentions in his pioneer study and which he calls "reflection". The idea is that instead of expecting media to shape public opinion, recipients might simply see it as its mirror. Both, the PPI and the reflection-hypothesis would predict correlations between article slant and public opinion perception but the cognitive processes they rely on differ entirely (Gunther, 1998, p. 499). The aim of our study was to test the two competing explanations by examining assumption (3) namely the moderating effect of article reach: If recipients really infer public opinion from a news report by assuming that it affects others this effect should be stronger when they think that the article reaches a large audience compared to a small one (higher reach, stronger influence). On the other hand, if the reflection-hypothesis applies perceived public opinion should be more independent of article reach. Method: Subjects read an online article about tick-borne encephalitis vaccination. In a 2x2 experimental design, we varied (1) article slant (pro/con vaccination) and (2) article reach (low vs. high). All in all 300 participants were randomly assigned to our four treatment groups.
Results: Controlling for participants personal opinion on tick-borne encephalitis

vaccination, we neither found a main effect of article slant on current public opinion perceptions ($F(1, 298) = 1.35$, $p = .25$, $\eta 2 = .01$) nor an interaction effect between article slant and reach ($F(1, 298) = .30$, $p = .58$, $\eta 2 = .00$). However, article slant strongly influenced perceptions of how public opinion on tick-borne encephalitis vaccination would develop in the future ($F(1, 298) = 94.86$, $p = .00$, $\eta 2 = .24$) as well as estimates of future vaccination rates in the whole population ($F(1, 298) = 60.38$, $p = .00$, $\eta 2 = .17$). The two latter findings that can be interpreted in accordance with the PPI because people might bear in mind that media effects do not occur until some time has passed after publication.

CHOICES AND CONSEQUENCES: PERCEPTION OF NEW MASS MEDIA BY RUSSIAN YOUTH

Privalova, Irina

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The theoretical framework: according to the cognitive development theory of Piaget (Piaget, 1955) and the socio-historical theory of Vygotsky (Vygotsky, 1962), a person is raised in a family and is socialized in a particular group of people who share the same organizations, laws, and customs. Given the fact that the influence of new media information on different social institutions is becoming more and more powerful, it is hard to deny its empowering role in socialization of individuals in a certain society. This presentation discusses the peculiarities of new mass media information perception among young Russians. The findings are based on the results of the interviews with more than 500 young Russians; all of them are the students of the Plekhanov Russian University of Economics (Saratov Institute). The participants represent the sampling, which is believed to be rather informative in drawing conclusions about a certain segment of audience. Methodology. The questionnaire form containing 14 questions was offered to the students. Those were evaluation and opinion questions what makes possible to gather both quantitative and qualitative information. Among the questions were: "What sources of information do you use (in per cent); How far do you trust the information in the above mentioned sources?; How often do you watch TV? What channels and programs do you prefer?; If you avoid watching TV then, please, give your reasons; What information should be censored on TV and why? How often do you use the Internet, and how much time (approximately) do you spend on-line? What sites do you visit more often then others? Why? What is the main difference between the Russian sites and the foreign ones?" And so on. The answers were anonymous, but it was necessary to specify the age and the gender of an informant. The interviews were conducted in two "waves": the first group of respondents was questioned in December, 2011; and then, the same questionnaire was offered in September 2013. So, it might be interesting to compare the results in a diachronical perspective. Results. In 2011, almost 62% of young people named electronic mass media (the Internet) as the main source of information and 69 % mentioned about distrust in what they read. In 2013, these figures were 73% and 86% respectively. Hence, one can see similar development trends: an upward trend in Internet mediated information consumption and an upward trend in a decrease in trust in what is being "consumed". Regretfully, "seeing is not believing" is becoming a widespread principle of new mass media information perception in young people who happen to live in "the neo-authoritarian model of mass media" (Becker, 2004). In conclusion, the rise of the computer-mediated communication has provided the young Russian audience with alternative choices of information sources, however, the issues of the consequences of theses alternatives are not explored. It is especially interesting to do in the media environment in the country with a neo-authoritarian regime.

DETERMINING USER'S CHOICES OF ONLINE VIDEO PLATFORMS — A CHOICE-BASED CONJOINT STUDY

Wilhelm, Claudia

› University of Tuebingen, Germany

Using online video platforms as Hulu, Netflix, or Amazon, US viewers are getting more and more used to watch video content online whereas the European audience seems more reluctant in using such online services (e.g., Strover & Moner, 2012). Notably, the relatively slow growth of the German market is mainly attributed to inconvenience and limitations of current online services as well as illegal downloading behavior which is mostly prevalent in the age group of 18 to 29-year-olds (Martens & Herfert, 2013). This paper presents a choice-based conjoint study determining consumer's choices of video-on-demand products. This approach implies that individuals make discrete choices in order to maximise their utility (Ben-Akiva & Boccara, 1995). Based on this assumption, it is asked how relevant attributes determine the choice of online video products. In addition, it is assumed that this utility-maximising behavior is related to viewing motivations, context of use, and digital piracy. A pilot study and analysis of current research revealed that price, novelty, range of films and tv series, viewing quality, and language options are most important when using online video products. Therefore, a choice-based conjoint design (3x3x3x3x3) variing these attributes was created. Data was collected by an online-survey among students of a German university (n=292). Participants were randomly assigned to two conditions: The first condition provided video-on-demand offers with movies from different genres. The second condition provided video-on-demand offers with tv series from different genres. In each condition, 8 out of 16 choice sets were presented randomly. In each choice set, participants were asked to decide between two options and a non-option. In addition, participants were asked about devices used for online video viewing, context of use, secondary activities they pursue while viewing, and the use of different content types and social media. Furthermore, the online questionnaire contained several items covering dimensions of digital piracy (perceived prevalence, attitude, and behavior; Cho, Chung, & Filippova, 2013). Conjoint data were analysed by conducting Cox regression analyses. Results show that for both conditions price is the most important attribute (film condition: 47%; series condition 44%), followed by novelty (27%), language options (13%), genre (10%), and viewing quality (4%) for the film condition, and language options (19%), novelty (17%), genre (13%), and viewing quality (8%) for the series condition. Further results will be presented at the conference. References: Ben-Akiva, M., & Boccara, B. (1995). Discrete choice models with latent choice sets. International Journal of Research in Marketing, 12, 9-24. Cho, H. , Chung, S., & Filippova, A. (2013, June 17-21). Estimating Prevalence of Digital Piracy: An Examination of Interacting Sources and Effects on Downloading Behavior. Paper presented at the annual meeting of the International Communication Association, London, UK. Martens, D., & Herfert, J. (2013). Der Markt für Video-on-Demand in Deutschland. Media Perspektiven, 2/2013, 101-114. Strover, S., & Moner, W. (2012, May 24-28). Immersive Television and the On-Demand Audience. Paper presented at the annual meeting of the International Communication Association, Phoenix, Arizona, USA.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 1. AUDIENCE AND RECEPTION STUDIES (C) - AUDIENCES IN THE CULTURAL FIELD

› Room 3B, First Floor

THE NORWEGIAN FIELD OF CULTURAL PRODUCTION

Hovden, Jan Fredrik

› Department of Information Science and Media Studies, University of Bergen, Norway

This paper present an investigation of the taste structures of the Norwegian field of cultural producers and administrators, using survey data from the period 2012-14 of 3800 members of 17 artists´ organisations and additional data on 1300 persons holding formal (paid or unpaid) positions at 250 cultural institutions (ranging from the largest governmental institutions to small festivals). Through correspondence analysis of their preferences for selected artists and artefacts from various cultural domains - including literature, music, visual art and television, we will identify two important axes: The first oppose those who are more versus less positive to popular and mainstream culture (in particular, television), and corresponds to a symbolic hierarchy opposing various type of administrators versus artists, critics, and academics, and a further subhierarchy among various types of artists and art worlds. The second axis oppose older and younger agents in their varying preferences for different generations of artists and cultural artefacts. This map is then used to explore further differences in their cultural lives, in particular their use of different cultural institutions and their position-takings in regard to aesthetics and cultural policy, suggesting a strong affiliation between agents´ habitus, cultural position and position-takings. The aim is to provide a rough mapping of the Norwegian field of cultural production (using the cultural theory of Pierre Bourdieu and later debates on this work), and through this, throw light on ongoing cultural antagonisms in Norwegian society, with a special focus on the link between taste hierarchies and internal symbolical and formal hierarchies linked to position in this field.

HABITUS AND TEMPORALITY: POWER AND THE MEDIA IN TIMES OF TRANSITION

Bengtsson, Stina; Lundgren, Lars

› Södertörn University, Sweden

In Pierre Bourdieu's cultural sociology taste preferences and everyday practices are intimately interlinked with questions of power. His perspective on society as a field of power, consistent of different nodes of values (economic, cultural, political, and educational) leads to his analyses of different cultural fields; academia, journalism, arts, etc. One key aspect in Bourdieu's cultural analyses is the opposition between cultural and economic values, evident in struggles over values in different production- as well as consumption fields. The idea of an "economic world reversed" argues that arts and (consecrated) culture in capitalist societies must state independence towards the economic node in society to gain a valuable position on the cultural field (ref). Likewise, individuals who take part in different social fields obtain a position in that social space by way of their everyday practices, culturally classifying on the very same axes (Bourdieu 1979/1984). Many have criticized and revised Bourdieu's theory from analyses of diverse geographical contexts, showing that constructions of fields of consumption vary according to the cultural traditions, media landscapes and everyday practices in environment at hand (Bennett et al. 2009, Gripsrud et al. 2011). In a study conducted in 2002 (Bengtsson&Lundgren 2005) we have shown how the field of consumption of students of higher education in a former Soviet republic (Estonia) and a traditional Western democracy (Sweden) differed when comparing everyday practices, cultural taste, attitudes and values of cultural production. Although the media landscapes of the two countries at the time, in terms of both ownership, regulations and content, was strikingly similar, the different histories and cultural heritages of the nations constructed differences in how the students related to media and cultural production in both attitudes and everyday practices. This dimension of habitus, by Bourdieu addressed as "the Don Quixote effect", appears "when the practices generated by the habitus appear as ill-adapted because they are attuned to an earlier state of the objective conditions" Bourdieu 1979/1984:109), and adds an aspect of temporality to habitus. It argues for a lag in the transformation of habitus in relation to the more quickly transforming objective conditions of everyday life. In this presentation we will discuss the dimension of temporality in the transformation of habitus, by way of a quantitative analysis of students of higher education (from the Business Administration, Media Studies, Philosophy and Political Science departments) at Tartu University in Estonia and Södertörn University in Sweden in 2002 and 2012 respectively.

References:
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Bennet, Tony et al. (2009): Class, Culture, Distinction. London: Routledge Bourdieu (1979/1984) Distinction. A social critique of the judgment of taste, Cambridge, MA: Harvard University Press.
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POP-UP FANS: AUDIENCES ENGAGING WITH BRON||BROEN AND NORDIC NOIR

Askanius, Tina

› Lund University, Sweden

In the fall of 2013, millions of people in Denmark and Sweden followed the second season of Bron||Broen, the latest addition to the series of successful Nordic Noir crime dramas set and produced in Scandinavia. They were watching in front of the telly, on their laptops or mobile phone screens. Some of these audiences were tweeting, gossiping, chatting with friends about the show while watching. As the final tunes of the gloomy theme song fade out, superfans immediately turn to the keyboard to blog about or debate the episode online. Some start to edit the show into bite-sized clips to upload onto YouTube while others prefer to binge-watch the show on Netflix. At home or on the move, alone or with friends and family, live or catching up online, all of these people are engaging with the characters and the story in various meaningful ways. Their engagement and emotional investment in the show differ greatly however. This audience study focuses on the fans of Nordic Noir genres and the crime series Bron||Broen (the Bridge) in particular. The paper offers three in-depth portraits of self-reported fans (a group, a couple and an individual) based on participant observations and qualitative semi-structured interviews conducted in Denmark and Sweden. The portraits draw attention to the emotional engagement of the fans and their accounts of encountering a media text that resonate so powerfully that it impacts on their weekly routines and rituals, moods and social relations. The paper moves from an analysis of audiences' readings of this particular show and their emotional engagement with the characters and the story line, to a broader discussion of the emotional identification with Nordic Noir formats and the complex relationship between fans and contemporary popular culture. Further, I introduce the notion of pop—up fandom in the attempt to understand the experience of an intense and passionate, yet short-lived engagement with the show. Audiences report having a sense of intoxication and subsequent 'withdrawal and hangover' when describing their journey through the ten episodes of the series. They describe how the last episode left a void and loneliness in them along with a certain sense of embarrassment of the extent to which they 'got carried away'. A close look at these fans' accounts of the immersive experience it gave them show that they do not necessarily conform to conventional wisdom which defines fandom in terms of a regular, repeated and enduring pattern of consumption (Kuhn 2002; Sandvoss 2005). Rather, they contribute to an understanding of fans and fandom that recognize 'the temporality of individuals' location within these communities' (Crawford 2004: 38). This case study is part of the larger project Media Experiences, a qualitative audience study on viewers' experience of Bron||Broen based on individual interviews, focus groups and participant observations of 47 audience members conducted from October 2013 to January 2014. Interviews were conducted face-to-face, or via telephone and Skype. The semi-structured focus groups were conducted with 16 participants. Participant observations with 15 participants took place in Aarhus

and Copenhagen (Denmark) and in Lund, Malmö and Stockholm (Sweden) during the beginning, middle and end of season two. The three portraits are based on fieldwork in home settings and recurring interviews during and after the broadcast period.

References

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REDEFINING GRAVITY IN THE LITHUANIAN CULTURAL ESTABLISHMENTS: FROM OBSERVATION TO PARTICIPATION

Juraite, Kristina

› Vytautas Magnus University, Lithuania

The media have become one of the most important means of representing social reality, while mediated communication definitely affects our daily lives, identities and interactions. Accelerating processes of mediatization require social and cultural institutions to act in accordance with the rules of the new media, especially in communicating with their audiences and stakeholders. The increasing role of the media in shaping public opinion, consciousness and perception shows that the culture sector is increasingly encouraged to focus on the media (Hjarvard 2013). As modus operandi the media affect both, cultural institutions and their audiences, by promoting new cultural ideas and practices, different communication tools and diversified products (Couldry 2008). In a mediated cyberspace, the development, distribution and consumption of culture products are changing. Mediatization and media culture theory provides with a conceptual framework to explore media and communication transformations taking place in the culture sector of today. Also, participation and cultural citizenship (Livingstone 2005) become fundamental notions to understand the transformations in cultural institutions and their relationships to changing audiences. Communication technologies are creating a new cultural and social environment, bridging geographical location and time barriers, whereas the audience is determined by the individual needs and preferences. In this environment, individuals are exposed to new opportunities to fully observe and experience society, arts and culture, while playing a more active role and engaging into the creative process (Hjarvard 2013). On the other hand, in a modern society the field of arts and culture has been shaped by a number of challenges, while becoming more and more dependent on economical structures, political agendas, social developments and media field. The main aim of the paper is to address the changing patterns and practices of communication between traditional cultural establishments in Lithuania, including museums, galleries and theatres, and their audiences from both conceptual and empirical perspectives. The following questions are addressed in the paper: How do the media affect cultural institutions' agendas and their communication practices? How are cultural audiences changing in the new media space? What kind of changes, challenges and controversies are taking place in the new cultural communication environment? The paper is based on case study research, as well as qualitative and quantitative analysis of communication practices within and outside cultural institutions in relationship to their audiences and new media. The data have been collected in the framework of the national research project „Development of cultural institutions' communication competences in knowledge and creativity society" (2012-2015) in Lithuania.

POSTERS

13 NOVEMBER

16:00 - 17:30

HALL 4, FIRST FLOOR

ISLAMOPHOBIA AND TV CONSUMPTION AS MUTUALLY REINFORCING SPIRALS IN GERMAN NON-MUSLIMS.

Geschke, Daniel[1]; Eyssel, Jana[2]; Frindte, Wolfgang[1]

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The present study investigates the relationship between TV consumption and Islamophobia that is a severe issue in Germany and other Western societies. Despite the large number of Muslims living in Germany and the frequent public debates on Islam-related issues in Germany, direct contact between non-Muslims and Muslims in Germany is rather rare. Therefore, media representations of Muslims are a crucial source of information and opinion for German non-Muslims. To contribute to explanations and possible solutions with regard to Islamophobia, the present two-wave field study investigates the role of TV consumption in a sample of non-Muslim Germans (N = 97; aged 14-33). Past research indicates a negative bias in Islam-related news coverage, which is especially extreme in German private TV channels. With a focus on negative events and Islamist terrorism the whole group of Muslims is predominantly depicted in a stereotypical, negative way. Additionally, these reports on private TV are often highly dramatized and emotionalized, possibly leading to stronger anti-Muslim sentiment in its viewers. Slater's (2007) theory of reinforcing spirals of media selectivity and effects serves as theoretical background. It posits that media content and frequency of media use can influence users' attitudes. Simultaneously, these attitudes can influence the choice of media content and the frequency of media use. The present study seeks to provide evidence for and to refine Slater's theory. Therefore, TV consumption is differentiated into general quantity and specific quality (divided into preference for public channels vs. private channels). We assumed (a) a significant cross-sectional relationship of quantity and quality of TV consumption (preference for public/private channels) to the Islamophobia level, and (b) a mutual reinforcement of quantity/quality of TV consumption and Islamophobia over time. Results of structural equation modelling showed significant, positive relations of private channel preference to levels of Islamophobia (cross-sectional) and a mutually reinforcing spiral process between the private channel preference and Islamophobia over time. Thus, users preferring private TV-channels become more Islamophobic over time. Simultaneously, strongly Islamophobic users show increased preferences for private TV-channels over time. Users preferring public TV-channels exhibit no increase of Islamophobia over time and a lower level of Islamophobia did not lead to an increase in preferences of public channels. Additionally, the analyses showed no longitudinal influence of quantity of TV consumption on Islamophobia. These results emphasize (a) the importance of a specification of the construct of media use central to Slater's (2007) theory and (b) the need for an improvement of the Islam-related news coverage to decrease Islamophobia.

EMPOWERING CONSUMERS AND CITIZENS — DETERMINANTS OF UNDERSTANDING ECONOMIC MEDIA CONTENT

Koehler, Christina; Quiring, Oliver; Weber, Mathias
› University of Mainz, Germany

As the recent economic and financial crisis and its — sometimes dramatic — social consequences have shown, the economy is one of the most important subsystems in modern societies. Thus, economic considerations and information play a central role in the everyday decisions of consumers, savers or citizens. Although, the mass media are a main source of economic information, the coverage on economic issues is often criticized because of a lack of comprehensibility. Thus, it cannot function as a solid basis for economic knowledge and opinion formation. Additionally, the economic system itself is very complex with the overarching result that the publics' economic knowledge is low. Nevertheless, little is known about the determinants that guide the understanding of economic media content.

Generally, theoretical insights into the understanding of media content are rare. Yet, research on text comprehension identified different comprehensibility factors, e.g., structure and coherence of the text, involvement and motivation during exposure, prior knowledge or interest. However, previous studies analysed these determinants isolated from each other, and thus the validity of the resulting models is limited. There is a lack of integrated approaches which can explain the understanding of media content generally and that of economic media coverage specifically (Kercher 2013; van Dijk/Kintsch 1983). This led us to the following question: Which characteristics of content, recipient and the situation determine what we understand from economic media coverage?

To answer our question, we conducted three focus groups (19 participants in sum) and compared their specific perspectives. The participants for the three groups were selected by two criteria: The amount of economic knowledge (students of economics) and the routine they have with processing complex messages (students vs. employees). The interpretation followed the idea of theoretical coding (Strauss/Corbin 1996).

The primary result of our study is an integrated model which incorporates specific configurations of media content as well as recipient and situation factors to describe the understanding of media coverage for different recipients. Generally, our analysis reveals that the comprehension process comprises of a cognitive and a motivational component: The cognitive part of understanding is determined by the perceived fitting of the individual knowledge with the text composition (e.g., length of sentences, coherence). The motivational component describes the individual willingness to cope with comprehension obstacles and is influenced by the recipients' interest, the situation and the motivational incentives of the article (e.g., pictures, analogies to the recipients' life). When readers have difficulties to capture the textual input during the comprehension process cognitively—i.e., the text is too ambitious with respect to the knowledge—there must be a compensatory motivational incentive (e.g., involvement generating presentation). If the motivational component cannot balance the cognitive component, the comprehension process is not successful. While this seems quite obvious for recipients with little economic knowledge, it seems also true for experts: Although these recipients have no problems with the cognitive capture and they are motivated to expose, they would read an article only cursory and gain only little information when it doesn't arouse interest or is poor in quality.

Understanding media content, fundament of public opinion, information processing, cognitive determinants of understanding, motivational determinants of understanding, qualitative research

PROCRASTINATION AND MEDIA USE AS ESCAPISM

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› [1]University of Muenster, Department of Communication, Germany; [2]Hans Bredow-Institut, Hamburg, Germany

Have you ever caught yourself doing stuff instead of completing or starting another more important task? Surfing the internet instead of writing abstracts? Watching television instead of reading essays? Psychological research calls this behaviour of replacing an important task by a less important one procrastination. Current research focuses on psychological or motivational aspects, e.g. Big Five, depression, or ADHD (Schouwenburg & Clay 1995; Frank 2010). But there is still little research examining one central aspect of procrastination: which alternative acts are chosen and why? First surveys considering this research revealed that besides social interactions like meeting friends or family, there is a huge preference for using media (e.g. Daemen 2010), a fascinating topic for communication science. Similar to the approach of media use as escapism (Katz & Foulkes, 1962) media offer a distracting or even narcotic effect. Since escapism can occur on short, medium, or long term (Kuhlmann & Gehrau, 2011) procrastination must be either short-term and situational or consistent: In the first case, procrastination is a situation-specific attribute (state), in the second it is a stable, habitual characteristic of the recipient (trait). The study will give specific conclusions about the relation of media use as escapism and procrastination. Relevant research questions are 1) how procrastinators using media and 2) which kind of escapism might procrastination be considered as? To answer the research questions a standardized online survey with n=400 was conducted. Procrastinators in general use a wider range of media than non-procrastinators, preferring online and interactive offers such as social networks. More than 52 percent of procrastinators stated "I am just surfing the web while procrastinating" against only 40 percent of the non-procrastinators. This difference emphasizes the disorientating function which the Internet might have: hour and hours of aimless surfing. Comparing state and trait procrastinators, especially the latter use all media and are very attracted to 'fast' media like the Internet, television and smartphone applications. Trait procrastinators prefer more traditional media such as books or radio. Procrastination has similar characteristics to escapism, first of all the need to escape from actions or emotions. Depending on the type of procrastination, there are two usage patterns. Situational procrastinators use media situationally, habitual procrastinators use media ritually. Ergo, two types of escapism exist: Trait procrastination implies a long-term escapism, comparable to the suffering from the experience of an oppressive situation (Kuhlmann & Gehrau, 2010) leading to permanent and repeated psychopathological stress. Media function is no longer as simple distraction. Rather, it is truly the "narcotic dysfunction" of media use. In contrast, the state procrastination is short-term. Actions are not displaced, but "only" postponed. Since this form of procrastination is situational, the escapism is situational, too. These new results focus on the relation and importance of (medial) replacement activities in the course of procrastination. This study reveals the necessity of a more differentiated perception on escapism and media use.

FRAMING OF TERRORISM IN TV-NEWS AND EMOTIONAL REACTIONS

Haußecker, Nicole
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This paper examines the relation between concepts of Emotions, the Framing approach and the construct image. Based on research of visual news coverage of terrorism in German TV-news, and emotional reactions of TV-viewers, the interconnection of these concepts is analyzed empirically. The central research questions are: 1) Which visual framing strategies are used in TV-news about terrorism? 2) Which emotional reactions are caused by certain images (frame elements) within the scope of these framing strategies? Study 1 illustrates a quantitative media analysis and identifies visual framing strategies that exist in the terrorism-related news coverage in German TV-news. Since framing in the news coverage appears, in most cases, in a cumulative and consonant order, coverage will be analyzed using a longitudinal survey (1 ½ years, 2007-2009). Out of 1145 news reports about terrorism, 976 reports of visualizations are identified. The encoding of the images takes place with every camera focus. One image will serve as smallest unit, hence it constitutes a single frame-element (e.g. problem definition, causal interpretation, moral evaluation or treatment recommendation) according to Entman (1993). Several images constitute a visual framing strategy. The visual framing strategies also include basic verbal information to limit the meaning of the images. On the basis of factor- and cluster-analysis four visual framing strategies are identifiable in terrorism-related TV-news: 1) Terrorist events,

2) Terrorism as an abstract phenomenon and war against terror, 3) Terrorist threat by religious-motivated perpetrators, 4) Islamist threat. In order to determine the intensity of emotionalization of visual framing strategies, indices of fear, valence and arousal will be compiled empirically. These indices will be applied to the data that has been acquired by content analysis (study 1). For that reason emotional reactions on a single-shot-level will be tested in study 2. In a final step it will be analyzed which emotional reactions are induced by particular visual framing strategies by reference to the empirically compiled fear-, valence and arousal-indices.

UNDERSTANDING THE EFFECTS OF MULTITASKING ON PROCESSING SEXUAL MEDIA: THE ROLE OF CONTROLLED ATTENTION AND PERSONALITY.

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The prevalence of multitasking during media use raises the need to take multitasking more strongly into account when investigating media effects (Roberts & Foehr, 2008). However, the diversity of tasks while watching television (e.g., simultaneously interacting with friends or using the internet) may cause different effects of multitasking on media effects as information processes may be different (Jeong, Hwang, & Fishbein, 2010). As a result, it may be useful to focus on information processing, and notably the components involved in information processing, to understand better how multitasking may affect sexual media effects. Information processing depends on controlled and automatic attention as well as on cognitive load (Limited Capacity Model, Kahneman, 1973; Limited-Capacity Information-Processing Model, Lang, 2000). We investigated the role of cognitive load and controlled attention during watching sexual media content on visual memory for sexual media with an experimental 2 (cognitive load: load vs. no load) by 2 (controlled attention: sexual vs. non-sexual) between-subjects design. Additionally, we were interested in the moderating effect of viewers' impersonal sex orientation (IS), which was measured. The primary task was watching three erotic movie fragments about which participants had to answer questions. The question were given before each movie fragment and had to be answered after each movie fragment. In order to manipulate controlled attention, the questions were about sexual content (sexual condition) or about non-sexual content of the movie fragment (non-sexual condition). Because we were interested in the separate contribution of controlled attention and cognitive load on processing sexual media content, we made sure that the cognitive load task was not interfering too much with attention. Therefore, we opted for a counting task in which participants had to count tones presented during the scenes (no overlap of modality or information). Our results showed, first, that viewers always processed sexual content better than non-sexual content, no matter whether they were motivated to process other information or were cognitively loaded. Thus, viewers automatically give attentional priority to sexual content above non-sexual content irrespective of whether they multitask or not. Second, viewers with low IS had a better memory for sexual-content when they were motivated to allocate attention towards the non-sexual content compared to sexual content. Thus, in a situation in which viewers multitask, those with low IS who are motivated to process the (non-sexual) secondary task process the sexual media content better than when they are not motivated to process the secondary task. Third, we found that viewers only processed the non-sexual content thoroughly when they were motivated to process it. Thus, in a situation in which viewers multitask, viewers may only process the secondary (non-sexual) task when they are motivated to do so. These results show that controlled attention, rather than cognitive load, plays a major role in multitasking effects on sexual media effects, and that the effect of controlled attention depends on the personality of the viewer.

ONLINE FORUMS AS A SPACE FOR SEX EDUCATION: A CASE STUDY AROUND THE UK TELEVISION SERIES SKINS

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Research has frequently suggested that the media are a very significant source of informal learning about sex and relationships. In the past, most research in this area has tended to operate within a psychological 'media effects' paradigm, in which the media are regarded as a powerful source of misleading or harmful messages, and young people as passive consumers or victims of these messages. From this perspective, the media are frequently seen as a source of 'bad role models', and as promoting negative practices such as 'premature', 'promiscuous' and unsafe sex (e.g. Greenberg et al., 1993; Ward, 2003). More recently, however, researchers within Media and Cultural Studies have developed a more nuanced and complex approach. And some research has pointed to the potential of media as a source of informal sex education for young people — one that young people appear to value more than other sources such as parents or school (Buckingham and Bragg, 2004). Technological developments — and particularly the rise of social media — may offer additional potential in this respect. Fan forums related to TV series provide opportunities for young viewers to debate issues that arise in the programmes and relate them to their own experiences, and to do so without adult supervision. In this research, we analyse the pedagogical possibilities and limitations that arise here by means of a case study of the online forums of the controversial British teen series Skins. We analysed a total of just over one thousand postings relating to these issues, identifying key themes and using qualitative discourse analysis. We look at discussions of specific issues (virginity, attractiveness and gay sexuality), and at the broader issue of realism; and we also compare participants' discussions of their own experiences — in a section of the forum entitled 'advice on life' — with their discussions of the series and the characters. We find that the presentation of issues to do with sexuality sometimes challenges young people to engage in debate, and to move beyond established discourses; but that the value of the series in this respect depends crucially on its 'openness' — that is, its avoidance of fixed moral positions — and on its perceived plausibility and authenticity (which are not necessarily the same as its 'empirical realism'). The forum thus emerges as a new space for non-formal, peer-to-peer education; but it is one that has limitations as well as new pedagogical possibilities. Online forums as a space for sex education: a case study around the UK television series Skins is a research which was conducted during a pre-doctoral stay at the University of Loughborough. It was supported by the Ministry of Economy and Competitiveness of Spain under grant EEBB-I-13-06157.

AFRICAN WOMENS' USE OF MEDIA TO MAINTAIN CULTURAL IDENTITY IN HAMBURG.

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The scholarship on media's role in migrants' lives gains particular relevance with the intense public debates on the failure of multiculturalism which has been identified as a source of societal disintegration and the feminisation of migration (Georgiou 2012, p792).There is a conservative discourse that identifies other cultures as a danger to the survival of the home culture (Huysmans2000, pp757-758). This study investigated African (Ghanaian) women migrants' use of media to maintain cultural identity in Hamburg, Germany. The study focused on women because they are a minority often marginalized within their own communities and the society (Georgiou 2012, p794). Yet scholars argue that little is known about the role of media such as the internet, in the maintenance, expression

and advancement of identity especially when it comes to empowerment in marginalized communities (Siddiquee&Kagan2006, p190). This research is important in contributing towards the debate that exists regarding the integration of migrants in Germany. Media is seen as a tool of successful integration and minority media use from the country of origin supposedly leads migrants in to media ghettos and harms integration (Trebbe (2007, p172). The study aimed to find out (a) how Ghanaian women migrants use media for their cultural identity, (b) what media do they use? (c) What are the other ways of maintaining cultural identity other than media use? (d) What do they consider as an important aspect of their cultural identity? The theories of transnationalism and Diaspora were useful in conceptualizing migrants use of media to draw upon complex web of social relations to create fluid and multiple identities grounded in both origin and host societies (Schiller et.al.1992, p11). Uses and gratifications theory was used as an approach to study the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Ruggeiro 2000, pp4, 18). Gendered geographies of power were used to conceptualize the study of gendered identities and relations in migration (Mahler and Pessar 2000, p42)? Media use as a social action approach is relevant in studying audiences such as diaspora, where by media use is a purposed action aimed at reinforcing ideologies, and beliefs in identity construction (Rees and Eijck 2003, pp465-466). Seven narrative interviews and observation were used in data collection. As the interviewees recounted their life stories, the researcher was able to grasp how the past and present are intertwined, how the person was and comes to be and how they make sense of their relationship with others and the world (Lawler2002, pp 249-250). The findings of this study illustrate the importance of the internet in maintaining ties to both the homeland and the host country, as a tool primarily used for communication, information and entertainment. The results study indicate that the internet as a new media is opens up new ways of experiencing migration (see Adoni 2002 & Hepp 2005). This invites new inquiries investigating the opportunities provided by new media for migrant women in voicing their interests (Sanyu 2012,p99).

NEWS FOR THE LITTLE PRODUSERS: HOW CHILDREN AND TEENAGERS GATHER AND SHARE INFORMATION IN THE ERA OF INTERNET

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Silvana Ruiz Grau Elvira García de Torres Concha Edo Bolós The growth in the use of new media and the active participation of children and young people in the public communication via the Internet has lead researchers in the past years to focus on the uses and the possible effects of these new ways of communication on children and teenagers, particularly regarding online risks, literacy and the impact on education (Livingstone, 2005, 2006; Livingstone, 2013; Tejedor, 2012; Johnson, 2013; Mardis, 2013; Sorbring, 2014). However, despite the wealth and value of the data regarding such important questions, we know little about how those new patterns of consumption and production affect the role attributed to the media system and the reasons and motivations that lead children to select, produce and share news content in a multiplatform environment. The concern for the relationship between children/young adults and the media, particularly the press, is present in the industry since the 90s, as reflect various studies conducted by the World News Association. Nevertheless outside the Media system this problem has received little attention (Carnegie Corporation, 2004; Pew Research Institute (2012, 2013). The goal of this paper is to contribute to fill this gap and to grasp a better understanding of the challenges and the opportunities that the use of Internet by children and teenagers brings to Journalism. Our research questions were: (1) How children and young people assess the information they receive through the old and new media channels (traditional media, social media and other new generation sites and mobile platforms) (2) What reasons lead them to produce, share and consume content on the Internet in different formats (text, photo and audiovisual) To give an answer to these questions we selected a qualitative approach. Twelve focus groups were conducted from May 2013 to March 2014, with 64 children between 8 and 18 years old divided into sub-groups of 8-11, 12-15 and 16-18 years. A semi-structured script was design, with 30 questions regarding three parameters: the uses and habits of consumption of news in old and new media, the value attributed to old and new platforms as providers of information and the patterns of production and distribution of content via the Internet. Since the subjects were minors, we requested parental consent prior to the sessions as well as the collaboration of two education centers in the province of Valencia to enroll the participants. Groups had an average duration of 90 minutes and were complemented by a survey that we used to characterize the sample population and put the conversation into context. As for the results, television was the preferred medium for ages 8-15, whereas Internet attracted young adults from 16 to 18. In general, challenges surpassed opportunities for the press and the traditional forms of journalism whereas some aspects of citizen journalism were positively assessed by all the groups. There is a turning point in the intermediate group (12-15) as awareness of the potential of new media and their own capacities as producers are achieved.

WILLINGNESS TO PAY FOR ONLINE AND MOBILE NEWS: A QUALITATIVE APPROACH

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Publishing companies around the globe face major challenges due to economic, technological and social changes (Siles & Boczkowski, 2012, p. 1375). As a consequence, an increasing amount of newspapers charge money for their online content. But even though newspapers and online news in Germany are reaching more people than ever before, establishing new types of revenue stream often seems to fail. As most people are not willing to pay for news they read online or on their mobile devices, publishing companies need to know how they can transform the increased media use into revenue streams. In our study, we identify for what kind of news readers are ready to pay for and which factors influence their decision. Existing studies analyse the willingness to pay for different aspects of online news, like personalization or news on tablet apps (Oechslein & Hess, 2013; Gundlach & Hofmann, 2013). Other authors focus on the intent to pay for digital news in general (Chyi, 2005; Chyi & Lee, 2013; Goyanes, 2014). None of latter, however, concentrates on the German market for online and mobile news - a market where consumer behaviour differs a lot compared to consumer behaviour in other European and Non-European countries (Reuters Institute for the Study of Journalism, 2013). With our analysis we try to fill this gap in research, using focus groups as the method of choice to identify factors that influence the willingness to pay for online and mobile news. We also explore for what kind of news people are ready to pay for. The results of our study show what publishing houses should do to generate new revenue streams online.

U.S. COLLEGE WOMEN'S DISCURSIVE CONSTRUCTION OF BODY IMAGE ON SOCIAL MEDIA

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Women often observe one another's bodies through real-life interactions or media exposure. As observations are internalised, women begin to analyse the bodies of others, and their own, as physical objects rather than a part of themselves, a process called self-objectification (Frederickson & Roberts, 1997). Self-objectification correlates with depression, body shame, and disordered eating (Harrison & Fredrickson, 2003). Also common among young women is fat talk: negative comments about your body's size and shape. This mutual disparagement is widespread on campuses, as 93% of women have done it with friends (Salk & Engeln-Maddox, 2011). Much interpersonal and group interaction now occurs through social media. However, researchers have yet to examine how women discuss their bodies in this new environment. The present study fills this void by

examining how U.S. college women discuss their bodies on Facebook. Women at a large Midwestern university in USA were surveyed in April-May 2013. about Participants were asked open-ended qualitative questions about frequency and content of posts about their weight, body image, dieting or weight loss as part of a larger study. In all, 881 women completed the survey, 77% (n = 678) were undergraduate. Average age was 23.8 (SD = 7.3). Most (86.8%, n = 766) had not posted on their Timeline about weight, body image, dieting or weight loss in the past month. The rest had done it, averaging 4.1 updates a month and 10% of their posts. Ninety-five comments were provided describing participants' last post and 93 comments described a typical post. These 188 comments were analysed for common themes. Popular topics of last and typical posts were similar: exercise (35.4-35.9%), weight loss (24-26.1%), and food/diet (18.8-25.8%). Many posts about exercise discussed starting new workout programs ("trying a new spinning class with one of my friends") or achievements ("how far I ran"). Weight loss was discussed in terms of plans ("Thinking about losing weight") or results ("My pants getting loser"). Food/diet often discussed healthy alternatives ("Trying a new healthy meal recipe") or starting a diet. Information about typical posts, last posts and reasons for posting was combined and examined for evidence of fat talk. Overall, 24 women (21.6%) participated in fat talk through posts such as "How mad I was at myself for letting myself gain so much weight ..."; "how I wish I was taller"; "making fun of own weight", etc. Overall, fat talk on Facebook seemed less common than in offline communication. Although losing weight and changing their bodies is a major preoccupation of women, posts present a better-rounded and more positive picture of body talk compared to previous research. This slightly different focus may be because Facebook is a unique platform often used to present one's best self forward. Or fat talk may be a private behaviour only shared in close groups. Further, one's list on Facebook contains friends, colleagues, family, potential or past dating partners, which requires a different mode of self-representation than in interpersonal offline communication, where such comments typically occur.

ABSTRACTS SECTION 2
COMMUNICATION AND DEMOCRACY

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 2. COMMUNICATION AND DEMOCRACY (A) - EXPLORING MODES OF PARTICIPATION

› Room 5C, First Floor

DIGITAL STRATEGIES FOR DEALING WITH CENSORSHIP

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Throughout history different forms of alternative media beyond state control have existed. Fanzines, different forms of small-scale radios can be considered as examples of these types of media. Beside these, digital technologies today diversify our information and communication environments by adding new means of communication to our lives. In particular, for authoritarian states, this presents a challenge in terms of controlling information circulation. In many states around the world, communication is only partially free and internet usage is restricted to a certain extent by blocking websites, suing users and violating the right to freedom of expression. However, people develop strategies to overcome censorship, reach information and express themselves freely. Turkey is considered to be a country of partial internet freedom by the press freedom house. In general, freedom of press and expression is restricted through different means in Turkey and this is also a problem in online environments. Existing internet laws enable arbitrary decisions about blocking of websites. For example, YouTube was blocked for different periods between 2007 and 2010. Whereas the existing law was found to be conflictual with the right to freedom of expression by the European human rights court, new laws are in discussion in Turkey since January 2014, which would add more problematic articles to the existing law. This paper analyzes participation practices of techno-activists who aim to increase awareness about censorship in Turkey and offer strategies for overcoming it by using digital technology. On the basis of qualitative interviews with techno-activists, this paper will argue, however strict the state control over the internet might be, different strategies are used as ways of unconventional participation in countries with restricted freedom of expression. One of these strategies is to make use of technical gaps and overcome state censorship. For example, users change their DNS settings in order to reach blocked websites, as was the case during the YouTube ban. A second tactic of dealing with censorship and avoiding being sued relies on using anonymity and hiding personal information. On the one hand, techno-activists fight against state censorship by organizing campaigns. On the other hand, they provide information for "ordinary" internet users on how to overcome internet censorship. Whereas internet users and activists develop these strategies, the state is trying to develop new laws and strategies to control the flow of information. As a consequence, the internet in Turkey increasingly turns into a contested space amongst political actors struggling for circulation and control of information.

THE REPRESENTATION OF THE INDIGNADOS MOVEMENT IN THE EUROPEAN PRESS: CONSTRUCTING NARRATIVES OF CIVIC RESISTANCE

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Media coverage of the so-called Euro crisis has mostly focused on formal politics like the political debates and economic decision-making at the national and European level, which are often made behind closed doors and ostensibly with little regard to public opinion. A significant exception in this rule has been the protest movement of the Indignados, which preoccupied the European media for some time, bringing citizen voices at the forefront of public debates on the crisis. This paper addresses how civic participation and resistance was represented in the European press through the coverage of the Indignados. First emerging as a series of demonstrations in Spanish cities in 2011, the movement of the Indignados soon became emblematic of civic resistance against the economic crisis in Europe and the global financial forces that are at the root of it, inspiring and giving its name to similar social movements in Greece, Portugal, France and Italy. It therefore became a European symbol of social solidarity and resistance. At the same time, however, and as the Euro crisis persists and economic and social conditions in Europe deteriorate, the Indignados have also been critically discussed as illustrative of the utopia of direct democracy and the futility of social rage against the political and economic system. Drawing upon an empirical study of the national press in Spain, Greece and Germany, the present paper discusses the role of the media in framing the movement of the Indignados in Europe. Specifically, the research identifies similarities and differences in the ways the demonstrations were represented in the national press of these countries, focusing on questions of advocacy and agency attributed to the movement and its purposes over different periods within the Euro crisis. The paper illustrates how the narrative of the Indignados has been constructed in European media as a form of expression of public opinion, and of civic resilience and resistance. It discusses how the movement was embraced by the press in its initial stages as an alternative, non-partisan form of political participation, challenging the dominant tendency of the mainstream media to portray protests and social movements in a negative light. At the same time, however, the celebration of the politically neutral character of the movement was often constructed as apolitical by the media, depriving the movement of political potency in the wider European public sphere.

THE CELEBRITY MODE AND ITS AGENCY POTENTIAL - TRANSCULTURAL PUBLIC ACTORS IN THE FIELD OF POLISH-GERMAN COMMUNICATION

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Democratic publics rely on the activities of public figures. This is why communication and media scholars broadly discuss potentials and risks of critical contributions by intellectuals or knowledge input by experts. Often also, scholars raise their voice in critical purpose. Both, the figure of the intellectual and the figure of the expert, appear to be threatened by processes that considerably

minimize the democratic potential of the media - among these celebritization is a crucial issue. This paper starts from an alternative perspective by investigating the agency potential of using the celebrity mode as a means of participating in and shaping public discourse. While communication and media studies in the field of celebrity studies highlight that celebritization has always been intimately intertwined with politics, there is little empirical research in the field of political communication. A notable exception is the field of cultural studies, in particular, the work of Liezbet van Zoonen (2000, 2006) that focuses on public strategies of leading female politicians. Van Zoonen points out, that relating celebrity and politics can create new agency potentials. She argues that celebrity can provide women with specific opportunities within processes of political decision-making, e.g. by fashioning their celebrity representations in a fruitful way. In a similar vein, this presentation aims at exploring agency potentials of public figures by investigating the case of transcultural public actors (tpa) in the field of Polish-German political communication - a group of public elites that regularly appear in the mediated public and beyond, both in Germany and in Poland. The data set consists of 14 qualitative interviews with tpa. The analysis, according to the principles of Grounded Theory, brought to the fore their reference to three modes of appearance: the intellectual, the expert and the celebrity mode. Each of them is reconstructed along four categories, namely self-perception, concern, external perception and media work. Herein, the celebrity mode is characterized by putting forward a specific personality with an interest in sharpening the related image, while mainly being perceived as a person with specific attributes and skills. The related media work is described as self-reinforcing - the more public visibility, the more opportunities for appearances arise. Relating the celebrity mode to the intellectual and expert mode brings to the fore two central aspects: First, while appearing in the intellectual mode actors report how easily they are also discussed with regard to their personal attributes. But, they also fight these moments by means of celebritization - i.e. by appearing in the celebrity mode in a strategic way. Second, especially in the media work the celebrity mode significantly overlaps with the expert mode. An extended media biography can lead to appearing as an expert. In sum, the investigation of the tpa sheds light on agency potentials of celebrity in interrelation with modes of presentation. It can be both an intellectual strategy and a mode of access to the group of experts.

NO MEDIA, LESS DEMOCRACY? - FORCED DISRUPTION, ONLINE MEDIA DISCONNECTION AND CIVIC PARTICIPATION

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While research focuses strongly on what people do when they engage in mediated communication and how this affects civic engagement and participation, the following paper is an attempt to investigate specific forms of media non-usage in conjuncture with civic participation. It hence sheds light on media participation from a slightly different perspective. More specifically the focus is on the abstention from online media platforms. Our major assumption is that in order to investigate mediatized worlds in depth, they are to be considered as offering multilayered experiences, disconnection being one of them. Therefore abstention from mediated (online) communication needs to be included as a legitimate stance towards media communication. Consequently absence and non-usage have to be acknowledged and investigated. Furthermore we ask for the consequences of mediated non-participation for democracy and civic engagement. The material for this study comprises two major parts. The first element is a forced disruption experiment with students at a middle sized German university. During a week of online abstention they reflected about difficulties and changes they have noticed in their everyday lives as well as considered strategies substitution. In an essay writing exercise, the participants drew some general conclusions about their week off-line. The second major body of material includes interviews with online media non-users from different socio-economic strata (e.g. long-term unemployed). The focus here is on reasons for their disconnection from online environments and how they navigate the current media culture in their role as citizens. The forced disruption experiment and the in-depth interviews with non-users provided clues for understanding what the non-/participation in online communication meant for our study participants and how it affected them in their everyday lives. Especially the experiences of contingent participation, the indirect effects of living in a mediatized society brought clear indication that a dichotomous perspective on use and non-/use lacks complexity. Modes, rituals, habits and implications of media participation and likewise the absence of them, helps us to understand their significance. By making visible the role and normalization of specific media use in the everyday, we get valuable clues where to look for the peculiarities of non-users everyday life. The paper concludes by discussing the implications of media non-participation for democracy at large.

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 2. COMMUNICATION AND DEMOCRACY (B) - COMMUNICATION, MINORITIES AND HUMAN RIGHTS

› Room 1.07, First Floor

SENSITIVE EMPIRICAL EVIDENCE AS A BASIS FOR POLICIES TO ENSURE THE RIGHTS OF SOCIALLY DISADVANTAGED CHILDREN

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25 years ago the right of children to participate fully in family, cultural and social life was formulated in the UNCRC. This convention emphasises that "the best interests of the child shall be a primary consideration" (Article 3, 1). With respect to this objective, social inequalities within countries are still a major challenge for social policies. In particular political economists point out that dynamics of inclusion and exclusion continue to affect the communicative rights and competencies of considerable groups of citizens (Murdock & Golding, 2004). Therefore there is a particular responsibility of politics and society as a whole for socially disadvantaged children to empower them and to help them to participate in society. This is the starting point of this paper: In order to ensure the rights of these children it needs sensitive instruments and sensitive empirical evidence that foregrounds the children's own perspectives on their everyday lives within their families and other social contexts and their particular media experiences. Dealing with socially disadvantaged children is often framed by the concept of the digital divide which problematises technical access to digital media. This approach has been replaced by the "second level of digital divide" (Hargittai 2002) which focuses on skills and practices. However, in order to adequately grasp the situation of socially disadvantaged children in which they develop their skills and practices, we have to consider the child's social context as well as the socio-economic background (level of education, income etc.) of its family and their ability to cope with everyday life challenges. Children who grow up in socially disadvantaged families often face problems to fully participate in many aspects of cultural and social life. Since media have become an integral part of this, they thus also face problems to take advantage of the opportunities offered by media or to cope adequately with risks that they might encounter while using them. Against this background, in order to analyse the role of media for socially disadvantaged children and adolescents within the family and the wider societal context, we have developed an approach to praxeological research on media socialisation (x&y, 2014). With respect to Elias' concept of "committed empirical social research" (1987), this approach shall serve as a basis for identifying children's "best interests". It was applied to a qualitative longitudinal panel study on socially disadvantaged children and their families from 2005 until 2012 (continuing till 2017). Based on the findings of this study we shed light on the interplay between aspects on the macro- (society/culture), meso- (family in all forms/peers/networks) and micro- level (individual development/ ambitions/ skills/ experiences/ "Eigensinn"). By taking both socio-economic as well as socio-emotional aspects into consideration we identified clusters of families that

are linked with specific perspectives of children and their particular needs. These findings indicate that social inequality has many different faces and that it needs sensitive approaches to ensure the rights of socially disadvantaged children.

COMMUNICATION EQUALITY IN PROMOTIONAL TIMES: NEW CHALLENGES FOR MEDIA LITERACY

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Media literacy is a pressing concern among communication scholars, policy makers, and educators. A prominent example comes from the expert group commissioned by the European Science Foundation to identify the key priorities for communication research in the next decade. The starting point of their discussion was: "What is needed in order to be a literate person in the 21st century?" (Erstad et al., 2012, p. 2). Answers to this question—from this group and from others—tend to be centered on technological developments: Media literacy translates into efforts to help people cope with and take advantage of new technologies. Since some people need more help than others, media literacy also aims at furthering communication equality. This paper provides a different (albeit complementary) answer to the question of what being literate in the 21st century entails. We argue that today's media literacy efforts should also pay attention to promotionalism. Based on a growing body of literature that maintains that we live in societies that are not only heavily mediatized, but also increasingly "promotional," we argue that being literate in the 21st century also involves being able to promote one's (group's) needs and demands. Similarly to other communication skills, the resources for successful promotion are not equally accessible to everyone. Thus, this paper also contributes to discussions about communication (in)equality. Specifically, we pose the following research questions: What do promotional skills actually entail and what is their relevance for ordinary citizens? How can these skills be taught and strengthened? To what extent are these communication skills that—like media literacy in general—may contribute to the empowerment of marginalized social groups? To address these questions we rely on the "Media, politics and society" course for slum community leaders offered by the School of Journalism of Alberto Hurtado University, in Chile, between 2007 and 2012. We analyzed the program's curriculum and interviewed seven organizers and lecturers, as well as 30 women who participated in the program. The course taught them about Chilean political institutions and the media and it specifically trained them in strategies to promote their community's demands. The analysis of this Chilean case underscores that expanding media literacy initiatives to support poor people's efforts to be heard is especially important under neoliberalism. In contexts in which marketing is ubiquitous and the media are highly commercialized, claims for justice also need to be packaged in media-attractive ways to be politically compelling. We acknowledge the limitations of such approach: Students are trained to master the rules of the game rather than to challenge it. However, our data suggest that this approach may also open spaces for the re-appropriation of neoliberal strategies for non-neoliberal and even anti-neoliberal purposes (Ferguson, 2009). References Erstad, O., Amdam, S., Muller, L., Gilje, O. (2012) Meta¬analysis of reviews on media literacy and media studies. Strasbourg: ESF background working paper. Available at: http://www.esf.org/index.php?id=9409 Ferguson, J. (2009). The uses of neoliberalism. Antipode, 41, 166-184.

HATE SPEECH IN DENMARK: FREE SPEECH, MULTICULTURALISM, AND PERPETUATING THE ISLAMIC "OTHER"

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The purpose of this paper is to explore recent hate speech acts in Denmark in relation to central theoretical arguments on free speech, multiculturalism, and the perpetuation of the Islamic "other". The case of the 2005 Danish Cartoon controversy set a precedent as a "critical moment" in terms of how subsequent speech acts concerning Islam are received and interpreted in Danish public discourse. In 2013, Yahya Hassan, an 18 year-old Danish poet with Palestinian roots published a volume of poems that were highly critical of the immigrant, Muslim background in which he grew up; so critical that they reignited national debates on the Muslim minority population and its relationship to the welfare state. Drawing on the notion of "critical moments" (Stanyer, 2013) which shape and frame discourses on controversial speech acts, this paper examines the nuances of recent hate speech acts in Denmark as a part of a larger comparative research project on hate speech in France and Denmark. I use discourse analysis to investigate the Hassan controversy and to examine the highly sensitive nature of speech acts that are critical of the Islamic "other"; specifically, the "guest" Muslim immigrant in the "host" Christian nation. The analysis gives insight into key themes surrounding the national debates on free speech when it concerns hate speech. This analysis then addresses discourses on multiculturalism, religiosity, citizenship, nationalism, as well international free speech legislation; which then brings the topic to an issue that concerns human dignity and the argument that hate speech has grave consequences for the definition of free speech as a democratic construct. The case of Denmark is unique in that it is a nation that only recently has had to contend with issues concerning multiculturalism and the "other" in its society. Due to lenient family reunification laws in the mid-20th century, Denmark saw a shift from being a homogenous and ethnically Nordic Christian nation to a multicultural and multiethnic nation, with particular attention on its minority Muslim population originating from non-European countries such as Turkey and Somalia. With this immigration of the Islamic "other" acting as a catalytic agent, Denmark has unwittingly been forced into reconstructing its national makeup, including the redefinition of its national identity, the meaning of citizenship, and its approaches to the welfare state. In recent years this has resulted in the intensification of right-wing political power as well as revisions on immigration laws, yielding some of the most stringent and exclusionary immigrant regulations in the EU. Using key works including John Stuart Mill's "On Liberty" (1859) and Ronald Dworkin's "Religion Without God" (2013) to shape contextual arguments on free speech, as well as Edward Said's "Orientalism" (1978) and Charles Taylor's "Multiculturalism" (1994) as seminal arguments on multiculturalism, this paper examines how the Islamic "other" is perpetuated in the Danish context when it concerns hate speech acts, as well as how these acts are directly related to paradigms of Danish citizenship and national identity.

CONSTRUCTING CITIZENSHIP — REFUGEE ACTIVISM IN THE MEDIA

Persson, Gustav

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The rights of asylum seekers and undocumented migrants have from time to time put on the media agenda. Often it is as victims, presented in emergency news (Chouliaraki, 2006). This can be seen in the distant and reoccurring humanitarian disasters alongside the borders of Europe. However, sometimes asylum seekers receive attention from the media through political struggle. They can appear in different political guises; as universal citizens (Dikeç, 2013), or dutiful workers, suiting the national economic discourse (Beltrán, 2013). However, this kind of discourse is overshadowed by more dominant discourse. Through discourse analytical studies (See for example Dijk, 1987; Foucault, 2004), we know that refugees, immigrants, and asylum seekers, have been historically and still are, important to the ways in which nationalist and biopolitical discourses are produced and reproduced, not least in the media. Previous studies on the political subjectification of undocumented migrants, or the Sans-papiers (Dikeç, 2013) emphasizes its specific character. Asylum seekers, residing outside the formal polity, but acting as political beings within a certain political community, makes this kind of political action a good case for studying democratic subjectivity in discourse (Rancière, 1999). This paper will address the media discourse around Asylstafetten , a political manifestation with the aim to highlight the predicaments of asylum seekers in Sweden. The construction and negotiation of the political subjectivity of Asylstafetten through different media outlets (Dahlgren, 2009, 2012) will be the main issue for this paper. A preliminary analysis of the media discourse around Asylstafetten will presented. In this analysis the discursive order

will be studied in relation to the problem of the political and political subjectivity (Mouffe, 2005; Rancière, 2010; Stavrakakis, 1999). To reach an understanding of the discursive formation of a political or citizenry identity, the paper finds theoretical ground in Laclau & Mouffe (2001) and Alcorn Jr. (1994). In light of the fragility and indeterminacy in discourse in late modernity (Chouliaraki & Fairclough, 1999), this paper aims to discuss the possibilities of emerging new political subjects in what has been called the post-political era, through their participation in the media. Further is the interest to investigate if the traditional media outlets in which the activist participate, more or less, in this context, are reproducing nationalist and exclusionary discourses.

THEORIZING THE RELATIONS BETWEEN TIME, MEDIA AND POLITICS IN A CONTEXT OF CRISIS

Moreira, Ana Beatriz Gomes; Araújo, Emilia
› Universidade do Minho, Portugal

This communication argues that time and temporality are key elements to understand the multiple incongruities marking modern modes of making and being in politics. Almost all temporal biological and natural processes are ultimately amenable to intervention, colonization, simulation, reconstruction, and invention. New regimes of temporality are bringing about effective challenges to democracy, as they facilitate communication processes, but also convey new forms of selection and control, as well as new demands and difficulties for politics to achieve its ultimate goal towards the accomplishment of common public need. Overall, these new critical regimes of temporality crossing all fields of action are characterised by uncertainty, risk and discontinuity. This presentation aims to discuss the relationship between different modes of temporality inscribed in modern political and media contexts, arguing that the regimes of temporality of new media technologies represent challenges for democracies to survive, particularly as regards the chance they have to maintain a participatory decision-making process, as long as it needs a specific type of waiting which comes to be ever more difficult to obtain in contexts of ever higher ubiquitous temporality inscribed in media cultures. This communication conveys ideas from different authors, particularly from time sociology and media and communication studied. The assumptions are analysed and discussed on the light of empirical data obtained through content analysis of a set of political episodes that have been marking political debates and programs nowadays both at national and European level.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 2. COMMUNICATION AND DEMOCRACY (A) - REGIMES OF SOCIAL MEDIA PROTEST

› Room 5C, First Floor

SOCIAL MEDIA LOGICS IN TIMES OF PROTEST: THE CASE OF ORGANIZED LABOUR

Dencik, Lina
› Cardiff University, United Kingdom

The power of social media is said to be in the spontaneous and unpredictable ways in which networks of protest and solidarity can emerge. Commentators have attributed social media with key functionalities for contemporary activists as these platforms are presented as nurturing new forms of bottom-up, inclusive and horizontal movements of resistance. However, social media platforms have also emerged as contributing to a particular protest environment in which activities and subjects are (re)negotiated in line with speeded-up, algorithmic and data rationalities. This calls for a much more critical approach to the relationship between social media and protest movements that engages with key questions of social media logics and the strategic appropriation of social media by different political actors. Drawing on empirical research on the fast food worker protests in the US in 2013, this paper will illustrate how organized labour as a particular type of protest movement have sought to integrate social media into broader practices of organizing and campaigning. Based on interviews and participant-observation, the paper will present two key arguments. Firstly, the centrality of social media to contemporary forms of protest encourages short-term and event-based activity that lends itself to (media) advocacy aimed at social and political elites rather than organized and sustained social change underpinned by grounded movements. Secondly, the widespread perception of social media as bottom-up and inclusive has granted social media-driven activities a status of 'authenticity' based on notions of spontaneity, de-institutionalisation, and immediacy. This narrative has become part of a broader, very effective, marketing strategy to legitimize and promote certain protest movements for economic, social and political gains whilst obscuring underlying power dynamics and organization. These issues highlight some key tensions in the appropriation of social media platforms by political groups in times of protest.

THE REVOLUTION WILL NOT BE LIKED. ON THE SYSTEMIC LIMITS OF PROTESTS AND POLITICAL CAMPAIGNS ON COMMERCIAL SOCIAL MEDIA PLATFORMS

Leistert, Oliver
› University of Paderborn, Germany

The use of commercial social media platforms for activism and political campaigns has seen a tremendous increase parallel to the success of those platforms. Former internet campaigning tools, like plain emails, newsletters or campaign websites coexist, but play a minor role, especially among younger demographics. This shift towards very few platforms has concentrated powers in very few hands, too. The myth of the internet as a decentralized network has come to an end when protests and activism concentrate on billion dollar platforms whose business model is advertising, data mining and selling, for the sake of the shareholder's interest. Without running campaign websites or fostering exchange with independent services, such as a decentralized email server set up, the terms of services of commercial social media platforms have become the regulating regime of what can be published and what has to vanish. But terms of services are not a product of a policy process. They are made solely in the interests of the commercial platforms and their true clients, the advertising industry. No one keeps track of censored and vanished posts or sites on Facebook, or tweets on Twitter. The state of exception, where rule by law is overturned by law itself in the form of constant proclamation of exceptions, as Georgio Agamben has put it, is the state of normal affairs on the private grounds of commercial social media platforms. This has far-reaching consequences once public campaigns and protests have been allured into the privatized communication grounds. Looking at the architecture of commercial social media platforms, this paper will advance three key arguments. First, campaigns and political processes are clearly inferior to business interests. Censorship and deletion of accounts, images and postings are the common practice to keep the dirt out of a simulation of the happy and positive social in a commercial realm where only customers exist. Second, the mediation of protests and campaigns can easily be fostered or obstructed from the back end of the platforms by buying an increase or diminishment in reach of pages and posts. This process remains opaque and could be called 'algorithmic lobbying'. And third, as protests and campaigns take place under conditions of total surveillance, the targeted companies or governments receive instant overview of dynamics, demographics, and locations. Tactical reactions to negative product views or unwanted political expressions have become a management skill of data analysis. Surveillance and simulation in this sense are, as William Bogard once put it, two sides of the same coin. By discussing examples of all these aspects, the presentation will demonstrate that protests and empowerment via commercial social media platforms is rigidly structured along the interests of these mediating platform and are offering very limited agency.

SOCIAL MOVEMENTS AND COLLECTIVE IDENTITY IN TIMES OF SOCIAL MEDIA: FROM A POLITICS OF IDENTITY TO A POLITICS OF VISIBILITY

Milan, Stefania
› Tilburg University, Netherlands

How does the algorithmically mediated environment of social media re-structure social action? This paper explores the role of social media in the organization, unfolding, and diffusion of contemporary popular protests. In particular, it focuses on the influence of social media on identity building processes. Social media are changing the way we understand and theorize the interplay between society and its media. They are also altering the way people organize, mobilize, and protest. Organizational patterns of social movements have transformed, as individuals and networked collective action become more prominent at the expense of traditional movement organizations. Organizing has become easier and quicker, and protest tends to be elusive and temporary. The narrative of the action is no longer centralized and controlled by social movement organizations and leaders: any activist can contribute, by producing, selecting, punctuating, and diffusing material like tweets, posts, and videos. Individual and collective narratives unfold in social media platforms as much as they unfold in the real world. I call this (relatively) new type of mobilizing "cloud protesting", as it is grounded on and enabled by digital communication technology, and social media and mobile devices in particular. In computing, "cloud" indicates the delivery over the Internet of customized services such as software. Similarly, recent mobilizations such as the Occupy Wall Street protests can be seen as a cloud where a set of "soft resources" coexists: identities, narratives, and know-how, which facilitate mobilization. These resources originate both online and offline, but mostly "live" online. They can be customized by and for individuals, who can in this way tailor their participation. In addition, through social media protesters participate in the first person in identity building. The algorithmic environment of social media and mobile devices, platforms, and applications structure this emerging social dynamic. In this paper, I explore different aspects of the "cloud" seen in relation to the technical properties of social media: organizational patterns, tactics and strategies, and the impact of perception of online surveillance on tactical choices. I then focus on collective identity building at the interplay between a "politics of identity", typical of the so-called new social movements, and the "politics of visibility" fostered by social media. By visibility, I indicate the digital presence of individuals and organizations online, which needs to be constantly negotiated, reinvigorated, and updated. A politics of visibility is the result of a process that originates, and ends with the individual; the group is a necessary intermediary stage, functional to peer recognition, but is no longer the end of the process. This politics of visibility is a crucial component of contemporary collective action, as it has partially replaced the politics of identity typical of social movements. This research is situated at the crossroad of critical technology studies and social movement research. The paper intends to be a theoretically contribution grounded on fieldwork that combines participant observation with software ethnography.

PUSHING COMMERCIAL SOCIAL MEDIA AS TECHNOLOGIES OF LIBERATION?

Christensen, Christian
› Stockholm University, Sweden

While significant attention has been paid within academia (and the popular press) to the role of social media in international uprisings and protests – from Tahrir to Gezi to Kiev – significantly less research has been conducted on how state actors directly and indirectly promote the use of commercial social media platforms outside of their own countries. In my own work on the subject (Christensen 2011; 2012) I examined, using "technology discourse" (Fischer, 2010; 2007) and "liberation technology" perspectives (Diamond, 2010), the ways in which the Swedish government, both rhetorically and in policy, promoted the use of ICTs in the service of social change, including privately-owned social media platforms such as Twitter, Facebook and Bambuser. Of specific importance was how the administration made clear links between technological innovation and democratic/social change, and translated those links into concrete action in the form of foreign aid, raising a number of questions regarding the ways in which a powerful stakeholder appears to assume a causal relation among technology use, the expansion of access to information, and democratic change. In addition, the Swedish government has made use of commercial social media such as Twitter to engage in nation-branding (Christensen, 2013). In this paper, and using both the "technology discourse" and "liberation technology" perspectives, I build upon my earlier work and examine the extent to which the use of privately-owned (commercial) social media platforms in the recent spate of global protests are addressed within public discourse and policy emanating from a much larger institution than the Swedish state: namely the European Union. Examining both public statements and policy documents from the EU from the summer of 2009 (the Iranian protests) to the present day in which commercial social media platforms are mentioned in relation to social change, I outline and critically engage with the extent to which the EU has, as did Sweden (Christensen, 2011), adopted a techno-deterministic stance vis-à-vis these technologies divorced from the political economic implications of their ownership structures.

RESPONDENT TO THE PANEL

Fenton, Natalie
› University of London, United Kingdom

Drawing on her extensive research into media and protest movements, Professor Natalie Fenton will act as respondent on the panel, critically engaging with the four different papers and the overarching panel theme.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 2. COMMUNICATION AND DEMOCRACY (B) - MEDIA AND DEMOCRATIC POLITICS: REVISITING INFLUENCE

› Room 1.07, First Floor

'VIRTUOUS CIRCLE' PLUS 'MEDIA MALAISE': META-ANALYSIS OF MEDIA EXPOSURE AND ITS EFFECTS

Buß, Björn
› Leuphana University Lueneburg, Germany

Never before so many people lived in a democracy. The happiness of people grows steadily with growing wealth, improvements in health and better education. In the same time frame we observed a value change through human empowerment especially, but not only in Western countries (Welzel 2013), the media systems changed dramatically. On the supply side of media markets there are much more news media organizations and individuals (journalists and citizen journalists) then 40 years ago. Parallel to the growing media supply, the individual media usage increased. The effects of media usage are broadly discussed in the literature. One side argues that the rise of media usage – especially through commercial television – has a causal negative influence on institutional and interpersonal trust and the political involvement (Putnam 2000). This media malaise theory can be used as one explanation for decline of political interest and voter turnout in Western Democracies. One opposite approach is pursued with Norris' "virtuous circle"(2000). The consumption of news media – ideally PBS – is accompanied by a higher degree of political knowledge and support for the democratic system. Both approaches have shown significant explanatory power (for political participation, social capital and trust, political interest, political knowledge). One goal of this paper to integrate both theories empirically. So for the first time a meta-analysis of media exposure (news media) and its effects will be done. It will be shown how the in other disciplines established statistical instrument can be applied to communication studies and what restrictions must be observed. The important first question for meta-analysis is: what are the relevant cases out of the broad literature of media effects. One other question with which this papers

deals is the harmonization of different kind of measurements of latent variables (media usage; political participation; social capital, political knowledge) and the statistical interpretation of single case results for meta-analysis. Besides this methodological goal this paper tests the theoretical assumptions. Following Currans et al. (2014) approach it will be shown that it is durable to use both theories contemporaneous.

Literature

Curran, James, Sharon Coen, Stuart Soroka, Toril Aalberg, Kaori Hayashi, Zira Hichy, Shanto Iyengar, Paul Jones, Gianpietro Mazzoleni, Stylianos Papathanassopoulos, June Woong Rhee, Hernando Rojas, David Rowe, and Rod Tiffen 2014. Reconsidering 'Virtuous Circle' and 'Media Malaise' Theories of The Media: An 11-Nation Study. Journalism, first published on February 25, 2014 doi:10.1177/1464884913520198.

Norris, Pippa 2000: A Virtuous Circle: Political Communications in Postindustrial Societies. Cambridge.

Putnam, Robert 2000. Bowling Alone: The Collapse and Revival of American Community. New York.

Welzel, Christian 2013. Freedom Rising: Human Empowerment and the Quest for Emancipation. Cambridge.

ANTI-INFRASTRUCTURE PROTESTS: THE ROLE OF LINKAGES IN POLITICAL DECISION MAKING PROCESSES

Braeuer, Marco; Schultz, Karoline

› Ilmenau University of Technology, Germany

Citizens find themselves in a complex multi-layer network of opportunities and constraints when it comes to political participation, understood as individual and collective attempts to influence collectively binding decisions. One recurrent issue is the citizen's demand to have a voice when their life world is affected by the planning of large techno-industrial infrastructure projects (e.g. wind farms, power lines, motor ways). By forming protest movements they try to gain influence on the public opinion and the according decision making process. Aim of the paper is to focus on the connection of protest actors with the public sphere and the political system (where decisions are being prepared, negotiated and made), both conceptually and empirically. With regard to this, the strict separation between public spheres and the political decision making system in the literature (e.g. in models of the intermediary system) is loosened with the focus on linkages between the two. Conceptually, we will present a framework that is capable of grasping the immense complexity of political decision making processes and its interconnections with different public spheres with the help of the dimensions structural linkages, personal linkages, and context variables. First of all there are structures that shape the access of an issue to the political decision making sphere. They can be provided by the political system (institutionalized) like referenda; public-sphere driven, like protests (non-institutionalized); or mass media driven (agenda setting, framing). In these given structures various coalitions of different actors (institutionalized political actors like government, parliament or administration, peripheral collective actors like protest movements, and the media) have an influence on the process of how political decisions are made. Several authors describe these combinations as advocacy or discourse coalitions. Using this framework, data gathered with semi-structured interviews with anti-infrastructure protestors in Germany, document analyses and standardized survey data reveal that protestors in general focus their efforts in creating public awareness and linkages with the political representatives on the regional level, mobilizing interpersonal networks (professional, hobby, community) and exploiting local communities' communication infrastructures (from advertising pillars over local newspapers to social media). Furthermore all studied protest groups actively created and joined aggregate interest groups and coalitions as to further their scope and being able to create mass demonstrations (logic of numbers) and to mobilize counter expertise. Specific speaker roles develop (professionalization) and discourse and advocacy coalitions are built. However the opportunities are, from the perspective of the protestors, limited due to a generally low responsiveness of political representatives (opportunity structures), a tendency to coopt protestors, and the ignorance and negative bias of mass media (hostile media).

BLAME IT ON THE INDIVIDUAL? THE FRAMING OF CIVIC AGENCY ACROSS DIVERSE TYPES OF COMMUNICATION CAMPAIGNS AIMED AT CHANGING ROUTINES AMONG CONSUMERS

Halkier, Bente; Halkier, Bente

› Roskilde University, Denmark

Strategic mediated communication is used in many different policy areas as one of the strategies for attempting to govern societal problems (Dean, 1999). In the field of food politics for example, ordinary food consumers seem to become constructed as individually responsible for helping to solve collective problems by way of changing their food habits (Sulkunen, 2009) via strategic mediated communication campaigns (Rice & Atkin, 2012). This way, otherwise unnoticed routines become potentially questioned and negotiated among consumers, and ordinary food consumption become normatively contested (Halkier, 2010). However, the empirical research about the discursive framing of this type of media discourses as well as the empirical research on the social consequences of this type of media discourses among citizens is typically limited to one policy area or field of societal problems. Furthermore, the argument about the general discursive blaming of the individual (and often as consumer) often tends to be more of an assumption, rather than an empirical pattern, backed by analysis. In this paper, I will present the first results of an empirical framing analysis that goes across a diversity of policy areas and types of communication campaigns. Theoretically, the paper is based on a Foucauldian perspective on politics and governmentality (Dean, 1999), paired with an inspiration from a practice theoretical perspective (Couldry, 2004) on a concept about everyday agency. Empirically, the data-analysis is done through framing-analysis (Borah, 2011) on a data-set with a relatively large (around 30, sampling is still taking place) number of communication campaigns, targeted at Danish citizens and focusing on change of routines. The research questions guiding the framing analysis focus on citizen agency with regards to responsibilities, spaces for action, and relations with other actors, and there will be a weight on comparison for similarities and varieties across the different societal issues and types of campaigns. Borah, P. (2011). Conceptual issues in framing theory. A systematic examination of a decade's literature, Journal of Communication, 61, 246-63. Couldry, N., S. Livingstone and T. Markham (2010). Media Consumption and Public Engagement. Beyond the Presumption of Attention. Basingstoke, Palgrave Macmillan. Dean, M. (1999). Governmentality: Power and Rule in Modern Society. London, Sage. Halkier, B. (2010). Consumption challenged. Food in medialised everyday lives. Farnham, Ashgate. Rice, R.E. and C.K. Atkin (2012). Public Communication Campaigns. Fourth Edition. London, Sage. Sulkunen, P. (2009). The Saturated Society: Governing Risk and Lifestyles in Consumer Culture, London, Sage.

HOW MEDIA CONTRIBUTE TO YOUNG CITIZEN'S FORMATION OF ORIENTATIONS TOWARDS THE EU

Ortner, Christina

› University Salzburg, Austria

As a result of the ongoing mediatization of contemporary societies media have become increasingly important for the way young people connect themselves to public life, form political opinions and participate in democracy. This is not only true for the local, regional and national but also for the European level of politics which is continuously gaining power in the system of multi-level governance we live in. To be able to act as a citizen in this form of democracy young people in Europe face the task to develop positions towards actors, institutions and politics on various levels including the European. Although media are repeatedly mentioned as relevant for attitudes towards the EU there are only few studies explicitly exploring this relationship. In the tradition of media effects studies they analyse the impact of media coverage on adult's attitudes to various aspects of European integration or politics. In my paper I will focus on how young people growing up in a democracy that goes beyond the nation state develop orientations towards the EU in the course of media experiences – a question that has so far been neglected. Referring to research on political culture orientations are conceptualized as multidimensional patterns including interest, emotions,

knowledge and evaluations. Using theoretical approaches from psychology and pedagogy the formation of these orientations is seen as a developmental task in the period of adolescence – a task young people deal with in a learning process based on experiences. In this process different forms of daily experiences can have different functions and relevance. Against this background the paper presents empirical results on the contribution of media experiences with the EU for the formation of orientations towards the EU compared to firsthand experiences, interpersonal experiences and educational experiences. As today's life is deeply interwoven with different kinds of media the focus is not on specific types of media content but on all sorts of media that confront young people with European polictis and integration. The empirical design of the study is based on the concept of triangulation combining qualitative and quantitative approaches. The core is an in-depth analysis of 30 individual interviews with Austrian young people (20-30 years) of different age, education, gender and profession conducted in rural as well as in urban areas between spring and summer 2010. These qualitative interviews are complemented by a standardised online survey (n=274) providing a broader picture on the topic. The methodological approach and overall research logic of the project is based on the tradition of qualitative social science aiming at exploring new perspectives rather than testing hypotheses.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 2. COMMUNICATION AND DEMOCRACY (A) - NEW MEDIA AND INSTITUTIONAL POLITICS

› Room 5C, First Floor

TO VOTE OR NOT TO VOTE FROM YOUR MOBILE: YOUNG DANES AND THEIR PERCEPTIONS OF THE MOBILE AS A DEMOCRATIC TOOL AND SYMBOL

Stald, Gitte

› IT University of Copenhagen, Denmark

The aim of this paper is to contribute to the scholarly debate about potential perception, use, and impact of digital communication devices in democratic processes and actions. The focus is on young Danes' willingness to vote in general elections on their mobile (smart)phones. Why or why not? What do the findings tell us about young people, mobile opportunities and perceptions of democracy and actions of exercising the most basic democratic rights? The paper provides evidence and arguments to a critical discussion of the role of digital media, not least smart phones, in processes of change regarding how we think, why we think as we do, and how we act as citizens and individuals (Hacker & van Dijk 2000; Curran 2011). Empirically the paper is based on repeated surveys (2004, 2006, 2009, 2011, 2013) of 15-24year old Danes and their uses of and attitudes towards mobile (smart) phones. We conducted qualitative interviews and collected highschool essays in 2004, 2006, and 2013. The findings show that attitudes towards voting from your personal communication device have changed surprisingly little during a decade when digital devices have become indispensable options in the digital society. The 2004 and 2006 interviews reveal a division between positive acknowledgement and skepticism. The skeptics represent those who do not trust the protection of the digital vote and those who find that it is too easy to vote from the mobile. Those who are positive and the skeptics are almost equally represented in the 2009 survey. This only changes slightly in favor of the positivist from 2009 to 2011 and again to 2013. First the paper maps the overall situation regarding the young Danes' willingness to vote from their mobile and why or why not. Secondly, the paper deeps into the analysis of the replies from sceptics who express that exercising your democratic rights and plights should not be too easy and that the actual election in a physical location is or should be associated with a particular experience of ritual, history and atmosphere. Why is this important to some young people in 2004 and 2006 but also to young people who live in the digital society in 2013? How can we understand these attitudes and sentiments in relation to experiences of the actual action of voting as more than a practical exercise of casting a vote. Does this have any bearing in a discussion of young people and their engagement and agency in modern democracy (Carpentier 2011; Dahlberg 2011; Montgomery 2008)? What is the perception of the role of the mobile (smart) phone in this context? In conclusion the paper states that what is being studied is not simply questions about making the actual vote from your mobile but more specifically about shifting or stable ideas about democracy and the ideas of democratic participation and agency (Carpentier 2011; Bakardjieva 2002, 2009, 2010; Bennett 2008).

POLITICIANS ONLINE: A DIGITAL DEMOCRACY?

Ryom, Rasmus

› IT University of Copenhagen, Denmark

In the digital media landscape of today, citizens are increasingly turning to various types of digital media when trying to find information and make decisions about products, politicians and public services; while politicians from their side, are trying to adopt and use social media channels for political information dissemination, voter engagement, and election campaign communication (Gibson & Ward, 2012; Vatrapu, 2013). In this paper I study Danish Politicians' strategic use of Facebook, in order to examine and discuss to what extent this use is facilitating a more symmetrical and less hierarchical dialogue between politicians and citizens (Bechmann & Lomborg, 2012; Bruns, 2008; Luders, 2008). The paper does not aim to praise new media as empowering and activating citizenship by design or necessity, as the properties of the Internet does not necessarily render all citizens more informed, or more willing to participate in political discussion (Papacharissi, 2002). Rather the objective here is to contribute with a discussion about the potentials of new (digital) media versus actual use. Concepts such as citizenship and agency will be included with the objective of discussing and describing the forms of civic engagement and empowerment that have arisen in a so-called mediapolis – a mediated public space where contemporary political life increasingly finds it place (Silverstone, 2007). The research project on which this discussion will be based employed the method of qualitative analysis. The specific technique of data collection consisted of a structured reading of the Facebook status updates of 8 different Danish politicians over a period of 2 months (February 15th – April 15th 2013), which resulted in a categorization of specific types of status updates. The results of the study indicate that Danish politicians use Facebook as a one-way communication channel, rather than a platform for symmetrical discussions with citizens. This leads to a debate on citizenship and agency in an online democracy, and raises the question: How do new media technologies affect our lives as participatory citizens; in which ways do e.g. social media empower citizens who wish to take part in political discussions with politicians, and how do politicians make use of these interactive social media in their communication to and with the public? Is it possible to talk about the Internet and particularly social media as an online public sphere in a Habermasian sense as: a domain of our social life in which such a thing as public opinion can be formed"? (Habermas, 1991 p. 398). Of course there are significant differences in politics and the way politicians communicate in different countries – both online and offline. And as this paper is focusing only on Danish politicians on Facebook, it cannot offer a general conclusion on how politicians (worldwide) use social media as a strategic communication tool and how this influences civic political participation. But gives a general overview of the communicative possibilities on social media, exemplified by specific examples from politicians' communication on Facebook.

EXPOSING THEMSELVES? THE PERSONALIZATION OF TWITTER DURING THE 2012 DUTCH GENERAL ELECTION CAMPAIGN

Graham, Todd; Broersma, Marcel; Basile, Valerio; Nijzink, Douwe

› University of Groningen, Netherlands

The concepts of personalization and intimization have increasingly become central to our understanding of political news coverage particularly during

election time (Langer, 2010; Stanyer, 2013; Van Zoonen, 2005). With the rise of social media such as Twitter, which places more focus on individual politicians and candidates and opens up more direct links with voters, the opportunities for more personalized campaigning have been expanded. Though studies, from various national contexts, have shown that politicians are increasingly tweeting about personal content, the focus has primarily been on the political functions and topics of tweets; e.g. very few studies have dug deeper into the way the personal is being mixed with the political through politicians' tweeting behaviours. Moreover, in a time of growing cynicism and disillusionment towards politics — a disconnect as Coleman (2005) describes — social media present an opportunity to adopt communicative strategies that might reduce this apparent disconnection between politicians and those they represent. The question remains whether and how politicians are using Twitter to reduce or eradicate this disconnection. Are they for example using Twitter as an attempt to seem down-to-earth and ordinary? Are they using it to foster a sense of closeness, mutuality and empathy with voters that Coleman and Blumler (2009) describe? As a means of addressing these questions, this study investigates the personal in candidates' tweets during the 2012 Dutch general election campaign. The aim is to begin to map the various ways in which candidates used Twitter to tap into the 'personal' and 'intimate'. The sample consisted of every tweet (N = 55,961) from candidates of the 12 biggest parties (including the 10 seat-holding parties), which posted at least one tweet during the two weeks prior to the election (N = 384). Our research, which included a (manual) content analysis of tweets, aided by coding software developed for our coding scheme, focused on identifying personal content: the topics of personal tweets (e.g. children, pets, health/well-being, fashion/beauty, hobbies, music) and the mixing of political functions with personal content (e.g. using stories about their children to promote their party). Preliminary findings suggest that besides the typical campaign update and promotion tweets, Twitter was used as a means of providing a glimpse into a candidate's personal life; nearly a fifth of candidates tweets shared personal content, e.g. about family, friends, food/drink, sports, etc. Moreover, it seems that candidates have developed communicative strategies when it comes to the intermingling of the personal and political, from using the personal to draw attention to political issues to using it to promote ones party. We will discuss our findings in light of ongoing debates around postmodern political campaigning and the personalization of politics.

POLITICAL COMMUNICATION ACROSS MEDIA — THE USE OF TWITTER IN THE DANISH EP ELECTION CAMPAIGN 2014

Jensen, Jakob Linaa[1]; Lomborg, Stine[2]; Ørmen, Jacob[2]

› [1]Aarhus University, Denmark; [2]University of Copenhagen, Denmark

This paper addresses the flow of political communication across media in Denmark during the European Parliamentary election campaign of 2014, focusing specifically on the role of social media in disseminating information and facilitating debate about political issues relevant to the elections. The paper has two aims: First, to examine the relationship between interpersonal communication, mass communication in legacy media and networked communication on social media. Here, we expect that journalists have a significant role as mediators between politicians and citizens, thus retaining their traditional role as gatekeepers though perhaps under new shadings, given the changes in the media landscape. Second, to analyse the networks that form the political debate as well as the contents discussed on social media. Our main focus is the national level, but with a view to transnational EP election issues and debates: to what extent does the Danish debate relate to the debate in other countries or general debates on EU across Europe? In the analysis of political debates, we use Twitter as a baseline case for three interrelated reasons: a) political debate is already well-established in the Danish Twitter sphere, mainly through the commonly accepted hashtag #dkpol to designate Danes' discussion of politics on Twitter; b) most parties and candidates appear to have active Twitter profiles; and c) although Twitter has a limited user base in Denmark, many Danish users tweet in English and the communication appears to be more internationally oriented than for instance on Facebook. In the context of the EP elections, the use of Twitter in Denmark is a useful starting point for connecting and comparing the national political debate on social media with issues and debates that occur on a transnational, European level. The findings will be relevant for the future study of political communication through social media, for specific countries as well as for Europe in general. Methodologically, we mix quantitative and qualitative methods. For the specific analysis of political debates on Twitter, we use the application Twapperkeeper to harvest hashtags on the EP elections relevant to all of Europe, for instance generic hashtags used in the election campaign, and hashtags specific to Denmark, including #dkpol. Furthermore, we harvest all updates from candidates, politicians and relevant journalists. Content analysis and social network analysis are used to inquire into the network dynamics and themes of the EP election debates on Twitter. In order to contextualise the communication about the EP elections on Twitter and further examine the flows of political communication across media, we use qualitative methods combining media diaries and personal interviews with a strategic sample of Danish media users, investigating the social and spatial situations where they use social media and/or engage in political discussions or access politically relevant information. These data are collected in the election week.

POLITICAL PARTICIPATION AND SOCIAL MEDIA: USER PERCEPTIONS ON THE MEDIATIZATION OF POLITICS (TWG MEDIATIZATION)

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Driven by social media, the mediatization of society has spawned new forms of political communication in the public sphere (Hjarvard 2008). This process has been accompanied by high hopes for more participation by citizens and more 'political deliberation', along the Habermasian model of deliberative democracy (Habermas 1989). Critical voices, however, have categorized the internet as a means for the fragmentation of society, digital divide, or net delusion (Morozov 2011), and have questioned the idea of the internet as a means for more democracy. But as more and more citizens all over the world have been taking their protests to the internet, it can not be neglected that a rapid process of digital mediatization is changing political participation and political activism. This perspective, however, has so far mainly been observational: whether the individual user perceive their activities as participatory actions, or even as "deliberation", has not been questioned. So far, user activities have been categorized on the level of their activity (frequency of tweets or postings), respectively reduced activity (slacktivism, clicktivism), but not from the perspective of the politically active user him/herself. When looking at mediatization as a social process, is seems however just as important to assess the users' perspective on the process. Focusing on Twitter as an important tool for political participation (Thimm et al., 2014), a qualitative online study on user perceptions was conducted. The study observed and analysed users' motivations, expectations and intentions to participate in political discourse on Twitter. The study was set up for two weeks in the run-up to the German federal election (September 10 — 23, 2013). For data collection, dialogue and interaction within the group of participants, an interactive online platform (QDC Studio 4) was set up. With the help of multiple survey and data collection tools (surveys, forums and chat discussions with the researchers, Twitter diary on a daily basis, full Tweet collection during the given research phase), an extensive corpus of almost 1000 user inputs could be collected. The analysis reveals important insights into motives for social media usage in political contexts and expectations of actives users on the role of mediatization for information formation and political decision making. The results suggest that mediatization is an important factor on the redefinition of the concept of "audience". References: Habermas, J. (1989). The Structural Transformation of the Public Sphere. An Inquary into a Category of Bourgeois Society. Cambridge: Polity Press. Morozov, E. (2011): The net delusion. The dark side of internet freedom. New York, NY: Public Affairs Hjarvard, S. (2008): The Mediatization of Society. A Theory of the Media as Agents of Social and Cultural Change. Nordicom Review 29(2), 105-134. Thimm, C., Dang-Anh, M., Einspänner, J. (2014): Mediatized Politics - Structures and Strategies of Discursive Participation and Online Deliberation on Twitter. In: Krotz, F., Hepp, A. (eds.), Mediatized Worlds: Culture and Society in a Media Age. London: Palgrave Macmillian, pp. 253-269.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 2. COMMUNICATION AND DEMOCRACY (B) - MEDIA POLICY, REGULATION, MONITORING, AND CONTESTATION

› Room 1.07, First Floor

PLATFORMS, PROVIDERS AND PEOPLE: TERMS OF SERVICE AGREEMENTS AND DIGITAL RIGHTS

Coyer, Kate

› Central European University, Hungary

The pervasiveness of communication service providers and digital platforms means their business practices and policies that govern every day use are of public concern and should be held accountable to human rights standards, this paper argues. At the same time, as digital citizens, individuals must take greater responsibility to push for transparency, disclosure, safeguards, clarity and better arrangements in their contracts with commercial services. There is a discourse of human rights amongst many social media companies, but that does necessarily translate to actual safeguards and protections. In fact, the digital rights policies of ICTs varies wildly and what lies within them helps us better understand the ways in which governments undertake contemporary surveillance operations. How companies protect or don't protect the privacy data and identity of users is largely embedded with the Terms of Service agreements. Terms of service are the contracts users commit themselves to when accessing most online platforms, services, applications and software. Within these contracts lie important legally binding detail about the rights and responsibilities of the users and service providers, however, they are written by the service providers, rarely read by users, and thus typically benefit the service provider rather than the user. The contracts cover a wide range of issues of access to content, privacy of users data, and other ways that profoundly shape the digital environment. Terms serve as contractual gatekeepers of access and information in the digital space. To better understand why these contracts matter and what is embedded within them, this paper examines Terms of Service agreements within the context of privacy and freedom of expression; and broader human rights frameworks and transparency, looking specifically at both social media platforms such as Facebook, Twitter and YouTube, but also mobile phone providers. This paper begins with the premise that Terms of Service not only matter, but are fundamental towards understanding the relationship between platforms, providers and people. Human rights defenders are expressly concerned with protecting users privacy and data, as well as preventing unwarranted content removal or account deactivation. Specifically, terms cover personal data (what services can do with user data, whether or not services can sell user data and to whom), user generated content (who owns the content and how it will be shared with third-parties), right to leave service policies (can users take data with them, can users delete their data which is also related to the so-called "right to be forgotten"), anonymity and tracking (the right to use a pseudonym, how and where is user data stored and for how long are data logs kept), censorship and account suspension (under what conditions is content deleted by the service provider or accounts frozen or deleted by service provider and for what reasons), and government and law enforcement requests (what is the level of cooperation and response to data requests and take down requests by states and law enforcement agencies). This paper is part of an ongoing project CMCS is a partner in, which is a Rebecca MacKinnon-led effort to develop a methodology to rank ICT companies on respect for free expression and privacy.

CIVIC ENGAGEMENT AND POPULAR CULTURE CONVERGED. A CRITICAL REVIEW OF POPULAR DISCOURSES OF PROTEST IN POLISH ANTI-ACTA ONLINE VIDEOS

Nowak, Jakub

› Maria Curie-Sklodowska University, Poland

European anti-ACTA citizen engagement in 2012 was a significant set of events not only because was it eventually successful as an important international Intellectual Property Right regulation has not been introduced, but also because it has contributed to a global discourse of the protest by combining global renegotiation of hegemonic ideology of internet piracy with its particular national political, social and cultural appropriations. Anti-ACTA protests in Poland were one of the most notable examples of public opinion criticism over the regulation and were highly popular (in terms of scale and also in the term's meaning given by the culture studies approach) and politically "effective" as the agreement has not been ratified by the Polish government. Therefore, the protests can be perceived not only as an interesting kind of civic engagement mixing online/offline modalities of (post)modern activism, but also as a participation in popular culture of a peculiar kind: anti-ACTA online content published and shared by internet users in Poland was the most popular issue of public and media agendas in the beginning of 2012. Anti-ACTA online content included dozens of grassroots videos redistributed and discussed within digital environments by people who read them as a call to a democratic practice of street protests but also as simply funny, amusing or 'cool'. They served both – strictly combined – functions of: a tool for citizen mobilization and a symbolic vehicle of popular appropriation of global popcultural representations to national context (like the masked figure of Anonymous used in recollections of Polish soldiers in World War II). Departing from the culture studies critical approach, the paper seeks to analytically review the popular discourse of the protest collectively created online by videos' anonymous (sic!) producers, distributors and commentators. By the analysis of popular video input shared by Poles during first months of 2012 several interconnected issues are discussed: 1) the collaborative elaboration of the conflict's subject (ACTA refusal, government critique) renegotiating hegemonic (state/corporate) discourses; 2) a popular language of the protest (how the protesters creatively remixed popular symbols from both: transnational culture industries' products and counter-cultural symbols' repositories); and most importantly: 3) ambiguous issue of protesters' symbolical empowerment in the critical contexts of culture studies theoretical approach (popular culture as vehicle for citizen activism) and political economy of media (Jodi Dean's critical concept of communicative capitalism). The basic theoretical context for the analysis is provided by the interdisciplinary perspective of culture studies (Stuart Hall, John Fiske). In particular, a social semiotics approach is used, requiring not only focusing on videos analysis (perceived as Stuart Hall's meaningful discourse), but also investigating cultural signifying practices in widest possible spectrum of social (users' practices), economical (political economy of new media), discursive (mainstream media discourses) factors involved.

HACKERS AS EXPERTS: ACTING WITH, THROUGH AND ABOUT MEDIA TECHNOLOGIES AND INFRASTRUCTURES

Kubitschko, Sebastian

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Hacker culture, ever since its emergence in the 1950s, is grounded on expertise related to media technologies and infrastructures. As practices related to digital media have become a constitutive part of societal constellations the cultural and political significance of hackers' expertise is ever more substantial. Yet, theoretical and empirical investigations of the ways hackers practice their expertise are still rare. In particular the entanglement of hackers' expertise with institutional politics remains poorly understood. The proposed paper fills parts of this gap by presenting findings from qualitative research (based on in-depth interviews, participant observations and media analysis over two years) on Europe's oldest and one of the world's largest hacker collectives – the Chaos Computer Club (CCC). In my research, expertise is conceptualised as the interplay of specialised knowledge, skills and experience. Instead of focusing on expertise as an individual actor's category my research employs a collective perspective on expertise. Drawing on its over 30-year-long consolidation of expertise related to media technologies and infrastructures the CCC today acts as a registered lobby group that advises all major political parties and the constitutional court in Germany. My findings show that the Club's standing in society is not only based on the (very timely) nature of their expertise, but strongly connects to the ways CCC members – in particular the spokesperson – communicate their knowledge, skills and

experience across diverse media environments (personal, social and mainstream media channels). It is only by acting with, through and about media technologies and infrastructures that the hacker collective is capable of contributing its expertise to institutional politics and stabilising its political impact. Overall, by critically discussing contemporary hacker culture, the proposed paper challenges common sense assumptions guiding understandings of the intersection of culture, politics, communication and expertise.

"WE DESERVE CHOICE": CONSUMER, CITIZEN AND TELEVISION LICENSE

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In October 2013, Hong Kong government's rejection to Hong Kong Television Network (HKTV)'s application for a free-to-air television license stirred public outcry in the city. This paper is a case study of the HKTV incident. For decades there has been two free-to-air television in Hong Kong: Television Broadcast Limited (TVB) and Asia Television Limited (ATV), while the former practically dominates the market. Resulting from a lack of competition, the decline of the quality of TVB programming has drawn public criticism. With an over 900 million Hong Kong dollars (US$116 million) investment by entrepreneur Ricky Wong, HKTV has been a much anticipated newcomer to revitalize the local television market. It came as a shocking disappointment when the government announced that it would grant licenses to two other less popular applicants, PCCW's Now TV and iCable's Fantastic TV, but not HKTV. The government maintained that the decision was based on thorough assessments of different factors and the two additional licenses would suffice to introduce competition in the market already. It said that HKTV was less competitive than the other two applicants, which the public was clearly unconvinced. In response to questions that the authority was inconsistent in its practices and the decision might involve political consideration or interference by the Chief Executive, the government asserted that procedural justice had been maintained and the decision was not a political one. The public was far from satisfied and demanded further disclosure of the reasons behind the decision, which the government refused on the grounds of the assumed confidentiality of the decision-making Executive Council. The incident stirred up controversies to issues of fairness, justice and the core values of the city. Overnight, nearly 400,000 people signed a facebook petition to request the Hong Kong government to justify its decision. A week later, the union of HKTV organized a petition against the government decision hosted nightly rallies to urge the government to answer for its decision. In the rallies where participants were called to "take it to the street", the participants assume the roles of both the consumer and the citizen - in those same nights they both consume the TV programs of HKTV through the outdoor screen and deliberate about justice and core values in the public space. Some participants at the rallies admitted that it was the first time ever they had joined a protest because they could not tolerate the fact that even a humble choice in their leisure activities was denied, and it alarmed them of what might come in the future. All of a sudden, the pleasure-prone consumers realized democracy and citizenship is such an everyday life issue which pertain to even "trivial" matters such as the right of choice in entertainment. This article explores issues of market, consumption, citizenship and social justice in the HKTV incident. It discusses how the dimensions of citizenship might be activated when private media consumption decisions are transformed into political and cultural participation.

09:15 - 10:45

PARALLEL SESSION 4 - 2. COMMUNICATION AND DEMOCRACY (A) - (NEW) MEDIA: FIFTH ESTATE, WATCHDOGS, SURVEILLANCE AND CONTROL

› Room 5C, First Floor

WIKILEAKS AND ANONYMOUS: FILLING THE INFORMATION VOID

Christensen, Christian
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The point of departure for this paper is that the mainstream press in countries such as Sweden, the United States and the United Kingdom, have (more often than not) failed to engage in critical investigations into, and analyses of, the accumulation and utilisation of power; and, it is this failure that has created a vacuum filled, at least in part, by WikiLeaks and Anonymous. If we are looking for an obvious example of such a failure of critical analysis, one need only look to the attacks by a number of US journalists upon fellow journalist Glenn Greenwald and source Edward Snowden following their revelations of domestic and international surveillance by the US government. In Sweden, on the other hand, the Swedish vetoing (together with the UK) of EU discussions with the US over those same NSA revelations has been met by relative silence in the Swedish media. In discussions on groups such as WikiLeaks or Anonymous, emphasis is often placed squarely upon their use of technology, rather than the socio-political and cultural motivations behind their actions. This techno-centrism, I argue, deflects a measure of critique away from mainstream journalism, and "explains" the rise of groups such as WikiLeaks and Anonymous as predominantly technological phenomena. In other words, they exist because the technology allows them to exist. This brings us to Foucault's suggestion that we need to "criticise the workings of institutions that appear to be both neutral and independent." The choice of the word "workings" is particularly salient, as it points to a central idea: the importance of process. Where contemporary journalism has failed, I argue, is in the lack of exposure and lack of analysis of the mechanisms of power Foucault discusses, which is where WikiLeaks and Anonymous have entered the fray, often via the use of social media, and a resultant expansion of information availability. The basis for this analysis is case studies from four specific WikiLeaks and Anonymous actions: namely early WikiLeaks corporate leaks (on Trafigura waste dumping in the Ivory Coast and pharmaceutical pressures via the WHO on developing nations), and the recent Anonymous actions on rape cases in Maryville and Steubenville. The key results indicate that both WikiLeaks an Anonymous, via their leaks and actions, exposed the workings of power in these four cases in ways mainstream journalism had either missed or neglected.

PUBLIC DISCOURSE ON TWITTER: A CONTENT AND NETWORK ANALYSIS OF COMMUNICATION ON THE NSA-SCANDAL IN GERMANY

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The internet, especially social media, allows ordinary citizens to participate in public discourse and communicate directly with politicians and spokespersons. In theory, social media users can bypass journalism as a 'gatekeeper' and

primary information source and actively shape discourse on public issues. The microblogging service Twitter is particularly favorable for the analysis of interactions in the online public sphere, as relationships between users are made visible through retweets, mentions and links to websites. Researchers have used Twitter to study the role of social media in political campaigning (e.g. Larsson & Moe, 2011) and elections (e.g. Bruns & Burgess, 2011). Yet to date, the question of how and to what extent citizens, politicians and media interact on issues other than political campaigns has not been thoroughly explored. The present study builds on previous work by expanding the focus in two ways: First, it includes a detailed user typology and second, it explores public discourse on two important political issues outside of the election cycle. The aim of the study is to analyze the interaction and linking practices of citizens, politicians and media accounts on Twitter and to explore how and to what extent citizens and politicians interact without intermediaries. Furthermore, the study aims to explore the influence of the different account types on shaping public discourse on this platform. A detailed comparison of the communication on two separate events also allows us to uncover possible patterns in interactions between user types. We analyzed two events in the context of the NSA-scandal that triggered great social media activity in Germany: the meeting between the German Minister of the Interior and US authorities in July and the uncovering of the collaboration between the NSA and the German foreign intelligence agency in August 2013. Data was extracted from the Twitter API using topic-relevant keywords. The analyses encompassed all tweets collected for a period of 16 days for each event. This resulted in a total of over 6000 tweets. All tweets were coded for author type (media, spokesperson – representative of a political party, company or organization-, citizen and spamaccount), message type, message influence (number of retweets), and a number of message characteristics (link inclusion and link type, inclusion of reference to another user, message tone, judgment of other users or political actors). The study combines content and network analyses. This allows us to determine the role of user types in shaping discourse on these topics. Furthermore, the analysis of the dynamics with which the topics develop over time allows us to uncover changing influence and discourse structures. Literature Bruns, A., & Burgess, J.E. (2011). #ausvotes: How Twitter covered the 2010 Australian federal election. Communication, Politics & Culture 44(2), 37-56. Larsson, A.O., & Moe, H. (2011). Studying political microblogging: Twitter users in the 2010 Swedish election campaign. New Media & Society, 14 (5), 1-19.

QUESTIONING THE WATCHDOG CONSENSUS: A CRITICAL REFRAMING OF DEMOCRATIC MEDIA ROLES

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In the wake of a worldwide financial and economic crisis, waves of concentration and reorganization have affected the Flemish media landscape. These events have revived the discussion amongst media scholars, managers and journalists on the compatibility between market interests and public interests. Can media continue to play their role as fourth estate? Are media restricted in their objective to function as free marketplaces of ideas? These concerns evidently demand an evaluation of contemporary media performance. However, in their plea for evaluation, scholars hardly ever question their benchmark. Metaphors of media as "watchdogs" are often presented as common sense objectives. In that respect, Christian et al. (2009) rightly state that there is an ongoing need for stronger philosophical grounding of normative questions about the media's role in a democratic society. Nevertheless, we consider the current theoretical-philosophical debate on media and democracy to be deficient, as it is dominated by affirmative media theories and often marginalizes critical approaches. Therefore, concerned with fostering critical approaches in empirical media research, this paper aims at reframing the underlying theoretical-philosophical debate on media and democracy. This will be achieved by demonstrating the constancy between previously dominant models as well as by presenting the radical-critical model as the only genuine alternative model. We start with indicating the current dominance of the deliberative model as opposed to the former dominance of the liberal model, drawing from Karppinen's (2013b) exploratory study on the use of different models of democracy in media research. However, based on claims from previous theoretical studies (Curran 2002, Cammaerts & Carpentier 2007, Dahlberg 2007), we argue that this transition is in fact an extension of the same affirmative theory, which considers commercial media as (ideally) supporting and strengthening a consensus democracy. Moreover, will support this claim by drawing from the debate in political philosophy on the de-politicization of political discourse and stating that the liberal and deliberative model both share a post-ideological view on society (Mouffe 2005). Additionally, Karppinen's (2013a) conceptual contrast between 'media diversity' and 'media pluralism' allows us to clarify the perceived difference between the liberal and deliberative model as merely a matter of focus. Therefore, we propose that the radical model acts as the only genuine alternative model, considering commercialized media as merely reproducing and reinforcing the socio-political status-quo (Dryzek & Niemeyer 2006, Dahlberg 2007). Based again on the political-philosophical debate, we conclude that the radical-critical model challenges the post-ideological view and sees society as post-political, thereby acting as a true alternative. Drawing from the above-mentioned conceptual difference between diversity and pluralism, we present the radical model as a comprehensive alternative that allows us to analyze the relation between media and democracy on two different levels. The paper concludes with a discussion of the methodological implications, i.e. the combination of content analysis with critical discourse analysis, and empirical implications, i.e. the comparison between traditional and alternative media. References Cammaerts, B. & Carpentier, N. (Eds.) (2007). Reclaiming the media: Communication rights and democratic media roles. Bristol: Intellect Books. Christians, C.G., Glasser, T.L., McQuail, D., Nordenstreng, K. & White, R.A. (2009). Normative theories of the media: Journalism in democratic societies. Champaign: University of Illinois Press. Curran, J. (2002). Media and power. London: Routledge. Dahlberg, L. (2007). Rethinking the fragmentation of the cyberpublic: from consensus to contestation. New Media & Society, 9(5), 827-847. Dryzek, J. S. & Niemeyer, S. (2006). Reconciling pluralism and consensus as political ideals. American Journal of Political Science, 50(3), 634-649. Karppinen, K. (2013a). Rethinking media pluralism. New York: Fordham University Press. Karppinen, K. (2013b). Uses of democratic theory in media and communication studies. Observatorio (OBS*), 7(3): 1-17. Mouffe, C. (2005). On the political. New York: Taylor & Francis.

CORPORATE SURVEILLANCE AND SOCIAL MEDIA: CURBING CIVIL SOCIETY EMPOWERMENT

Uldam, Julie
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Internet technologies have been celebrated for their potential to provide civil society actors the opportunity to have a voice and presence in the public sphere(s). This has spurred hopes that the proliferation of internet technologies can help hold corporate actors to account. However, internet technologies and governance also provide companies with possibilities for monitoring – and sometimes censoring – the words of their critics. In this paper I examine the ways in which companies respond to their critics, particularly in social media. In doing so, the presentation goes beyond a focus on the ways in which companies use sentiment analysis and 'big data' and instead explores both how they (1) monitor and (2) discuss strategies for responding to the words of individuals. Taking the oil industry as its focus, the analysis draws on files from BP and Shell on specific civil society individuals obtained through Subject Access Requests under the UK Data Protection Act 1998 as well as press responses from the two oil companies. Pointing to the role of the media as key to the relation between visibility and power, Thompson (2005) argues that the proliferation of internet technologies have rendered political actors increasingly visible to wider publics, and that this entails both reputational opportunities and challenges: on the one hand, the internet grants visibility to (media-savvy) political actors independent of spatial-temporal locales. On the other hand, it makes the conducts of politicians visible in uncontrollable ways. These challenges are no less relevant to corporations. Internet technologies enable civil society actors to expose discrepancies between companies' words and practices . In this way, it is those in power – including

corporate actors — for whom it has become more difficult to appear as socially responsible 'corporate citizens'. This emphasis on appearing socially responsible throws into relief the construction of the assumption that political consensus can be achieved, and that antagonism is absent — the fantasy of the post-political. As an (officially) unarticulated assumption that sustains hegemony, the capitalist fantasy of the post-political promises us that there are no inherent contradictions between a profit-driven agenda and social and environmental. The expression of disagreement would disturb this scenario. For example, activists' critique of oil companies' sponsorships as greenwashing constitutes a potential disturbance of the fantasy of the post-political. Sustaining this fantasy requires silencing the words of antagonistic voices. Drawing on the cases of BP's and Shell's responses to their critics in the UK, I illustrate how the two oil companies try to contain criticism and thus eliminate (the visibility of) conflict. On the basis of this, I argue that companies can impede the potential of internet technologies to empower citizens.

COMMUNICATIVE POWER THROUGH SOCIAL NETWORK SITES: THE EMERGENCE OF A FINNISH FIFTH ESTATE ON FACEBOOK

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New digital communication technologies, such as social media, have the potential to reconfigure the communicative power (Habermas 1996; Garnham 1999; Dutton 1999; Castells 2007) of individuals. This paper examines the role of Facebook, as one case of a social network site (SNS), in shaping the communicative power of online groups. It is anchored in the context of Finland, one of the less politically contentious of the Nordic democracies that are technologically active online. The study identified groups on this SNS that exhibit a potential for enhancing the relative communicative power of their users vis-à-vis other groups, such as through the sourcing of information and networks people (the Fifth Estate) in ways that can challenge powerful institutions (Newman, Dutton & Blank 2012). Case studies, based on social media observation, content and media analyses, were used to gain insights on the SNS group scene and their potential for communicative empowerment. Facebook was chosen as the object of study as it is the most popular SNS in Finland and it offers a facility for creating pages for individuals to inform and network with other individuals. The main population of focus in this study is based on an official listing of the most popular Finnish Facebook pages called "fanilista.fi" which has over 2,300 listed pages. The findings show that although most Facebook pages (99%) are corporate or business based or oriented to entertainment and discussion, there are a significant minority of groups developing that have sought to exercise their communicative power to hold corporations, media, institutional authorities and other institutions accountable. Their effectiveness is supported by the size of the groups they assemble, the activity of online leaders, their visibility to the mass media, and their role in both offline events and official campaign-like communication and operations. Counter to much skepticism towards the Internet as a democratic environment, the online groups identified in this study are not controlled, nor are their agendas set, by corporate interests or are they used for consumerism or advertisement. In addition, the groups are not simply oriented to discussion, entertainment or self-promotion, but work to unite people's interests and transform them into online networks which enhance the communicative power of these groups and exemplify an emergence of a Fifth Estate in the Finnish context. References: Castells, M. 2007. Communication, Power and Counter-power in the Network Society, International Journal of Communication 1: 238-266.; Dutton, W. H. 1999. Society on the Line: Information Politics in the Digital Age. Oxford: Oxford University Press.; Garnham, N. 1999. 'Information Politics: The Study of Communicative Power', pp. 77-78 in Dutton (1999).; Habermas, J. 1996. Between Facts and Norms: Contributions to a Discourse Theory of Law and Democracy. Transl. William Rehg. Cambridge, MA: MIT Press.; Newman, N., Dutton, W. H. & Blank, G. 2012. Social Media in the Changing Ecology of News: The Fourth and Fifth Estates in Britain, International Journal of Internet Science 7(1): 6—22.

09:15 - 10:45

PARALLEL SESSION 4 - 2. COMMUNICATION AND DEMOCRACY (B) - CITIZENS PERCEPTIONS AND UNDERSTANDINGS

› Room 1.07, First Floor

HOW CHILDREN UNDERSTAND NEWS MEDIA: A QUANTITATIVE STUDY WITH PORTUGUESE PRIMARY SCHOOL CHILDREN

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The transformation and proliferation of communication technologies, alongside with the constant presence of these media in children's lives, has been the aim of an intense debate for media theorists and other areas of knowledge (such as psychology, sociology of childhood). The authors look at the young generations as full-grown within media environment, surrounded by televisions, mobile phones, computers and video games. This involvement has been a challenge for researchers that, especially concerning to the Internet, have produced numerous scientific studies about the practices around this media. An example is the set of EU Kids Online research projects, developed with the purpose of analyzing and evaluating the experiences of young people and their parents, considering practices, risks and online security. In addition to these issues related to the use of the Internet, there are other questions of everyday life worthy of attention by the scientific community, such as current affairs and its impact on children's lives. The literature review shows that although there are many studies oriented to this issue, they are still few and sparse, particularly in the Portuguese context. Moreover, many of these research projects emphasize the effects of the exposure to certain content (violence, crime), disregarding the interests, needs and motivations of young audiences. Favouring an active role of children in their relation with news media, this paper intends to show the results of a quantitative research conducted with children attending the last year of primary school. Through a questionnaire administered to 690 children between 8 and 12 years old, living in northern Portugal, our main purpose was to study how children understand and represent current affairs, taking into account the personal and contextual factors involved in the development of these perceptions. Considering their "voices", seeing them as subjects of research, we focused on their participation rights - as set in the Convention on the Rights of the Child - taking into account opinions on issues that do not pertain only to adults. Through this study, we hope to contribute to an increase in the knowledge about the relationship between children and news media. Although these audiences do not often choose to watch or listen to the news, the truth is that current affairs are very present in their lives, influencing their way of understanding the world and developing an opinion about society. Especially in a controversial and problematic context, with daily news on the economic and political crisis bringing real repercussions to families, we should not forget that children are also affected by these issues, so it is necessary to understand how they perceive and deal with it. This question becomes a challenge for media literacy, once it requires for an informed approach to children so they can develop skills that enable them to deal with emotions from exposure to certain news content and, at the same time, to adopt a critical attitude about the ways of understanding the world proposed by the media.

THE READERS ON READERS' COMMENTS IN NEWS. PERCEPTIONS ON FREEDOM OF EXPRESSION AND NEWS ORGANIZATIONS' MODERATION STRATEGIES: A CASE STUDY.

Torres da Silva, Marisa

› New University of Lisbon, Portugal

The rise of new modes of participation enabled by new technologies has provided a leap forward in the inclusion of the audience in public communication mediated by conventional media outlets, which goes along with the notions of democratic role and public service inherent to journalism. Among the many genres of online

audience participation in traditional media, readers' comments are the most widely used (Ruiz et al., 2011; Reich, 2011) and, at the same time, can be seen as forms of citizen engagement online, with great potential for public discourse and democracy (Chung, 2008; Weber, 2013; Henrich & Holmes, 2013). User comments have nevertheless proved to be controversial within the newsrooms, due to their frequently dubious contribution to public debate, which can include abusive content, defamation or, more generally, incivility (Papacharissi, 2004; Reich, 2011; Erjavec & Kovacic, 2013). Although newsrooms encourage users' participation, in part due to the possibility of generating financial revenues (Noci et al., 2010), the degree of control or freedom that can be allowed is an ongoing discussion (Trygg, 2012) that reflects itself on the diversity of management options adopted by news organizations when dealing with readers' comments. In a research on the comment management strategies in several European and North American online newspapers, Reich (2011) identified two main attitudes, "pre-moderation" (moderation prior to publication of comments, trying to assess every comment before it was published) and "post-moderation" (moderation performed after publication, in which the journalist would intervene only in case of complaints or violation of the terms of participation). Not only are newsrooms trying to cope with the tension between freedom of expression and protection from abusive comments, readers are also trying to develop their own perspectives on moderation strategies and, more generally speaking, on the role of journalism and free debate, as shown by Cook (2011) when observing comments threads on The Guardian's Comment is Free section. This paper proposal thus intends to critically analyze readers' accounts on users comments sections, within a close examination on comments threads of an article published in the online version of Público (one of the most prominent daily Portuguese newspapers) in November 2013. The news piece in question focused specifically on online comment moderation practices, quoting experts, academics, journalists and readers on the subject, and it was published under a series of articles that the newspaper promoted on the future of journalism, anticipating Público's decision in implementing a paywall after a number of articles read per month. Earlier that year, the newspaper had also decided to move from pre-moderation to a "collaborative moderation", embedding users in the process through prestige points that allowed some users to share with editors moderation duties. The comments threads (95 posts in total) on the referred article provided a relevant case study and unique opportunity to examine readers' viewpoints and perceptions on a myriad of subjects related to newsrooms moderation strategies, such as freedom of speech, democracy, public debate and citizenship, as well as expectations concerning journalism.

AUDIENCE'S PERCEPTIONS OF CITIZENS' MEDIA: THE CASE STUDY OF VIVA FAVELA

Haas de Souza Gastal, Débora;

› Hamburg University, Germany

The development of Internet raised new questions about the organization of the society, the communication flows and media itself. The popularization of the publishing tools and social networks brings to the light the potentialities enclosing the participation online, proposing that the networked public sphere (Benkler, 2006) allows citizens to gain voice and challenge established flows of power — including media power. In this scenario, Citizens' Media (Rodriguez, 2001) are very important, and can gain a new impulse online, as participation became easier and more accessible to everyone who is connected. In this context, this article explores some of the results of a master thesis which dealt with the audiences' dimension of Citizens' Media, searching to understand the perceived effects of these media on the communities in which they are located. As a theoretical background, the concept of Citizens' Media proposed by Rodriguez (2001), the discussion about the roles and potentialities of Alternative Media done by scholars as Downing (2001), Couldry (2009) and Atton (2010) and the studies about the audience of Alternative Media are the keystones. We took as our object of analysis the website Viva Favela, a platform dedicated to publish news produced by favela inhabitants created in Brazil in 2001 (Ramalho, 2007). The potentialities of Citizens' Media to people living in favelas in Brazil are important regarding not only their position as citizens who gain a way for participating more actively in the public debate, but also as citizens who are often under and misrepresented in the mainstream media and society, and gain the possibility to show their opinions and views, their perceptions about the reality, their representations about themselves and their community — and by that, then, being able to be heard and to participate more actively as well. We have explored the perceived effects of the platform by using semi-structured interviews with audience members in the favela of Rocinha. Among the findings, the main noticed effect of the platform was of giving voice to people from the favelas. To be an alternative to the traditional media, showing a different image of the favelas and focusing on different issues and topics related to these neighborhoods than the ones usually presented on the mainstream media also appeared as relevant in the interviews. Finally, Viva Favela was also considered a tool for engaging and identifying with the community. However, even though a range of perceived effects was reported by the Viva Favela's audience members interviewed, the impact of the platform on their community is still considered to be low. In our discussion, we touch on some mentioned reasons that could justify this perception, going through issues as the low identification of the website with the community and of the interviewees' with the website, the lack of physical or personal presence in the community, and the perceived lack of publicity, that would result in a small audience and in a less participatory and democratic platform.

TOWARDS A PERCEPTION BIAS IN THE EU? THE INTERPLAY BETWEEN MEDIA PREFERENCE, ECONOMIC PERCEPTION AND SUPPORT FOR DEMOCRACY IN THE EUROPEAN UNION

Geise, Stephanie[1]; Mourao, Rachel[2]; Yoo, Joseph[2]; Johnson, Thomas[2]

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In the last years, several indicators nurtured the assumption that the European Union has to cope with weakening support of its citizens. A declining turnout in European elections, a perceived weakness of the European Parliament, and the discernment of its limited responsiveness may reveal a "democratic deficit" of the EU. However, research also explored that the understanding of democratic inadequacies could be more a matter of perception than reality. As Karp and associates (2003) claimed - rather than suffering from de facto shortcomings - the EU actually might have to cope with a perception bias that is grounded in knowledge differences about the workings of the EU and, connected to this, a biased perception of its performances and outcomes. In fact, European citizens with higher knowledge about EU institutions show stronger support for their values and actions (Karp et al., 2003; Boomgaarden et al., 2011). Following the idea that media exposure affects knowledge of the EU and influence attitudes towards it, research has found that different media consumption leads to different outcomes. For example, there is a significant difference between how television and newspaper coverage affects individuals, and intervening variables could more precisely shed light on legacy media's impact on trusting democratic institutions (Rothenbuhler & Mullen, 1996; Moy & Scheufele 2000; Lee, 2005). Besides knowledge and media exposure, support for democracy is also linked to the perception of its economic performance; in fact, the citizen's perception of the economic situation is a crucial standard in evaluating political systems, parties and leaders (Karp, Banducci & Bowler, 2003; Rohrschneider & Loveless, 2010). Although these factors are highly interrelated, very few studies have analyzed the interplay between media preference, economic perception and support for democracy. Moreover, we know relatively little about the special impact of different media preferences in that interplay (e.g. preferences of using "traditional media" vs. using "new media"). But especially in a situation of a perceived "democratic deficit" the digitalization of media may hold potential to overcome that: new and especially social media offer higher levels of interactivity and may increase the receiver's involvement and participation (Gurevitch, Coleman & Blumler, 2009). The present study aims to fill this gap, assessing the impact of economic perception on satisfaction with democracy among different media preference groups. Based on the 2011 Eurobarometer data, we not only include traditional economic perception and media preference measures (e.g. television, the press and radio), but also several specific online sources, including institutional and official

websites (government websites), information websites (e.g. newspaper sites), online social networks, blogs, and video hosting websites. We present a model that explores the interplay between media preferences, economic perception and support for democracy in the EU. Conducting a comparison of different media preference groups, we show how economic perception and economic prospective are interrelated with media preference and how they influence satisfaction with democracy on the national and the European level. We discuss how the interplay may lead to a perception bias based on the media preference of different user groups and finally consider what implications we can draw from that.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 2. COMMUNICATION AND DEMOCRACY (A) - THE MEDIA AND THE FINANCIAL CRISIS

› Room 5C, First Floor

THE FINANCIAL CRISIS, THE MEDIA AND THE PUBLIC

Berry, Mike[1]; Berry, Mike[2]; Berry, Mike[3]

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Following the 2008 international banking crisis the world entered the first global recession for decades. This led to a brief resurgence of Keysianism as states came together to launch a coordinated global monetary and fiscal stimulus to head-off the prospect of a second Great Depression. However the recession and accompanying stimulus, as well as moves to bail out finance sectors, led to a surge in sovereign debt. The IMF estimates that between 2008 and 2015 global sovereign debt will have increased by nearly 40% of which approximately half has been the result of states' making up lost tax revenues from the collapse of their finance sectors (IMF, 2010 cited in Blyth, 2013: 46). This research reported in this paper has two strands. The first examines how the 2009 rise in sovereign debt was reported in the British print and broadcast media via a series of thematic conteant analyses. This research examines how six media adressed three interlinked questions: a) What caused the rise in the UK's public deficit, b) How serious a problem did the deficit represent, and c) What were the options for dealing with the deficit. Results indicated that explanations for the rise in the deficit were sparse and sometimes inaccurate. Furthermore the scale of the deficit was presented in an extremely alarmist fashion often with incorrect and misleading historical and international comparisons. Although there were many possible policy responses, all newspapers and much of broadcasting endorsed austerity as the only solution. The second strand of research examines how reporting of the financial crisis has affected public knowledge and attitudes. This is achieved by the use of extensive focus group research examining what members of the public understood of the crisis and their awareness of different options for addressing soverign debt. This reveals that there is widepsread public misunderstanding as to the origins and severity of the crisis. Furthermore public knowledge of options for dealing with the deficit are dominated by those that appear in mainstream television news and newspaper accounts. Alternatives to austerity such as wealth, property or transactions actions which are not featured in the media remail largely outside of public knowledge. The research therefore shows the powerful effect news media have in setting the limits for public debate.

SOCIAL MOVEMENTS AND SOCIAL MEDIA: AN EMPIRICAL STUDY ON SOCIAL MEDIA USE BY THE SPANISH PLATFORM OF PEOPLE AFFECTED BY MORTGAGES (PAH) ON THE FRAMEWORK OF THE INDIGNADOS MOVEMENT.

Tuñas Martínez, Olalla

› Hamburg University, Germany

Internet and wireless communication have given civil society new tools to support their claims and to defend their interests and values (Castells, 2009: 57; Van Laer and Van Aelst, 2010: 1146). In order to understand how these processes are taking place it is necessary to observe a concrete case on the field (Castells, 2012). Therefore, this research, carried out under a Master Thesis investigation, aims at giving a more holistic and grounded approach on the use of social media by a chosen case study, the Platform of People Affected by Mortages (PAH) in Madrid. Hence, in terms of methodology, this article develops a field-based qualitative approach, focused on ethnographic observation of PAH Madrid and in depth semi structured interviews with five members of the communications team. This approach allowed throwing some light over the case study and further detecting tendencies on social media use. In order to capture the linkages between PAH and other contemporaneous protest groups, the case study is analysed from a network perspective using the definition of social movements given by Diani (1992: 1) under the concept of networked society, labelled by Castells (2009). The notion of social media is operationalized in Lievrouw and Livingstone' terms (2002: 7-8). The article begins with a discussion about the notion of Indignados. On the following lines, the relationship between PAH and other Spanish contemporaneous movements, particularly 15-M, is presented. Significant evidences are introduced on the existence of organization bridging dynamics through overlapping activists (Walgrave et al, 2011: 329-345) and by means of the activists' use of social media and several shared objectives. Therefore, a proposal on the existence of a broader Movement for the Right to Housing is along these lines, presented. Besides, the origin of PAH's organizational and coordination structure is also analysed, highlighting the importance of social media use into PAH dynamics and structure. References: - Castells, M. (2012) Networks of Outrage and Hope: Social Movements in the Internet Age. Polity Press - Castells, M. (2009) Communication Power. Oxford University Press. - Diani, M. (1992) 'The concept of Social Movement' in The Sociological Review, 40:1, 1-25 - Van Laer, J. and Van Aelst, P. (2010) 'Internet and Social Movement Action Repertoires' in Information, Communication & Society, 13:8, 1146-1171 - Walgrave, S. et al. (2011) 'Multiple engagements and network bridging in contendious politics: digital media use of protest participants' in Mobilization: An International Journal, 16:3, 325-349 - Lievrow, L. A. and Livingstone, S. (2002): Handbook of New Media: Social Shaping and Consequences of ICTs, SAGE, London

THE CRISIS ECONOMY DICHOTOMIZED: CIVIC VOICES IN ONLINE FINANCIAL NEWS DISCOURSE

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The enduring emergency of the financial markets creates challenges for economic citizenship and for participation in financial discourse. The journalistic media traditionally play an important role in facilitating civic empowerment and critical consciousness. Online news media employ a wide array of narrative resources combining image, text and soundtracks making sense of and, constructing meanings to economic issues. Yet, with international economic and political

organizations imposing conditions on nation states, it is difficult for citizens to influence the conditions of their own lives. Furthermore, in certain new visually intensive news genres, representations of citizens have partly become illustrative elements instead of the "true-to-life" documentations of identifiable referents. Thus, citizens' identities, as represented e.g. in the photo galleries of online news, serve mainly as the components of sequenced illustrations. This paper discusses how the interplay of visual, lens-based representations, together with text and soundtrack, enable or hinder citizens' roles and participation in economic discourses online. Through studying photo galleries of anti-austerity demonstrations in Eurozone from the perspective of civic voice and participation we aim to show how the visual news narratives of protests draw upon a specific set of dualistic oppositions that reflect "voice-denying neoliberal rationality" (Couldry, 2010; Taylor, 2004). These oppositions include austerity/anti-austerity (instead of stimulus), authority/resistance (instead of participation), reason/rage (instead of emotion), and order/chaos (instead of change). In the pressure of these simplified dichotomies, there is seldom space for citizens' voices: the interpretations, and articulations of the causes and potential solutions of the economic and social crisis. We argue that these discursive dichotomies reflect "the oxymoron of neoliberal democracy" (Couldry, 2010) through "extending and disseminating market values to all institutions and social action" (Brown, 2005) and, in itself entail a recession of representation. Furthermore, we argue that, in the state of recession, the visually dramatized representations are open for an intervention of the "pervasiveness of economic rationality" (Brown, 2005), uphold the construction of the market rationale, and isolate the citizens from the financial crisis discourse. Civic participation and impact on potential change and regeneration of the socio-economic emergency is disregarded. In other words, civic contribution is 'calculated' as having no 'market value' in these muted representations, which fail, or refuse, to mediate citizens' voices. Thus, apart from merely reflecting neoliberal rationality, these discursive oppositions, created intentionally or unintentionally by the news media, reinforce and complement the normative, constructivist project of neoliberal rationality. The simplified discursive dichotomies tend to highlight the claims of the market rationale, extending the calculus of benefit into economic news discourses. The role that these discursive oppositions prescribe to citizens is problematic. References: Brown, Wendy (2005). Critical Essays on Knowledge and Politics, Princeton University Press. Chouliaraki, Lilie (2008). The Media as Moral Education: Mediation and Action, Media, Culture & Society, 30(6), 831-852. Couldry, Nick (2010). Why Voice Matters, Culture and Politics After Neoliberalism. SAGE Publications Ltd. Taylor, Mark C (2004). Confidence Games: Money and Markets in a World without Redemption, University of Chicago Press.

THE IAIOFLAUTAS MOVEMENT IN CATALONIA: A SENIORS' NETWORKED SOCIAL MOVEMENT

Blanche, Daniel; Fernández-Ardèvol, Mireia

› Open University of Catalonia, Spain

In the last decade there has been a growing attention on the topic of civic engagement in the later life. Particularly, research on political participation of senior citizens is in an initial stage and scholars hold different positions regarding the effect of age on political activity. However, there is still a lack of research on older people's participation in social movements and the meanings of their involvement. Within the current context of protests, particularly among the 15M-Indignados movement, the Iaioflautas appeared (www.iaioflautas.org). Founded in Barcelona in 2011, the Iaioflautas ("flute-grannies") collectivity is a networked social movement that gathers older activists who wish to give voice to their demands in a non-institutional organization. Their identity revolves around two main concepts: they are old people, and they are Indignados. The movement seems to have great appeal to the population in general and to senior citizens in particular, leading to replications over twelve cities in Spain and Catalonia. Although there has been some research lately on the political participation of senior citizens and there is an increasing bulk of research on social networked movements, to the authors' knowledge no study has been yet published on the case of the Iaioflautas to date. This paper will analyze the patterns of political participation of highly involved Iaioflautas. It is of our interest to inquire into their personal political trajectory over the lifespan, their participatory experience in Iaioflautas, the role of other actors in their political activity, and — last but not least — their use of (mobile) Information and Communication Technologies (ICT). In order to contextualize results, a description of the main characteristics of the collectivity will be provided. Information was gathered by means of semi-structured interviews with 15 core members of the organization in Barcelona. Interviews were carried out by the first author between July and September 2013, spanning between 1 to 3 hours. Conversations allowed gaining insights of senior activist involvement, motivations and perceptions. We bring four preliminary conclusions. First, the current crisis and the emergence of the 15M movement boosted the involvement of older people in political organizations such as the Iaioflautas. These milestones have changed individuals' effective involvement, intensity, breadth, and ways of participation in politics. Second, personal motivations of participants adjust greatly to the group's objectives due to its wide scope, which is fundamentally socially-driven rather than personal.. Third, part of the adherence that some participants experiment with the Iaioflautas collectivity is due to its open, free and organic nature. Its non-institutional condition grants members no obligations or commitments to the group, and its structure and ways of functioning are ever changing based on the accumulated experiences and novel inputs. And fourth, the most skilled members, in terms of ICT use, are those who were 'forced' to learn to serve a particular need in their professional, activist or social life, as participants described different levels of proficiency in using new media.

CRISIS AND IDEAS: SPANISH MOST INFLUENTIAL THINK TANKS ON ECONOMIC ISSUES. A POLITICAL ECONOMY APPROACH

Parrilla Guix, Ricard[1]; Almiron, Núria[2]; Ponsa, Francesc[2]

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Spain's financial and economic crisis has caused a painful and severe recession and unemployement rate in what is the euro zone's fourth-largest economy. This crisis has produced an intense media coverage and debate about the causes and solutions aimed at overcoming it. Although think tanks have been trying to play a part in the Spanish debate on public affairs in the last decade, there is still little information on the role and influence of these public policy institutes on Spanish public opinion. This paper presents the first results of the two years I+D Project "The influence of think tanks in the hegemonic discourse of the Spanish press on the financial and economic crisis", funded by the Spanish Ministry of Economy and Competitiveness. The project has three main research objectives: (1) assessing the degree of independence of the main Spanish think tanks by identifying the social, economic and political actors they are linked to; (2) assessing their ideological positioning regarding the Spanish financial and economic crisis; and (3) analysing their dissemination techniques and their influence on the discourse of the press on the crisis during the years 2012 and 2013. This paper introduces the theoretical framework and goals of the project and answers to the first of the research objectives. Our analysis is informed by a critical approach, according to which think tanks tend to be linked to specific actors who aim at defending certain interests in the public sphere. What sources (state, political parties, banking entities, private corporations, etc.) is the funding of Spanish think tanks dependent on and to what extent? Who are the experts and the members of the board of governors linked to? In sum, which political, economic and social actors have a say in Spanish think tanks? The results draw on the analysis of the 17 most relevant Spanish think tanks on economic and financial issues (TTEF) during the 2008-2014 crisis. In particular, results come from the analysis of 2011 financial statements and of 2012-2013 board of governors and experts. Findings show that i) the most influential TTEF are mostly affiliated institutes (to political parties, governments and other mainstream institutions) with a large portion of their budget being state-funded, while private funding comes from a very reduced number of top corporations; and ii) that boards and staff members are linked majoritarily and most intensely to academic organizations, governments and other think tanks, followed by experts having worked for media organizations as journalists or writers; while experts from financial actors and private companies and corporations are poorly represented.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 2. COMMUNICATION AND DEMOCRACY (B) - IDENTITY, ACTIVISM, CONSUMERISM

› Room 1.07, First Floor

HIP HOP MUSIC AS PUBLIC REPRESENTATION FOR MINORITY YOUTH IN NORWAY

Uberg Nærland, Torgeir

› University of Bergen, Norway

An extensive body of empirical research makes evident that the traditional news media representation of minority youth in Norway is systematically oversimplified, problem oriented and sensationalist. Further, minority youth are systematically reduced to either negative or exotic stereotypes. This imbalance in representation has negative consequences at individual, social and democratic level. Individually and socially, in that it contributes to a general feeling of exclusion and marginalisation among minority youth in Norway. Democratically, in that the imbalanced media representation demotivate youth from engaging in and with public discourse – which in turn weakens the legitimacy of the Norwegian democracy among minorities, as well as their sense of cultural citizenship. Further, the imbalanced representation of minority youth provides a weak informational basis for the formation of public opinion about a number of topical political issues, including immigration-, integration- and social policy. At the same time Norwegian hip hop music constitutes an academically underexplored yet potentially vital and nuancing vehicle for public representation of minority youth. It is today the overall most popular musical genre in Norway, measured in sales, streaming and radio airtime, and the single most popular genre among youth of minority background. It is furthermore a genre that regularly fixture in mainstream media, as part of various entertainment formats, but also celebrity- and cultural news. Significantly, it is a genre in which, firstly, the majority of the most prominent artists in Norway are themselves of minority background, secondly, that entails a generic identification with socio-politically marginalised groups, and thirdly, a genre that is characterised by a lyrical-aesthetical attendance to issues of social and political ramifications. Based on in depth interviews with ten informants (aged 18-25) of minority background, this study investigates the extent to which the national and mass mediated hip hop music can be seen to function as a channel for public representation of minority youth. More specifically, the study investigates the extent to which the informants experience the mass mediation of hip hop music and -artists as well as hip hop related issues in the media as a source to a more balanced and positive representation of their values, identity and perspectives, and to which degree they experience the mass mediated hip hop music as empowering, in the sense of granting their values, identity and perspectives legitimacy and cultural status. Theoretically, the past decades have seen an increasing scholarly acknowledgment of the socially and ethnically exclusionary aspects of a strict deliberative conceptualisation of the public sphere, and the subsequent emphasis of the inclusionary aspects of aesthetical and expressive modes of public communication and representation – not least as resources for political engagement and cultural citizenship. This paper concludes by discussing how the representative aspects of Norwegian hip hop music can be seen to facilitate, 1) an increased identification with Norwegian society at large, and 2) a sense of cultural citizenship among minority youth.

YOUNG PEOPLE'S DIGITAL ACTIVISM AND POLITICAL PARTICIPATION IN TIMES OF CRISIS: PRELIMINARY FINDINGS FROM NETWORKED YOUTH ACTIVISM PROJECT

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› [1]CEMRI-Universidade Aberta, Portugal; [2]FCSH-UNL/CESNOVA; [3]CIES-ISCTE/IUL

The aim of this presentation is to discuss the role played by digital devices and online platforms in the way activism is currently being represented and practiced by young people. Several studies have shown the relevance of these devices for young people's empowerment and the broadening of their formats of civic participation. More specifically, studies concerning young people's political involvement have been reformulating their premises for the past years, mostly by replacing the traditional portrait of youth disaffection by an alternative view of displacement (Loader, 2007), through which political participation did not disappear but moved to non-conventional forms of public participation, through non institutional channels or not usually connected with traditional political activity (Dahlgren, 2007; Loader, 2007; Olson and Dahlgren, 2010). In this context, digital media, especially the internet, works as a crucial resource, a vehicle of expression and activism for different socially relevant issues (Lievrouw, 2011, van de Donk et al., 2004). Our reflection is grounded particularly on an ongoing research project based in Portugal regarding networked youth activism. The goal of this project, using a qualitative set of methods (ethnographic observation, indepth-interviews and documental gathering of information of various sorts .), is to explore young people's digital activism, bearing in mind the current social and economic condition of Portugal, which has fostered the emergence of new social platforms for political action. We have been recently witnessing, in several geographical contexts (Brazil, Spain, Portugal, Egypt, etc.) the rising of new and unexpected forms of activism. The internet and digital devices have been playing a key role not only by facilitating the assembling of a disperse set of individuals under common goals, but also by creating specific politically driven events (like street demonstrations). In times of crisis and social turbulence, these seem to be very relevant tools for young people's informal political action at the margins of the more conventional ways of expressing protest related to particular claims. Our central question is, therefore, as follow: are digital devices changing traditional forms of political activism? If so, what are the characteristics of this digital activism – what particular configurations it assumes? How "traditional" forms of expressing dissent coexist with "innovative" ones (considering they might range from protest marches and occupation of public places to the use of multiple digital apparatus)? What is the role played by young people in these new forms of activism? Given the multipurpose and intergenerational nature of the emergent social movements behind recent protests, to what extent is young people's role crucial or predominant? Based on the preliminary data collected by our project we expect to answer to these questions.

OUTFITS AS FLAGS: CLOTHING AND BODY AESTHETICS IN YOUTH MOVEMENTS IN CONTEMPORARY BRAZIL

MITRAUD, FRANCISCO; OROFINO, MARIA ISABEL

› ESPM - SP - ESCOLA SUPERIOR DE PROPAGANDA E MARKETING, Brazil

The article presents a reflection about the use of clothing as a political text in recent movements of resistance and opposition in contemporary Brazil. The strategy of using the anesthetization of the body is not new. It can be seen in different moments of history, as in the clothes worn by Mahatma Gandhi and in the tribal outfits worn by Nelson Mandela in a trail session or even in the youth pacifist movements of the 1960's. More recently however, due to contemporary mediacentrism, which intensely articulates verbal and non-verbal languages, images are most sought in mediatized messages and can be used as powerful political texts. In Brazil, specifically, the streets became a stage in 2013 for a series of demonstrations by different social movements that stressed their claims by using outfits disconnected from their dominant/hegemonic codes. This was the case, for example, of the use of skirts worn by male university Law students, in the traditional University of São Paulo -USP – in solidarity to a colleague who was prevented from entering the school because he was wearing a dress; the Slut Walk when female demonstrators deliberately wore their lingerie as a form of protest and the Black Bloc strategy; which even though has been occurring in Europe for more than 30 years, is recent in Brazil. With an epistemological support of the British cultural studies and the Latin-American theories of mediations we seek to understand how the political texts present in youth outfits express forms of resistance and opposition as proposed by Raymond Williams. And they reinforce, if not the emptying of, but maybe how "worn out" are verbal discourses (oral or written) when facing a society of images. But the commercial media in general,

when mediating the political current events tends to distort the meanings of such aesthetic messages which, according to Umberto Eco are ambiguous and allow "a number of interpretative choices" (Eco, 2011). An analyses of, for example, the headlines of the main newspapers of the city of São Paulo - collected during the most intense two weeks of the demonstrations - stress out only positions of vandalism and violence without any questioning of the depth of the social claims and popular discontentment. We propose a dialogue between these authors in order to reflect upon these possibilities of "interpretative choices" which are evident in Brazilian contemporary commercial media and which allow them for leading on a form of mediation which sustains hegemonic positions and tend to delegitimize social forms of resistance.

MAKING DIFFERENCE IN THE SUPERMARKET: THE ROLE OF IDENTITY IN MEDIATED ETHICAL CONSUMERISM DISCOURSE

Arnesson, Johanna

› University of Gothenburg, Dept of Journalism, Media and Communication, Sweden

Almost every time we step into a store we are asked to make a difference as consumers, by choosing a certain brand or product that promises to 'create change' or 'save lives' in one way or another. Micheletti refers to this as the politics of products; the conscious use of the market as an arena for policy by individuals and groups (Micheletti, 2003). Movements such as Fair Trade, concerned with the inherent politics of products, are today mainstreamed and market-oriented (Fridell, 2007). They are also joined by cause related marketing that connects for-profit businesses and non-profit organizations, simultaneously marketing both brand and cause (Hawkins, 2012).The development of this ethical consumerism involves a process of renegotiation regarding how politics is understood and defined, closing the gap between the private and the political (Bennett, 2012). In Western societies audiences are increasingly being constructed as consumers — with leisure, art, and public service as a form of consumption — rather than as citizens (Bauman, 2007; Fairclough, 1995). Influencing policy through consumption thus becomes part of reconfiguring political responsibility, promoted not only by commercial actors, but also by civil society and government (Stolle & Micheletti, 2013). As the diverse ways that policy becomes choice intensifies, the opportunity to influence these choices becomes increasingly important for stakeholders in different areas. Therefore, theorizing these activities also becomes ever more essential. Drawing on previous research in media and communication studies, as well as political science, marketing, and sociology (for example Adams & Raisborough, 2010; Balsiger, 2010; Elliott, 2004; Gabriel & Lang, 2006; Lekakis, 2013; Littler, 2009; Micheletti & Stolle, 2012; Mukherjee & Banet-Weiser, 2012), the paper aims to discuss how ethical consumerism is communicated as an empowering practice within mediated discourses, by both business and non-profit actors. Focus will be on the role of identity and self-representation, and its connection to the notion of difference, or distinction, which can be argued to be a driving force of consumer capitalism (Frank, 1998; Heath, 2005). Some key concepts, such as self-branding and commodification, will be outlined in more detail and related to theories on consumerism in culture and society (Bauman, 2001, 2007; Campbell, 2004). David Harvey writes that we live in a time of neoliberalization, where the construction of a market-based populist culture of differentiated consumerism and individualism has been both politically and economically required (Harvey, 2005). In the light of this, I argue that what is often promoted in the mediated discourse of ethical consumerism is not change per se, but the identity of being a conscious consumer-citizen. Fisher (2007) refers to a contemporary re-commodifying process in relation to activism, which I argue is much in line with the logic and rhetoric of consumer capitalism and the proliferation of identity based niche markets. The preoccupation with marketized politics creates a political discourse, and practice, where certain solutions to certain problems are preferred according to their compliance to adapt to sound-bites, slogans, and fashion statements.

TRAINING RESPONSIBLE NEOLIBERAL CITIZENS: MEDIA-ORIENTED BENEVOLENCE IN THE BIG SOCIETY

Engelbert, Jiska[1]; Pantti, Mervi[2]

› [1]Erasmus University Rotterdam, Netherlands; [2]University of Helsinki, Finland

This paper seeks to contribute to interdisciplinary scholarship on the role of media-oriented social practices in neoliberalism. It does so by exploring if and how what we term 'sacrificial fundraising' —a popular mode of fund-raising that heavily relies on digital media platforms— features in a neoliberal vision for contemporary citizenship. According to this idea of participatory citizenship, citizens are required to pro-actively and beyond state structures take responsibility for the quality of not just their own lives, but increasingly that of others as well. In sacrificial fundraising, charities delegate parts of their fund-raising work to 'proxy fundraisers'; citizens who donate to the charity the proceeds they generate with 'laudable' sacrifices. These 'sacrifices', for example climbing Mount Kilimanjaro, running a marathon, or growing / stripping facial or bodily hairs, require physical or emotional endurance, creativity or playful humiliation. This fundraising method is not only pervasively used by charities to generate funds for distant suffering in far-away places, but increasingly for the relief of close suffering in people's own local or national communities. In the context of the neo-liberal vision for a 'participatory' or 'big' society, the paper's focus is on how sacrificial fundraising for this close suffering features in the shifted responsibility for well-being from states to citizens and the voluntary, third sector. This context transforms sacrificial fundraising for the relief of local poverty, illness and social exclusion into a sheer necessity. Thus, the paper seeks to uncover the connections between how charities culturally define and value sacrificial fundraising and the neoliberal logic of participation, responsibility, self-reliance and community-spirit. The paper reports a critical discourse analysis of digital media platforms that charities use to direct the initiatives of proxy fundraisers. Through focusing on charities in two countries where ideas for a big society are ubiquitous — the Netherlands and Finland — the analysis explores how charities' discourse delineates the cultural value of sacrificial fundraising. It finds that sacrificial fundraising normalizes a discourse of solidarity with close others as an end in itself. It thereby marginalizes a view of solidarity as a means for pursuit of social justice, which should entail an inevitable challenging and politicization of the causes for social injustice. Sacrificial fundraising, as it is becoming an everyday mode to 'do' solidarity, thus features as a key technology in neoliberal governmentality as it 'responsibilises' citizens and legitimises the retreat of the welfare state.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 2. COMMUNICATION AND DEMOCRACY (A) - NEW MEDIA AND DEMOCRATIC PRACTICES

› Room 5C, First Floor

PARTICIPATING CITIZENS EVERYWHERE?! PATTERNS OF ONLINE-BASED POLITICAL ENGAGEMENT IN EUROPE.

Hoelig, Sascha

› Hans-Bredow-Institute, Germany

Technical equipment, as well as communication services that can be used to keep up being informed about the news are evolving and differentiating. At the same time different options are converging as different types of possibilities and services can be used with a single device. As a result of the profound upheavals in the media and communication services, information-related practices are changing the conditions for forming public opinion and are shaping society's

level of information. To be informed and to shape an own opinion is a necessary principle of a functioning democracy. Expressing the own opinion is not limited to going to the polls any more. The current media landscape allows citizens a variety of options to participate in political debates. The spectrum includes for example: comments in social networks, taking part or organize happenings, sign or initiate online petitions, following and discussing with politicians on Twitter or Facebook, contribute money to political causes, joining campaigns, etc. Thus, the question arises to what extent citizens are interested in politics and how do they use the internet to be engaged. Insights about news consumption are at the heart of the Reuters Institute Digital News survey. The survey was conducted by the Reuters Institute for the Study of Journalism in Oxford for the first time in 2012. In 2014 the third wave was implemented in the United Kingdom, Brazil, Denmark, Germany, France, Italy, Japan, Spain and the United States of America to recognize general trends and national characteristics. Core areas of the study are an inventory of news use across all potential platforms and services, observation of changes over time and a comparison between different countries. The offered presentation will be based on current data from 2014 and will give insights to questions about people's interests in political and governmental issues. Which mass and social media sources do citizens use and which role does the internet play for shaping and expressing the own opinion? The data will not only show differences between age groups and engagement according to own political interests, but also between different participatory cultures within European countries, that cannot be explained by different media usage according to age or education only.

MEDIATED CIVIC PARTICIPATION ON FACEBOOK: A MULTI-LEVEL ANALYSIS OF INDIVIDUAL ACTION AND COLLECTIVE EFFICACY

Courtois, Cedric; Baccarne, Bas; Verdegem, Pieter
› Ghent University, Belgium

While formal civic engagement is declining, e.g. by taking part in in civic organizations or public manifestations, there is a seeming increase of using various online media to have one's voice heard. In the current debate on the supposed decrease of formal civic participation, the role of social media constitutes an important element. In theory, social media potentially afford opportunities to access and to fuel various domains of associational interaction (i.e. public spheres), which are considered a precondition to actively develop and exercise civic agency (Dahlgren, 2006). Still, despite scholarly attention for the topic, means of participation have been empirically under-researched (Couldry, Livingstone & Markham, 2009, p. 28). In our presentation, we present the results of a multi-level study on collective mediated civic participation on Facebook, collecting 774 valid survey responses through 72 invited Dutch-language groups or pages. It centres on civic goals in the fields of equality, civil rights, animal protection, environmental care, mobility, and urban development. The individual survey data were further supplemented by collecting group and page sizes, next to harvesting their interactions (i.e. posts, comments, rates, likes, shares). A first set of hypotheses is directed towards explaining differences in individual action (mere membership, liking posts, posting items). A two-level model shows no variance of intercepts at the group or page level, disconfirming the assumption that differential group interactions evoke individual action. At the first level (i.e. individual users), empirical support is found for the hypotheses that a higher degree of individual action is explained by self-presentation and social connection, while controlling for age, gender and administrator role. However, personal involvement with the issue as such and perception of individual efficacy to influence the page or group's cause yield no significant effects. Next, two additional hypotheses were tested, juxtaposing individual and collective contributions in explaining the perception of a page or group's collective efficacy. Again, a multi-level model was computed, showing significant variation at the group or page level. A subsequent model, controlling for age, gender, administrator role, goal-directedness of the initiative (specific versus general), media exposure, and format (page versus group), partially confirms the individual-hypothesis: perception of individual efficacy strongly predicts collective efficacy, although higher degrees of actual individual action yield no significance. However, the collective-hypothesis also finds support as social connection and collective interactions yield significant effects. In conclusion, increased levels of mediated civic participation through Facebook initiatives are explained by the experience of social support, next to appropriating it as a means to communicate involvement to the social network, rather than the belief of making an actual difference. As such, it affirms its use as a tool to raise local awareness. In second instance, both individual and collective factors explain the effectiveness attributed to a collective Facebook initiative. The results suggest perception of individual efforts as fundamental building blocks of effectiveness, although this not immediately translates into actual individual behaviour. At the same time, it shows that the individual sense of social embeddedness and actual collective interaction support the idea of collective efficacy.

DISCUSSING THE NEWS ON SOCIAL MEDIA: AN ANALYSIS OF CITIZENS' DEMOCRATIC VALUES AND ASPIRATIONS

Garcia-Blanco, Iñaki
› Cardiff University, United Kingdom

A generalised perception that democracy is in crisis has spread during the past decades. Scholars, political analysts, policy makers and commentators alike have showed concerns about lowering electoral turnouts, growing distrust in politicians and political institutions, and increasing expressions of civic discontent. Traditionally, the diagnoses signalling the critical state of democracy have underlined the need to increase the opportunities for political deliberation as a means for citizens to influence the policies that affect them. More recently, the internet has also been deemed an ideal platform for citizens to participate in politics, probably due to the fact that it could ideally host debates free from any obstacles for equal participation, a basic requirement for satisfactory deliberation. As a result, countless experiences and experiments of online deliberation have been carried out in the past years, most of them launched by political institutions. Research has followed too, mainly analysing the conditions in which online political deliberation takes place, the nature of the exchanges, and their contents. This research project is inspired by growing academic interest in the study of political talk (see Eliasoph 1998; Walsh 2004; Mutz 2006; Jacobs et al. 2009), and intends to take these works a step beyond by carrying out a qualitative study of political talk in the internet, with the aim of better understanding how ordinary citizens make sense of politics and how they understand democracy works (and should work). The interest in these particular citizens rests on the assumption that these are arguably politically engaged citizens, as they are motivated enough to share their political views on social media platforms and debate about them with fellow citizens. This paper combines a thematic analysis of citizens' comments of the five most prominent daily news items posted on the Facebook sites of The Guardian, The Telegraph, The Independent, BBC News, and The Daily Mail during a month, and a survey asking the very citizens commenting on the aforementioned news items about their democratic aspirations and motivations. This paper aims at shedding light on the following research questions: Which democratic values and conceptions of democracy are put forward in citizens' online exchanges? How do citizens perceive citizenship and citizens' role in politics? Why do citizens discuss the news in social media platforms? What do citizens think of other fellow participants in these platforms? What do they think about those who frontally oppose their views? Which outcomes do citizens expect from their discussion?

FROM ONLINE THIRD SPACES TO POLITICAL ACTION: EVERYDAY POLITICAL TALK AND CIVIC ENGAGEMENT IN TIMES OF AUSTERITY

Wright, Scott[1]; Graham, Todd[2]; Jackson, Daniel[3]
› [1]University of Melbourne, Australia; [2]University of Groningen, Netherlands;[3]University of Bournemouth, United Kingdom

This paper examines how the global economic crisis is negotiated in online everyday talk. We ask whether and how the economic crisis disrupted the flows of everyday conversation, and examine the dynamics of these exchanges in the context of wider questions of citizenship, identity and political mobilization.

Ever since the advent of the Internet, communication scholars have debated its potential to facilitate and support public deliberation as a means of revitalizing and extending the public sphere (e.g. Coleman and Blumler 2009). However, much of the research has focused explicitly on political online spaces: party webpages, political forums, e-democracy projects and so on. Whilst much has been learned, we argue that there is more to be gained by investigating how politics emerges in everyday discussions — discussions about television, relationships, personal finance, etc. Thus, we take forward a new agenda for online deliberation (Wright, 2012a) and focus on online 'third spaces' (Oldenburg, 1989) - formally non-political online discussion spaces where political talk emerges (Wright, 2012b). We thus privilege the holistic, the embedded and the role of politics in the individual lifeworld. Moreover, third spaces are well positioned to reflect the impact of austerity, allowing us to see the extent to which austerity penetrated everyday life, and to monitor how online communities negotiated this. Research that has moved beyond political spaces (e.g. Graham and Harju, 2011; Van Zoonen, 2007) focuses primarily on the quality and nature of political talk. While this provides us with important insights, it tells us little about the extent to which such talk contributes to meaningful political action. Does engaging in political talk within such spaces support movement towards participation in the formal political process? We draw upon a longitudinal qualitative content analysis of three popular, general interest UK-based forums over the course of four years (2010-3): www.netmums.com, www.digitalspy.com and www.moneysavingexpert.com. They are among the most popular forums in the UK and cover salient aspects of contemporary culture, consumption, media and family, and as such, were selected to offer a broad representation of online everyday conversations. Our research, which consisted of a qualitative content analysis of 20,384 posts taken from 150 threads, focused on how austerity penetrated everyday life and to what extent this led to calls for, and the organizing of, political action. Preliminary findings suggest that such spaces were more than talking shops. From contacting MPs, organizing campaigns, creating/promoting petitions, and boycotting, more than half of threads led to some form of political action. Participants were not only using such spaces as places to organize and promote political action, but intriguingly it was the dynamics of those threads that started off as non-political rather than political, which were more likely to lead to political action. We also identified 'other types' of action: the forums were often used to support private actions (orientated towards personal needs) and moved beyond simply debating the issues, but rather developed into policy proposal talk: a space where participants constructed and developed alternative policy proposals.

THE DIVERSITY OF CIVIL SOCIETY'S ONLINE MEDIA PRACTICES. MOVING FROM THE POTENTIALITY OF EMPOWERMENT TO DIVERSITY AND CONTEXTUALISATION

Carpentier, Nico
› Vrije Universiteit Brussel & Charles University in Prague, Belgium

In a first stage, media studies approaches towards (online) participation and empowerment were strongly influenced by utopian perspectives. When the complexity of (online) participation became more emphasized, these utopian dreams were translated into a rather reserved discourse of potentiality. This presentation wants to move this positioning one step further, by first of all embedding it in a stronger theoretical framework, where the concept of participation becomes articulated as a contingent political-ideological notion, intimately related to power. In this theoretical approach, the dimension of minimalism and maximalism, and the differences with access and interaction are used to support a more rigorous theoretical elaboration of participation. Secondly, this presentation will then argue for a perspective on empowerment and participation which moves beyond potentiality and towards an approach based on diversity and radical contextualisation. This approach still respects the importance of utopianism and crtique, but simulteneously argues that the diversity of (online) participatory practices needs to be acknowledged and that these practices always need to be contextualised. Zooming on this diversity, and contextualising particular practices seems to be a necessary step before making broad-sweeping statements about the ominipresence of (a more) participatory cultures (see Jenkins, 2013). The second part will present a recently developed typology of (Belgian) civil society's online media practices, which is built on two basic dimensions. The role of online media in, and as used by, civil society (to promote social engagement) depends first and foremost on a distinction between internal, internal-external and external use. The second basic dimension is the distinction between access, interaction and participation. This typology was developed using a combination of methods (a more traditional literature review, a conceptual mapping, a mapping of online practices, a phishing project and a survey) to identify and categorise civil society's online media practices. In addition to categorising online practices, the survey (with 902 Belgian civil society organisations) also allowed studying how often organisations use which online media and offered insights into the practices used to foster engagement. This typology will illustrate the diversity of online practices, and qualify the importance of one of its subsets, namely participatory online practices. Showing the vast diversity of civil society's online media practices will increase our understanding of their online use, but will also facilitate a more nuanced discussion of the use and importance of participatory online practices, that will move away from exclusively utopian approaches or discourses of potentiality.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 2. COMMUNICATION AND DEMOCRACY (B) - CITIZENS' INITIATIVES

› Room 1.07, First Floor

15M @MEMORIES

Luna, Maria
› Universitat Autonoma de Barcelona, Spain

The 15 May of 2011 in Spain the squares of different cities were occupied in a movement that started in social networks. It was a very effective use of viral communication which has recently been theorized as an "Epidemography of Spain Indignados movement" (Posthill, 2013). For a moment thousands of people left the virtual world of their laptops screening and went out to the street to express that they needed a change and were able to organize a reaction against the established political powers asking the universal right to a dignified home, the right to an employment, universal health and the negative to the rescue of private banks with public money. During the protest in Barcelona a group of 10,000 Barca followers arrived to the square to celebrate the Barca triumph on the Spanish Champions League, the authorities were prepared to evict the 2000 Indignados from the square in case of disorder, however, even thought it was clear that they were part of different movements they respected each other. A photography that I took during the protest of Plaza Catalonia illustrates the power of entertainment logic literally circulating outside the desire of a collective fight to defend citizen rights. Consumer and Citizens, in terms of Canclini, where then separated even when they were sharing the same space/time of the city. What is curious is that they were not isolated for the use of social media, both groups were not connected, in the sense of being sharing the same objective, but they were informed of each other. Several revisions of the 15 M highlight that the protest against the Sinde Law is one of the main antecedents of the social movement "introduced in 2009 to try and address illegal file-sharing (the Sinde Law) was singled out by the protestors for particular opprobrium". (Hughes, 2011). The internet freedom of contents was in threat, and this right was their most valuable tool to share. Very recently the project to reform the law has been released by the Government (MECD.gob.es) but there are not still consistent reactions. In this paper I examine through semi-structured interviews with some of the leaders of the assembly in Barcelona and observation of twitter and facebook sites of acampadabarcelona, PAH, Platform of affected people by the mortage and DemocraciaRealYa how their "social movement media cultures" are evolving (Constanza- Schock, 2012). The Indignados movement in Spain reexamined is a good point of departure to

understand where lie the power of ephemeral media that took to a meaningful "instant of failure" (Lefebvre, 2002) in which the square were full of people and the collective dream for the "right to the city" (ibid) was strongly expressed. Three years later the Indignados movement seems to be a memory that many remember as a meaningful experience (Grueso, 2011) but now that the Spanish Government is modifying the law and increasingly reducing citizen rights it is good to ask what are the legacies of this collective activity that started in social networks and how the assemblies of different movements that have emerged from this moment are acting.

THE POWER OF CROWDFUNDING. THE ROLE OF KICKSTARTER AND STARTNEXT IN FINANCING ALTERNATIVE MEDIA.

Godulla, Alexander; Wolf, Cornelia; Tonndorf, Katrin

› University of Passau, Germany

For many decades, direct access to public communication has been a privilege for the few, only accessible with the help of large financial resources. This situation has changed on an overall basis with the rise of digitalization and social media, making it possible for recipients to become producers (O'Reilly, 2006). In order to initiate and fund alternative projects which are ignored by established companies inside or outside the media world, these prosumers (Toffler, 1980) have started to organize in crowdfunding platforms like Kickstarter. Taking advantage of the long tail effect (Anderson, 2006), these platforms offer an ideal perspective for niche products to find a working economic base. This study compares the perspectives of alternative media funding being generated by the crowdfunding platforms Kickstarter (USA) and Startnext (Germany). It examines both platforms because of their economic relevance, being based in two of the most important global media systems. With a strong community base in the United States, the United Kingdom and Canada, Kickstarter can be described as the international market leader. In contrast to that, Startnext has just started to establish its position in Germany. Both platforms are used for commercial and public projects, being of possible help for creating new types and uses of alternative media. With the unparalleled success of the upcoming video game Star Citizen (having raised more than 39 Mio Dollar so far), crowdfunding is often discussed in the context of video games. In fact, seven of the ten most successful projects ever to appear on Kickstarter are related to this economic sector. In contrast to that, we assume that crowdfunding on average is used for small or medium projects. Furthermore, we decided to evaluate the potential of crowdfunding for citizen journalism and alternative forms of public communication, being less professionalized than the established media. In order to solve these scientific problems, we observed both platforms for one month in late 2013. 457 projects have been examined, using the method of quantitative content analysis. Each day, the number of supporters and the increase of generated money were collected in order to measure the projects' success. The projects were compared between the platforms and within their categories as well (Art, Comics, Dance, Design, Fashion, Film & Video, Food, Games, Music, Photography, Publishing, Technology, Theatre). The results proved that the funding aims are far below the level of the most successful projects, reaching average amounts of 16900 € (Kickstarter) and 14478 € (Startnext). Projects of citizen journalism approached a considerably lower level (Kickstarter: 6477 €, Startnext: 6700 €). Compared to projects from categories like Technology or Games, citizen communication does not yet share the same level of success. References: Anderson, C. (2006). The Long Tail: Why the Future of Business is Selling Less of More. New York: Hyperion. O'Reilly, T. (2006). Web 2.0 Compact Definition: Trying Again. Retrieved from http://radar.oreilly.com/2006/12/web-20-compact-definition-tryi.html Toffler, A. (1980). The third wave. New York: Bantam Books.

NETWORK NARRATIVES: MEDIATED CONTENTIOUS POLITICAL PRACTICES IN ITALY AND SWEDEN

Murru, Francesca Maria[1]; Kaun, Anne[2]

› [1]Università Cattolica del Sacro Cuore, Italy; [2]Södertörn U/U of Pennsylvania, Sweden

The latest waves of protests that emerged in the context of the Euro crisis have spurred the question of how the practices of activists intersect with (online) media usage. Suggestions such as networks of protests (Castells 2012) and the connective action (Bennett and Segerberg 2013) paradigm have been prevalent in the discussion. This paper aims to critically engage with both notions and emphasizes the importance of context and the historical situatedness of protest activism to develop an understanding of role of media practices. We suggest a narrative approach that combines an analysis of both the network character and the content of interconnected nodes. Following White (1992), we consider an interpretive understanding of networks and connective action in which narratives are constitutive of the network. This implies that networks emerge out of discourse and are constituted by stories that define social time (White 1992). Using two case studies from Italy and Sweden we propose an extension of currently dominant analytical frames of the network society and connective action. Macao is an artistic mobilization active in Milan since May 2012 aimed at liberating urban spaces and rethinking the modes of production within the cultural industry. It will be considered as a case study showing how the main narrative of the movement has given shape and substance to the dense network of media practices sustaining its public protest. Occupy Stockholm constitutes the Swedish case study of activist narratives to elaborate on the problem of visibility of peripheral nodes if the network metaphor is taken seriously. Our analysis suggests a shift in the analytical gaze from the structure of the network to the character of narratives constituting it. Together with the study of the essential contextual factors (such as historical and socio-economic dynamics) for the narrative to evolve, it shows that the analytical gaze should be efficaciously placed in the circumscribed empirical area of mutual shaping between specific affordances of technological platforms and the discourses, stories and meanings sustaining contentious action.

CIVIC ELECTION MONITORING PLATFORMS FOR CONFLICT PREVENTION AND TRANSPARENCY: A CRITIVAL ASSESSMENT OF THE 'UCHAGUZI' PLATFORM'S EMPLOYMENT DURING KENYA'S 2013 GENERAL ELECTIONS

Wildermuth, Norbert

› Roskilde University, CBIT, Denmark

In my paper I will explore the implementation of citizen-led initiatives to crowd-sourced election monitoring and conflict prevention based on recent field work in Kenya. In specific, I will present and discuss major challenges for the scaled-up utilisation of digital networked ICTs (i.e. social media, networked/online applications and mobile phones and their 'hybrid' combination with traditional media) with reference to Uchaguzi, a joint initiative of Ushahidi, Hivos, Creco, Umati, and SODNET, which has been implemented during the recent general elections in Kenya. The initiative sought to deliver unprecedented collaboration between election observers (the CRECO platform of Kenyan NGOs) and ordinary citizen's to monitor the Kenyan March 4 general elections in near-real time. This effort, which was ended with the announcement of president elect Uhuru Kenyatta on Saturday 9th of March, resulted in close to 4.435 verified and online distributed reports (see https://uchaguzi.co.ke/main) submitted by voluntary election observers and ordinary citizens, the ambition being to extend the common practice of traditional election observation by seeking to engage citizens in election monitoring as citizens can be a valuable source of information for

election observers to verify and amplify to the respective electoral authorities or security personnel in case of violence. Based on my empirical cases I will critically debate the growing popularity of ICT-facilitated social accountability, transparency, verification and monitoring mechanism, based on crowd-sourced evidence and their potential for social change. The paper will build on the theoretical framework of ICT-facilitated social accountability and transparency, that I have sought to develop in recent years, based on emprical research in Brazil, Kenya and Bhutan and summed up in my contribution to The Handbook of Development Communication and Social Change (2014), edited by Karin Gwinn Wilkins, Thomas Tufte and Rafael Obregon; Wiley-Blackwell.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 2. COMMUNICATION AND DEMOCRACY (A) - (NEW) MEDIA AND SOCIAL MOVEMENTS

› Room 5C, First Floor

THE MEDIA CONSTRUCTION OF SOCIAL MOVEMENTS: NATION, SOCIAL CLASS AND ENVIRONMENT

Prades, Jordi; Araüna, Núria; Gonzalo, Jan

› Rovira i Virgili University, Spain

The academic study of social movements, its meaning and social impact has shifted during the last decades with the spread of social networking sites and its role of some of the last demonstrations in various countries (15-M, Arab Spring, #yosoy132, just to name a few). According to some theorists, these (new) social movements have some particular traits such as the central role of youth or very young adults in the actions, a less doctrinaire organization and set of demands, and a network organization (instead of a hierarchical one). This conceptualization around social movements has led to label them as 'new forms of political organization'. Following this view, one of the main features of these organizations would be their stress on communication through a broad range of traditional and self-generated media, either by doing a massive use of new technologies, either by crafting professionally elaborated discourses and images. These audiovisual and textual products, as well as the processes involved, are attracting the interest of Communication and Media researchers. Beyond their demands and ability to vertebrate themselves though new media and social networking sites, social movements need to build their identity through broad communicative processes in which participate diverse actors. In this sense, traditional media has still a relevant function in representing collectives as well as their claims and building legitimacy (or not) around them. Therefore, because of their reach and perceived accountability, the media portrayal of social movements is crucial for their social definition. This paper presents the results of the analysis of the media coverage of three decisive actions related to three different social movements in Spain, related to the identity axes of nation (the Catalan pro-independence movement), social class (the Platform of Citizens affected by Mortgages - PAH) and environment (the protests against the transfer of fluvial water). Five different Spanish and Catalan newspapers and the two main public TV broadcasters coverage of these social movements were studied. The objective was to observe which the definition of these movements was, the narrative in which they were located, as well as the legitimacy built around their demands. The analysis of the material is still in progress, but first results point that Spanish media are extremely polarized when dealing with the pro-independence organizations, with the Catalan public broadcaster as well as some of its newspapers completely aligned with the protesters, while most of the Spanish media disregarding or completely against these. Instead, the social class movements (PAH) are those which attain more media support and legitimizing portrayals, whilst the environmental movement is often disregarded or depicted more ambiguously, often as not enough knowledgeable. These media discourses are influenced by a context which is impoverishing a substantial part of Spanish society and, at the same time, affects the perception of the movements' own claims.

SOCIAL MEDIA AND THE CULTURE OF PROTEST: THE DISCOURSE OF THE ONLINE MOBILIZATION IN ROSIA MONTANA CASE

Coman, Cristina; Coman, Mihai

› University of Bucharest, Romania

The Romanian town Rosia Montana entered the environment activists" radar in 1999, when the Rosia Montana Gold Corporation (part of the Canadian company Gabriel Resources) received a license to exploit gold and silver by using cyanide. According to the company's plan the extraction meant a series of negative effects: mining four mountains, replacing Corna village with a cyanide decanting lake, moving 800 houses and also according to the projects' opposition affecting the seven kilometers of Roman époque galleries archeological patrimony. More than a decade later the subject entered the agenda of national public debates, due to the political battles started in 2012 and 2014 and the Ponta government proposal to promote a law promoting the exploitation. The battles to conquer the public opinion materialized in both mass media and on the street (http://rosiamontana.org/ro/istoricul-campaniei-salvati-rosia-montana), online and offline, and were both spontaneous as well as delivered though sophisticated campaigns, elaborated by advertising and PR agencies (http://www.iqads.ro/articol/27114/pozitiile-agentiilor-care-au-lucrat-la-campaniile-de-comunicare-pro-si-contra). Due to the spontaneous reactions, social media created a counter public sphere, characterized by a popular, affective, mobilizing public. Social media set up a protest culture that favored great mobilizations for the 2013 demonstrations taking place each Sunday in the capital as well as other many big cities in Romania. The current paper analyzes the dominant representations from the discourses pro and against the project, as they appear in the online communities from blogs and Facebook, like United We Save, Rosia Montanta in UNESCO World Heritage or Romania without cyanide. Framing theory, and more specifically the newer development of this theory proposed by scholars like Nabi (2002) or Kim & Cameron (2011): emotions-as-frames serve as theoretical lenses for this analysis. This perspective is based on the idea that emotions can serve as frames for different issues due to their ability to guide the process of finding and negotiating the meaning of the any given information. In Nabi's (2003, p. 227) words: "repeated pairing of certain emotions with particular ideas or events eventually shapes the way in which one interprets and responds to those events that in turn affect one's worldview." The debates on social media revealed anger and sadness as dominant emotions. The qualitative content analysis helped us identify several major themes, which in turn concentrated in several dominant symbolical constructions (frames). These frames, meant to stimulate civic engagement against the project, took the form of "myths" such as the Savior, the sacred center of the nation, the Slayer, and the Apocalypse. References Kim, H.J. & Cameron, G.T. (2011). Emotions matter in crisis: The role of anger and sadness in the publics' response to crisis news framing and corporate crisis response. Communication Research, 38: 826-855. Nabi, R.L. (2002). Anger, fear, uncertainty, and attitudes: A test of the cognitive-functional model. Communication Monographs, 69: 204-216 Nabi, R.L. (2003). Exploring the framing effects of emotion: Do discrete emotions differentially influence information accessibility, information seeking, and policy preference? Communication Research, 30: 224-247

GEZI PARK PROTESTS IN TURKEY: RHIZOMATIC CONNECTIONS AND RIGHT TO THE CITY

Mehrabov, Ilkin

› Karlstad University, Sweden

The general aim of this article is to look at the Gezi Park protests which happened in Turkey during the summer of 2013 and conduct analysis in relation to the activists of the protests during the pre- and aftermath of the events. Protests started in late May of 2013 when Gezi Park, a small park located in Taksim Square area of Istanbul and one of the very few green areas left in the city center, decided to be demolished by municipality for the sake of building a shopping mall. Starting with a bunch of environmentalists, who at the beginning were using traditional tactics employed in such events such as chaining themselves to trees and camping in the area, events grew into the series of huge and unprecedented

protests swapping the whole country in a matter of days due to the police brutality and violation of human rights of protest pioneers. Within this vein article tries to conduct visual content analysis of photo images and videos of protests happening mainly in Istanbul, Ankara and Izmir, three biggest Turkish cities, to create a typology of protesters - thus mapping and categorizing oppositional tendencies within the contemporary Turkish political and initially non-political movements and activist groups; and identify their relations with each other throughout the specific time period of summer 2013. Two concepts are used to form the general theoretical framework and are tried to be applied to Gezi events. The first concept is 'rhizome', a term borrowed by French philosophers Gilles Deleuze and Félix Guattari from biology to describe a system where "principal root has aborted, or its tip has been destroyed; an immediate, indefinite multiplicity of secondary roots grafts onto it and undergoes a flourishing development" (Deleuze & Guattari, 1987, p. 5). The second concept of theoretical background will come from the 'right to the city', a notion firstly introduced by influential French philosopher Henri Lefebvre in mid-1960s, and later on further developed by respected American geographer David Harvey in a series of books and articles. Alongside with these two principal theoretical concepts that form the main roof of the analysis, the historiographical account of environmental protests in Turkey and how they were academically analyzed in previous publications is also presented. A thorough literature review of Gezi events coverage is exhibited as well, thus enabling a look at the media framing of the events - which to some degree were said to be influential in initial activist cohesion and later protest grouping dissolutions. Deleuze, G., & Guattari, F. (1987). A thousand plateaus: Capitalism and schizophrenia. Minneapolis, MN: University of Minnesota Press.

NETWORKS OF COLLECTIVE POWER: (NON)MOVEMENTS AND SEMANTIC NETOWRKS

Zlatanov, Biser
› Sofia University, Bulgaria

The aim of this paper is to outline the under-researched contexts of social dynamics, structure and interactions in the social and semantic networks in recent protest (non)movements. The paper is focused on the online social networks empowered during recent collective actions against monopolies in Bulgaria in 2013 that were first ignited in Facebook and had important repercussions in society. We apply network approach to determine main deviations of the context in protest groups and mainstream media representations. Methods of social network analysis are applied using raw data from 12 open Facebook protest groups which consist of over 46 000 registered users (inevitably includes fake accounts). Through software application designed for the study it was possible to extract all the communication that took place during the active protest period — 28 January to 16 of March 2013. Social networks are constructed and analyzed using people centric models of communicators in open groups who shared their opinions in Facebook . We have been able to evaluate the most influential nodes and communities using statistical methods and graph visualization. Metrics include centrality indices in graphs: eigenvector centrality, degree of connectivity, betweenness and closeness among other measures. Content-centric approach is used to evaluate the semantic networks and associative paths to construct the collective memory of protest. A simple model is designed to uncover associations in Facebook posts. The model combines objective and subjective method of semantic network analysis. Objective method used unstructured text and stemming algorithm to outline communities of words, but isolates us from the authentic context of the most used words. The subjective method controlled for the results from the objective analysis, filtering the most `contextually` rich words that are relevant to the study purpose. The results received during the study led us define the hypothesis of the networks of collective power. While there is a certain level of inequality in terms of social influence in networks, the effect was an increase in group adhesion and identity, establishment of social norms and unrestricted, i.e. non-excludable, social capital transfer. Additionally, neighbourhood effect in individual keyword search is observed and implies for a contagion diffused in neighbouring geographic regions. An inverted U-shaped curve of influence and polygamy — membership in different protest groups - ascribe certain level of thresholds and shows an important pattern of trade-off. The polygamy-monogamy dichotomy presented mixed results — while polygamy augments personal influence and communication efficiency, the most efficient and influential users were monogamist. The associative chain in collective memory presented conceptually different contextual uses and presumably symbolical nature of semantically (almost) identical words that would have been otherwise assigned similar meaning.

STOCKHOLM RIOTS IN THE MEDIA A STUDY OF COMMUNICATION STRATEGIES, DIGITAL NEWS JOURNALISM AND SOCIAL MEDIA

Nord, Lars
› Mid Sweden University, Sweden

Riots are common in world news, but riots in Sweden are not. Thus, the violent activities that broke out in some suburban areas outside Stockholm in the middle of May 2013 soon become top news around the world. For a couple of days there were clashes between young people and the police and cars were burned down in the area. After a few days of violence the situation returned to more or less normal, but instead inspired an intense public debate about the effects of segregation and social divides in the Swedish society. At the same time, other people argued that the riots were just expressions of usual criminal activities and without any social dimensions. The role of the media during riots has been studied for long time, both with regard to their role as possible 'mobilizer' of participants (Singer, 1970) and with focus on media framing of the causes and consequences of riots (Budarick, 2011). Due to the development of digital media platforms, crisis communication has observed the importance of social media for internal communication and networking during riots, but also the increased possibilities for authorities to monitor developments (Poell & Borra, 2011; Procter et al., 2013). Still, the role of social media in these situations are not clear, especially in relation to news media coverage and framing of the crisis. This paper intends to shed new light on digital crisis communication patterns during riots using the Stockholm riots in 2013 as a case study. The study examines communicative strategies of the most important actors during the crisis as well as content referring to the event in digital national news media and on specific social media platforms. Methodologically, the study is based on semi-structured interviews with official actors from the municipality, the police and other authorities as well as news editors in the national press. The results from the interviews are combined with quantitative content analyses of digital news media coverage and selected social media content during the riots May, 19 — June, 2, 2013. The paper identifies challenges and opportunities for crisis communication during riots and compares the framing of the riots in news media and social media. The police confirm the important role of social media in turning modes and opinions during the riots and in the targeting of key groups during the conflict. News pieces and blogs tend to cover involved actors and events in rather similar ways. When analysing the links between news media and social media, opinion pieces in the press such as editorials, op-eds, columnists and debate articles seem to generate much more attention than news journalism.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 2. COMMUNICATION AND DEMOCRACY (B)- MEDIA PRACTICES AND MEDIATED DISCOURSES

› Room 1.07, First Floor

THE INSTITUTIONALIZATION OF 'NEW MEDIA': A PARASITIC ACCOUNT

Merkelsen, Henrik[1]; von Platen, Sara[2]; Möllerström, Veselinka[2]

› [1]Dept. of Strategic Communication, Lund University, Sweden; [2]Dept. of Strategic Communication, Sweden

This study is about the institutionalization of 'new media'. A study of the institutional logics (Thornton and Occasio, 2008) of 'new media' could generate insights about the democratic potential of 'new media' that cannot be explained by addressing their technological capacity as a vehicle for democratic dialogue. The past decades' development in information and communication technology has been associated with a potential revitalization of democracy (Hacker & van Dijk, 2000; Mitra, 2001). The early research on the internet's potential for enhancing democracy was influenced by normative deliberative ideals (Habermas, 1989; Putnam, 2000) and envisioned a remedy for the failure of traditional news media in terms of 'the crisis of public communication' (Blumler and Gurevitch, 1995). However, along with the past decades of research and practical experience "early enthusiasm has given way to more sober or pessimistic assessments of the internet's potential for reconnecting political elites to citizens (Davis, 2010). While the explanations for the general decline in political engagement are many the early aspirations for the revitalization of this engagement were almost solely based on the internet's technological qualities concerning access and inclusion (e.g. Barnett, 1997; Tambini 1999) and continues to be so (Davis, 2010). This technological perspective on 'new media' contrasts the past decade's dominant perspective on news media as institutions. Since Cook (1998) and Sparrow (1999) the media routines and practices has increasingly been addressed through the lens of new intuitional theory (Ryfe, 2006). Although the concept of news media as the fourth estate has always pointed to a strong link between media and politics the institutional approaches to media research has created new insights as to how strong that link is (Cook, 2006). While the institutionalization processes of political institutions and news media has a long and common history, 'new media' has a short history — and it has no apparent link to politics. However, when following the theoretical inspiration from new institutionalism (Scott, 1995) it becomes clear that even 'new media' must have some kinds of operational logics that reflect an ongoing process of institutionalization. And that this institutionalization affects their democratic potential. This institutionalization process is studied through accounts from public relations practice. PR professionals belong to what Page (1996) termed 'professional communicators', i.e. governmental officials and news workers that mutually contribute to policy making and news making. Whether they serve as government officials or serve corporate or NGO interests PR expertise is closely associated to media practice in an almost parasitic relation where PR adapt client interest to the media logic. Due to a changed media landscape PR professionals have adapted their services and today present themselves as experts in 'new media'. Thus, accounts from this field offer a promising pathway for understanding the institutional logics of 'new media'. Data from PR agency websites, practitioner literature, professional training and qualitative interviews with Scandinavian PR professionals is collected in the spring of 2014.

THE DIVERSITY OF POLITICAL VIEWS ON RUSSIAN TV AND ITS PROJECTION IN WESTERN MEDIA. THE SWEDISH CASE

Petrov, Peter[1]; von Feilitzen, Cecilia[1]; Petrov, Peter[2]; Communication and democracy

› [1]Media and Communication Studies, Södertörn University, Sweden; [2]MCS, Södertörn Högskola, Sweden

There has been an essential difference in the manner of which the mainstream Western and Russian media have depicted the political situation in Russia during the last decade. The general picture by the big Western media has represented the state of freedom of speech in Russia as defective. The big Russian media (controlled by the state) have, on the other hand, pointed out that the standpoints of the Western media are ideological, aiming at destabilising Russia's geopolitical position and economic power. The economic crises of the 1990s in many post-Soviet countries have in this respect been used as a terrible warning. However, a review of critical Western theories suggests that the freedom of expression in the West is also defective, (i.a. Petrov 2012, see www.ppetrov.se). The critique directed towards Russia can be applied, with some adjustments, also to the media in the Western representative democracies. The diversity of intellectuals and other experts represented in a country's big media could be one relevant measure to be taken into consideration, when discussing freedom of expression and democracy, for instance from the perspective of Bourdieu's field theory. A preliminary review of the big Russian media indicates that — besides journalistic and professional politics — a broad spectrum of intellectuals with different background and political orientation are actively engaged in the mediated political debate. Similar diversity is in force also within the Russian state controlled TV-channels, reputed to be subordinated to the ruling political elite. In the paper we present some results from our studies carried out at Södertörn University during 2006-2009 and 2011-2014. The analyses aim at structuring the manifold of ideas and voices on political issues that are salient in the Russian media, especially focusing on the political TV shows and documentaries and the way in which the corresponding opinions (and the situation in Russia in general) are depicted in the Swedish media. The analysis aims at shedding light on the following questions: - Which subjects and themes from the Russian political and social reality — and to what extent — occur on the big Russian and Swedish TV-channels, respectively? - Which kinds of intellectuals and experts occur, in which contexts and which ideas are they bearers of? In our analysis these questions are translated into quantitative variables and addressed by way of multivariate analyses. Naturally enough, the Swedish media treat a limited part of the societal development in Russia. The aim of the analysis is, then, to find out the rules according to which the selection of themes, experts and perspectives from the Russian social life are represented in the Swedish mainstream media and how this selection of experts and perspectives is related to the Russian TV output. The results are discussed from a discourse-analytical perspective and are related to some established theories treating the media's representation of social reality, and to prevailing representations of freedom of speech. - Petrov, Peter (2012), "Freedom of expression. Ideals and realities", pp 108-122 in Media and Mass Communication, Volume 1. Info Invest, Bulgaria (Procedings of an international conference, Sunny Beach, September 2012.)

MEDIATING EXPERTISE

Pitkänen, Ville
› Centre for Parliamentary Studies, University of Turku, Finland

The use of academic researchers, media pundits and other experts has become very common in modern news journalism, and even more so during the last decades. According to recent studies, in some European countries the use of experts as news sources has nearly doubled from the 1990s to the 21st century. The starting point of this paper is that different ways of using experts and expert knowledge in news journalism may have serious implications to the functioning of democracy, yet there is surprisingly little research on the topic. This paper analyzes how the media uses experts in Finnish news journalism. The data consists of 5167 news articles gathered from the daily newspaper Helsingin Sanomat, from the news archive of the Finnish News Agency (STT) and from the television news of the National Broadcasting Company (YLE) during the year 2013. The data includes news articles published in the above mentioned media during first full week of every other month. The use of experts in news journalism is in many ways related to the actual power relations in society. Experts are often used to evaluate, comment and speculate topical societal and political questions. Even though the questions covered in news stories are often political by nature, expert commentaries in Finnish journalism are commonly treated as unbiased. This leaves a lot of ground to invisible exercise of power. By using experts as sources, journalists refrain themselves from commenting public matters directly, but they still get to choose more or less independently who will appear in their news stories. This means that journalists can either knowingly or unconsciously use expert opinions to legitimize their own perspectives. An ability to exercise power is also handed to the experts that are regularly used by the media. The neutral news format efficiently hides any signs of ideological or value-based evaluations or speculations, even though many topical questions are inevitably political by nature. Especially in politics, it is rather common that experts share their views about topics that have no connection to actual research. In this paper the uses of experts will be analyzed from two different perspectives. Quantitatively this study will describe how often experts are used in news journalism and who are qualified to perform as experts. Qualitatively this paper will analyze the ways in which the expertise is construed in media texts: Are expert opinions treated as facts or opinions and how the expert voice is related to other voices discussing the same topic?

CROSSROADS OR CLEARAGE? THE ROLE OF TWITTER IN MEDIATED DISCOURSE ON MIGRANTS IN GERMANY AND RUSSIA

Bodrunova, Svetlana; Litvinenko, Anna;
› St.Petersburg State University, Russian Federation

Technology-based hybridization of today's media systems (Chadwick 2011) not only fosters changes in media and communication cultures (Nygren, Dobek-Ostrowska, Anikina 2013) but also draws new lines of political and social cleavages (Bodrunova&Litvinenko 2013a). With media consumption being a factor of both fragmentation of public sphere and political mobilization, there's a growing discussion on what exactly the links between social tensions and new communication patterns are. Communication in blogs and social networks often leads to formation of closed-up communicative milieus with no spill-overs of agendas between segments of a hybrid media system (Bodrunova&Litvinenko 2013b), thus fostering Habermassian 'refeudalization' of the public sphere. Microblogging (especially Twitter) is more disputable in these terms, as it's believed to be a 'crossroads' of institutionalized, media-based, and user-generated flows of public discussion (Vaccari et al. 2013), thus opening new opportunities for democratization of deliberative processes. But for other scholars, it is rather a mainstream-dominated de-politicized milieu where politics is hardly relevant (Fuchs 2013: 190-192). Comparing political Twitter-based discussions may shed light upon whether there are common media hybridization features (agenda spill-overs, influencers' structure, and opinion polarization) in varying socio-political contexts (Adam&Pfetsch 2011). Migration is generally believed to be one of the most polarizing social issues. Migrant communities have been involved into social tensions, including violent riots, in countries with strong representation of title nations but also raising multi-ethnicity, such as Germany and Russia of 2000-2010s; being very different in socio-political and economic terms, both countries have faced significant Muslim- and CEE-based immigration. The aim of the research project is twofold: 1) to track the structure of Twitter discussions upon migrants/migration in terms of major clusters, major influencers and their institutional/personal status, and the role of Twitter for same-topic discussions in traditional media; 2) to define the framing structure of the discussions (and thus to develop a methodology for Russian- and German-language frame analysis of tweets). The hypotheses are that: 1) in both countries, the discussions are still polarized into pro- and anti-migrant clusters; 2) in both countries, Twitter accounts of traditional media play a much bigger role in initiating discussions on migrants than institutionalized political actors like parties, NGOs, or political leaders; 3) in Germany, the 'trampoline' role of Twitter new alerts (Mancini&Mazzoni 2013) is more evident; 4) in Germany, the discussion is less polarized, both in terms of cluster interconnections and framing. Mixed methodology of the project combines automated search&visualization with quantitative analysis of tweet datasets and qualitative reading of major influencers' accounts. Visualization is conducted via dictionary-based web-crawling. Frame analysis is based on three datasets of >1000 tweets each randomly selected from monthly hashtag-oriented uploads of >15000 tweets. The first two datasets are based on Russian/German comparison of migrant-hashtagged discourse; the third one is dedicated to the recent case of Biryulyovo bashings of October 2013. Preliminary results for Russia suggest that, indeed, discourse polarization is high, and media accounts play not only 'trampoline' but also 'unification' role interconnecting institutionalized and non-institutionalized discussants; more results are upcoming.

LOCAL MEDIA AND LOCAL JOURNALISM — CHALLENGES, OPPORTUNITIES AND THREATS

Mêcfal, Sylwia
› University of £ód¼ (Lodz), Poland

What are the challenges that local media face today? Are phenomena such as: civic journalism, niche journalism, alternative journalism or the combination of professional and civic journalism, opportunities for the further development of local media or are they a threat to the professionalization of local media? In my presentation I will attempt to discuss these issues within the context of culture - giving examples of local media situations in a variety of different countries (e.g. Poland, UK, USA, Germany, Spain). However, the primary focus will be on local media in Poland and I will examine what the biggest challenges are and how, and to what extent, the current processes in journalism and media influence local media. (e.g. can we talk about the mediatisation of local politics or rather the politicisation of local media). On the basis of my own qualitative research (case studies), I will show how complex the local relations are and the level of involvement of local journalists and local media owners in these networks of relations. This complexity of relations (media-politics, media-business, media-church, media-media etc.) might often be a cause of conflicts of interest (individual or institutional) or media bias. The term 'conflict of interest' has many different meanings which include a variety of types of conflicts of interest. In my study I use the definition suggested by Anna Lewicka-Strza³ecka (2005): A man (or an organization) is in a conflict of interest when the actions he/she takes are profitable to himself/herself or another actor (an organization which he/she is tied to), and at the same time these actions are against another organization's interests towards which he/she should also be loyal. Sandra L. Borden and Michael Pritchard (2001, p. 74) note that 'conflicts of interest in journalism arise in circumstances in which there is a reason to be concerned that the judgement and performance of journalists might be unduly influenced by interests they have that lie outside their responsibilities as journalists.' Journalists might be faced with different kinds of conflicts of interest: individual or institutional. It is important to remember then what their primary interest is — the public. The public is in fact the only principal, as Andrew Stark says. (2001, p. 342). All other interests: personal interest, institutional interest (so the employer's interest), individual interest (political or business) should be treated as secondary ones in this

profession. Local media (apart from fulfilling the usual role of media, i.e. providing information) are supposed to integrate a local community, be a certain agora for the community, for the citizens. However, those who are most often present in the local papers are politicians and businessmen, that is, people with vested interests rather than common welfare.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 2. COMMUNICATION AND DEMOCRACY (A) - JOURNALISM AND DEMOCRACY

› Room 5C, First Floor

NEWSPAPER COMPETITION AND CONGRUENCE IN GERMAN MUNICIPALITIES: WHICH KIND OF MEDIA ENVIRONMENT SERVES DEMOCRATIC ACCOUNTABILITY BEST?

Strippel, Christian[1]; Marcinkowski, Frank[2]

› [1]Freie Universität Berlin, Germany; [2]University of Münster, Germany

Our proposal starts from the assumption, that an increasing incongruence between political and media spaces in local areas is challenging democratic accountability of local governance. This is true for nearly all western democracies with 'liberal' (market-driven) media systems. In most countries we observe, on the one hand, growing media markets, indicating consolidations in the media industry. On the other hand we have a permanent reorganization of the political geography, which does not necessarily entail an appropriate reorganization of the local media structure. Both trends may lead to a more selective media attention for local politics, an increasing information gap between the political system and its citizens, a growing ignorance of political jurisdictions and finally less political participation, which would be a central problem for democratic governance.
The common wisdom in political science as well as in media studies says, that high quality media coverage of politics is crucial for democracy (Graber, 2003). However, the empirical evidence for media contributions to democracy is still insufficient, especially at the local and regional level of politics. For this reason we investigate the relation of local press coverage and municipal politics in all 111 urban and 301 rural districts ('Kreise') in Germany. The study is based on a survey of Snyder and Strömberg (2010), who created an congruence indicator for the fit between newspaper markets and U.S. congressional districts. Their data indicate, that the congruence of media markets and electoral districts leads to more press coverage of the local congressmen, affects the political knowledge, interest and participation by the citizens and enhances the political accountability of the congressmen. We now examine, how the congruence of local press coverage and municipal politics has evolved over the ten years 2002-2012 and compare it to the development of the classic feature of regional media structures on the performance of urban politics: newspaper competition (Lacy, 1989). The question here is: Which kind of media environment serves democratic accountability best? The results indicate that both features achieve positive effects on the political performance in different policy domains, with convergence being the slightly better predictor. Further our findings confirm the assumption of a positive correlation between the congruence indicator and the political accountability by the responsible politicians. We demonstrate that the congruence of local press markets and the municipal geography affects the performance of urban and rural politics in several policy domains (e.g. public debts per capita, hospital facilities, elementary schools per capita and disposal facilities). In our talk we present those data in detail and discuss them from a democratic theory perspective. References: Graber, D. (2003). The media and democracy: Beyond myths and stereotypes. Annual Review of Political Science 6: 139-160. Lacy, S. (1989). A Model of Demand for News: Impact of Competition on Newspaper Content. Journalism Quarterly 66: 40-48. Snyder, J. M., & Strömberg, D. (2010). Press Coverage and Political Accountability. Journal of Political Economy, 118, 335-408.

THE DEMOCRATIC POTENTIAL OF TABLOIDS: FOCUS AND DIVERSITY OF POLITICAL NEWS IN TABLOIDS AND BROADSHEETS, ONLINE AND IN PRINT

Jacobi, Carina

› University of Vienna, Austria

Tabloid newspapers are read by many, but have a bad reputation among elites for their allegedly low amount of political information. This may leave their audiences insufficiently informed about politics, a requirement for a well-functioning democracy. More recently, a re-evaluation of tabloids from a pro-democratic perspective has been attempted. This view suggests that tabloids may instead contribute to democracy because of their focus on common people, which makes them an alternative public sphere in which non-elite people can discuss the issues they consider relevant. From this alternative public sphere, new issues can be brought on the agenda of elite media and political actors. Tabloids may thus indirectly help non-elite people to make their voices be heard by those in power. This positive perspective on tabloids has thus far been limited to theoretical contributions and qualitative studies, but has never been studied quantitatively. This means we cannot yet say to what extent this democratic potential of tabloids is realized in all their (political) coverage in a certain time period, or to what extent tabloids are actually different from broadsheet newspapers in this regard. Do tabloids focus on different political issues compared to broadsheet newspapers, and do they let different actor groups speak? And if so, does this then also make tabloids more diverse than broadsheet newspapers, which another important quality when evaluating them from a pro-democratic perspective? Lastly, given the potential that online media have for involving 'common people' in de news through their interactive features, do we see even more diversity in the online version of tabloids compared to the print version? And is this the same for broadsheets? This paper aims to answer these questions. As our data, we use the full political coverage of three Austrian tabloids, three Austrian broadsheet newspapers and their online versions, during six weeks of the Austrian National Election campaign of 2013 (N≈13.000). Especially during election campaigns, when the news is likely to influence people's voting behavior, it is important that political coverage is diverse and addresses the issues voters consider important. Articles were coded using computer-assisted content analysis using search strings in the AmCAT content analysis toolkit. We looked for the presence of actor groups and issues categorized into ten issue categories based on political cleavages. Preliminary results show that tabloids write more about ordinary citizens and coalition politicians than broadsheet newspapers do. Their issue focus is also slightly different, with less attention to cosmopolitanism issues and more attention for issues in the conservatism category. Diversity in tabloids and broadsheet newspapers is nearly equal. While tabloid newspapers were more diverse online than in their print edition, the diversity of broadsheet newspapers was lower online. An unexpected finding was that the amount of political news was not lower in tabloids than in quality newspapers. These results suggest that tabloids are not as politically disinterested as is commonly assumed, at least during election campaigns. Also, they do have a slightly different focus than broadsheet newspapers. Especially online, their contribution to diversity is notable.

"OUR PARTY IS PORTO" CASE STUDY: GRASSROOTS MOVEMENTS AND POLITICAL CHANGES

Balonas, Sara; Duarte Melo, Ana

› University of Minho, Portugal

"It is now claimed more and more that civil society, as well as business actors, are 'participating' in the global political processes that build future societies"(Cammaerts & Carpentier, 2005). Our purpose is to detected and analyse citizens' empowerment related to political sphere, emphasizing the relevance of networked publics instead of the term audience or consumer (Varnelis, 2008). Moreover, we aim to underline the relevance of grass roots movements in political contexts, not always visible for the main media analysts and political experts, as it appears to have happened in the last Portuguese elections for municipal elections, in 2013. Contrary to surveys and experts predictions throughout the campaign period, an independent candidate won the second largest chamber in

the country with an expressive percentage of votes: 39.25%. Rui Moreira, a citizen from Porto's upper class, became a front page issue in Portugal, but also through Europe and the United States of America, with highlights in The New York Times - "Outsider's Victory in Portugal reflects Continent's Discontent" (november 2013), in the Libération - "Rui Moreira, portocratie éclairée" (december 2013), amongst other international media. Powered by a movement of unsatisfied citizens, this political phenomenon emerged with no party support but supporting a citizen with intrinsic qualities that seem to be worth more than legitimate institutional powers. On one hand this fact reflects discredit in political party institutions, on the other hand the despair towards a financial, economic, social and political crisis. The most relevant feature of the candidacy was the emphasis on crowdsourcing: "The significant size of electoral victory and the diversity of its social base show that the citizens of Porto decided to put an end [...] to the historic compromise, so to speak, to feed democratic interchange " (Tavares, 2013). The campaign slogan - "Our party is Porto" — stresses a gap regarding the traditional political system and the established party framework and therefore an alternative perspective of democratic participation. The absence of a political structure support, led to limited resources and a strong dependence on the supporters commitment with some parallel on the change of the traditional communication paradigm political marketing, started with Barack Obama. The strategy involved the raise of a citizens' movement, in early 2013, with a print statement that subliminally evoked the revolutionary period that Portugal went through in the 60's. A pamphlet has been distributed from home to home and on the streets, was the lead-off, calling for participation in a text signed by known personalities of Porto, with the same prominence as anonymous names. A grass root movement played a critical role. From one-to-one until reach one-to-many, the civil movement gained ground also in social networks and led to an official proposal, presenting the independent candidate on 20th march 2013. Analysing social networks discourses and growing participation, it was perceptible the favourable opinion climate concerning a candidate that traditional media was still considering, until the end, an unpredictable winner. The aim of this paper is to analyse how the "invisible" discourse from civil society has grown in a parallel sphere, contributing to a surprising political change and providing a critical reflection concerning communication tools in this process.

DEMOCRATIC RELEVANCE OF JOURNALISM IN THE SOCIAL WEB: JOURNALISTIC HANDLING OF USER COMMUNICATION

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This contribution would like to draw attention to journalism's role in handling user communication in the social web as professional media outlets increasingly engage in social media communication by running their own corporate accounts. Previous research literature is often concerned with journalists' shifting role perceptions against the background of user generated content on news websites. Other studies focus on user discussion styles and their bearing towards democratic debate. However, the interplay between news-related user discussion on media outlets' social web platforms and journalistic handling of these user comments remains an under-studied aspect of journalism in the digital age, let alone the democratic relevance of such journalistic activity. This paper presents a theoretical approach, a research design and preliminary results of a case study in international broadcasting designed to tackle this research gap. The study's data collection is guided by an analytical grid distinguishing three modes of democratically relevant communication with varying levels of normative standards. Basic follow-up communication understood as informal, non-goal oriented everyday communication about mass media content is a potential vehicle of political opinion making that involves relatively low normative demands. Dialogue as a communication mode that requires dialogue partners to acknowledge mutual differences with the intention of dealing with issues on a joint basis through equal exchange is normatively more demanding. Discourse as an argumentation-based, rational mode of equal exchange geared towards consensus features even higher normative standards. How journalism practice is to facilitate these communication modes has been at the center of earlier academic efforts theorizing journalists, for instance, as "mediators" or "discourse advocates". A reassessment of these previous journalism conceptualizations in light of today's digital age and their extension to journalism under social web conditions completes the analytical grid. The grid is being implemented through content analysis of facebook pages and youtube channels run by selected editorial offices of Germany's international broadcaster Deutsche Welle, as well as through expert interviews with these offices' social media editors and senior news executives. While the content analysis retraces communication practices by covering initial journalistic output, user comments and the according response on part of the news organization, the interviews shed light on newsroom practices and strategic motives. Analyzed against the background of follow-up communication, dialogue and discourse the social web content and the statements in question become assessable with respect to democratic relevance. The study's findings on the actual democratic value of journalism in the social web — a growing sphere of journalistic activity where journalistic output is always embedded in a context of immediate, public and searchable reactions — aim at contributing to the discussion of journalism's future viability.

FROM POLITICS AND JOURNALISM TO PR AND 'PUBLIC AFFAIRS': DEMOCRATIC CHALLENGES IN THE NORDIC REGION

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Public relations consultants cover many areas of communication and perform different roles. One important business area concerns public affairs: stakeholders who want to influence political decisions and legislation buy advices and services concerning lobbying and media visibility. They seem to create new forms of political influence, shadow governments of 'consultocracy' (Kantola & Kananen 2013). The last decade this has become an expanding market in the Nordic Countries — and former politicians as well as journalists have got new career-routes as PR consultants and lobbyists. Personnel flows and 'revolving doors' between politics, PR-consultancies, think tanks, interest organisations and media organisations, as well as the lack of transparency concerning contracts and contacts, have both in Norway and Sweden led to proposals concerning regulation quarantine rules and regulation. This development is linked to the weakening of societal corporatism ('the Nordic model') and the strengthening of direct contacts between influential organisations and business groups in political decisions making (Rommetvedt & al. 2012). While large media organisations have reduced the number of journalists, the PR industry is still expanding (Allern 2011), increasing the potential media influence of such strategic actors. The theoretical framework is based on institutional theories of lobbying and the marketization of politics (Tyllström 2013, Miller & Dinan 2008, Davies 2002) and lobbying networks as an expanding institutional field, a network with a purpose (Barley 2010). This paper maps the recruitment of former politicians and journalists as consultants in Norwegian and Swedish PR- firms engaged in public affairs, and analyses the patterns of recruitment from different political parties and organisations. The mapping shows that several of the largest PR companies are able to organize advisory groups with consultants who have been members of different political parties and worked for different governments, including former ministers for both the Social Democrats and the Conservatives. Drawing on 20 in-depth interviews with 'policy professionals' belonging to the elite of advisors in public affairs, the paper explores the interviewees' perceptions of their new societal role and the potential challenges for democracy in relation to commercial lobbying advice. One conclusion is that the weakening of the membership base of the Scandinavian political parties seems to influence the career patterns: when a political party or alliance looses government power, PR firms and lobbying organisations are today viewed as attractive places to "stay in the game", increasing the possibilities to be regarded as potential candidates for future top positions.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 2. COMMUNICATION AND DEMOCRACY (B) - NEW MEDIA, NEW CHALLENGES

› Room 1.07, First Floor

BREAKING THE FILTER BUBBLE: EXPOSURE DIVERSITY AS A DESIGN PRINCIPLE FOR SEARCH AND SOCIAL MEDIA

Bozdag, Engin[1]; Helberger, Natali[2]; Karppinen, Kari[3]

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Search engines and social networks are examples of new intermediaries that play a pivotal role for users' access to, and choices between informational content. By offering basic search functionality, but also algorithmic or collaborative filtering and the issuing of personalized search results and recommendations, search engines and social networks can directly impact the diversity of information users are exposed to. The potential influence of these new information intermediaries on diverse information consumption is commonly viewed with concern and suspicion. This paper argues, however, that information intermediaries can also be designed in a way to stimulate more diverse exposure to information, and the paper will make suggestions for principles of 'diversity sensitive design'. Suggestions for diversity sensitive design require a further conceptualization of the concept of exposure diversity. Despite its centrality to media law and policy making, for the time being, there is no generally accepted, consistent definition of exposure diversity, neither at the European nor at the national level. Such a conceptualization will need to take into account political theories about the function of media diversity in a democratic society, as well as the normative and media policy context in which media diversity, as a normative goal, is being situated. Developing this conceptualization will be subject to the second part of this paper. Informed by these insights, the third part of the paper will give concrete examples from Computer Science / Human Computer Interaction fields. These include adding challenging items to users' newsfeeds by direct modification, displaying their (polarized) information consumption habits for self-reflection, changing the words used in the headers of opposing viewpoints in order to make them more attractive, showing pro/con arguments for a topic, etc. The fourth part will then turn to a discussion of the ethical and normative implications of designing for diverse exposure. Combining the insights from three different perspectives — ethics, democratic theory and media law and policy — this paper will provide a discussion of where the border line lies between socially, politically and ethically acceptable persuasion and inacceptable manipulation. In which constellations would diversity sensitive design pose an unacceptable threat to established values and fundamental freedoms such as the right to privacy and freedom of expression, including the freedom not to receive information? What safeguards would need to be in place in order to maintain users' autonomy? And finally, what role can policy and law have in promoting/mandating forms of diversity sensitive design, and where are the constitutional limits to such legal mandates?

BRANDING THE CITY THROUGH NEW MEDIA — IMPLICATIONS FOR PUBLIC PARTICIPATION

Cassinger, Cecilia; Thelander, Åsa

› Lund University, Sweden

Public participation in democratic societies is a question of having the right to contribute to meaning formation and to be able to access various systems and structures of communication through which the own needs and desires can be articulated (Deetz, 1992). In the pursuit of widening public participation and engagement in community life, new and social media are increasingly employed in branding efforts undertaken by city governments (Florek, 2011). City branding takes its theoretical foundation from commercial brand strategies — even though it is not the same thing (Pasotti, 2010). Various frameworks for city brands have been proposed that highlight the differences in applying commercial brand strategies in the public sector (Kavaratzis, 2004; Ashford & Kavaratzis, 2009). The purpose of this paper is to examine how citizens make sense of participating in city branding involving new media and what the consequences for their experiences of public participation may be. The argument builds on a qualitative study consisting of in-depth interviews with citizens partaking in a campaign to brand a Scandinavian city through the online photo sharing and social networking service Instagram, as well as visual analysis of the posts (Rose, 2012). The findings point to an inherent conflict between city branding and public participation. This conflict is especially visible in how citizens assume responsibility to promote the city as an attractive destination for external audiences and for creating certain types of posts that will generate high number of likes. New media is often referred to as a less controlled and empowering form of communication (e.g. Florek 2011). In this case, however, the communication process was found to be governed by a disciplinary form of control. City authorities provides disciplinary structures embodied in the expectations of posts and the structure of Instagram as media. Branding the city through new media, therefore, appear to empower citizens and contribute to novel expressions, while at the same time producing an apolitical space where the established imaginings of the city are strengthened. References Ashworth, G. & Kavaratzis, M. (2009). Beyond the Logo: Brand Management for Cities. Brand Management, 16, 520-531. Deetz, S. (1992). Democracy in an age of corporate colonization: developments in communication and the politics of everyday life. Albany: State University of New York Press. Florek, M. (2011). Online city branding. In K. Dinnie (ed.) City branding: theory and cases. Basingstoke: Palgrave Macmillan, pp. 82-92. Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. Place Branding, 1(1), 58-73. Pasotti, E. (2010). Political branding in cities: the decline of machine politics in Bogota, Naples, and Chicago. New York: Cambridge University Press. Rose, G. (2012). Visual Methodologies: An Introduction to Researching with Visual Materials. London: Sage.

POLITICAL ENGAGEMENT IN TRANSITION: EXAMINING COMMUNICATION PRACTICES AND ENACTMENTS OF CITIZENSHIP IN A COMMUNITY MOVEMENT

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› [1]University of Minho, Portugal; [2]University of Lisbon, Portugal

Against a backdrop of ineffective governmental policies to address climate change, the Transition movement aims to develop responses to the issue at the community level while enhancing resilience and local connections. Inasmuch as members get involved in debating matters of collective significance, such as energy and climate change, and acting upon them, we look at participation in Transition initiatives as a form of political engagement. While social movement theory has focused on aspects such as resource mobilization, political opportunities and collective identities, our approach is to focus on the relationship between communication practices and political engagement. We try to respond to the following questions: How have Transition initiatives communicated about climate change? How have they (re)defined the meaning of the issue in the kinds of responses they promote? To what extent do such discursive and material practices create new political spaces for citizens? How is citizenship also being redefined through participation in Transition initiatives? Thirty-nine interviews were conducted with 'facilitators' of Transition initiatives in Portugal in 2013 and 2014. Two in-depth case studies of two initiatives (one in an urban context and one in a rural one) involved interviews with around 20 inhabitants in each of the relevant localities. We also conducted an extensive analysis of websites and online as well as offline materials of these initiatives. In this presentation, we will focus on interviews with facilitators, which were analysed with a purpose-built analytical framework inspired by Critical Discourse Analysis and Discursive Psychology. Preliminary analysis suggests that facilitators of Transition construct climate change as a challenging issue with many reporting avoidance of the issue in the communication efforts of their local Transition initiatives because it 'deters citizen engagement' or mentioning negative experiences with communication focused

on this issue. Instead they highlight topics that are said to be 'easier' such as food sovereignty, traditional crafts and the local economy. While most initiatives have been successful in getting people to participate in various types of activities, such as conferences, workshops or urban allotment gardens, facilitators experience difficulties in mobilizing citizens at deeper levels and securing continuous commitment to the initiative and its causes. They refer to 'creating community' as an important goal, although a slow one to fulfil. Still, interviewees generally evaluate self efficacy positively mostly claiming that they are contributing to change 'by doing' (something differently). They also highlight the personal process of 'inner transition' with a view towards becoming more coherent with the values that are advocated in the movement. Citizenship and political engagement are thus enacted through material and communication practices that are said to be building stronger communities and empowering people through developing their skills and their awareness of locally-relevant matters. Some of the biggest challenges that are mentioned are achieving and sustaining engagement of significant numbers of people and developing adequate governance strategies in dialogue with political powers.

WEB SOURCES OF POLITICAL INFORMATION: DOES INTERNET CHANGE THE WAY POLITICAL ENGAGED UNIVERSITY STUDENTS GET INFORMED ABOUT POLITICS?

Pedro Sebastiao, Sonia
› ISCSP ULisboa, Portugal

The main purpose of this study is to understand which web sources are used by Portuguese Youth to get informed about politics. To collect information in order to understand how internet is perceived by political engaged university students as a source of political information, a convenience sample was castoff combining personal contacts for the recruitment of political engaged university students and snowballing technique promoted by those students that have asked their acquaintances involved in Youth Parties or interested in political issues to answer the questionnaire. The survey was made available online using a googledocs spreadsheet and it included topics such as: preferred form to get informed about Portuguese politics; main source of recommendation for political contents; internet political information source to recommend a friend; contribution of internet in motivation to participate in politics and overall web contribution to political participation. The importance of this study is two-sided. On the one hand, it considers a convenience sample of young university students previously engaged in political youths (associated to Portuguese political parties). Previous studies involving this kind of sample were not found. On the other hand, this study is related to the understanding of internet use as a political information source by young citizens. A source of political information may have two different fonts: a personal base (family and peers originally studied by Katz & Lazarsfeld, 1955) arising from primary relationships, marked by strong and close ties, and characterized by trust, credibility and proximity (studied for example by McNair, 1995/2000; Barber, 2003); and an impersonal base (Mutz, 1998) emanating from formal and mediated relationships, mainly established between the individual and media or other organizations which answer to the need of broad information. Impersonal sources of political information are characterized by weak ties and dominated by experts (Blumler & Gurevitch, 1995). With the new information society it is possible to identify a third source of information which can be defined as a hybrid source since it gathers weak and strong ties and can arise from primary and organizational fonts. This hybrid source is the web, used in political campaigns and in day to day life to inform and mobilize citizens to causes and to public issues. But is the internet changing the way political engaged university students get informed about politics?

MEDIA PRACTICES THAT EMPOWER: UNDERSTANDING POLITICAL REMIX VIDEOS AND THEIR RELATION TO CIVIC ENGAGEMENT

Neys, Joyce; Jansz, Jeroen
› ERMeCC/Erasmus University Rotterdam, Netherlands

This paper aims to contribute to a further understanding of the relationship between contemporary forms of civic engagement and political participation (e.g. political games, political remix videos) on the one hand and citizenship and democracy on the other. More specifically, we investigate to what extent new forms of media practices can contribute to or be an expression of civic engagement. A growing body of research over the last decades has resulted in seemingly conflicting conclusions about the state of contemporary Western democracy (decline in participation (e.g. Putnam, 2000; Ward & de Vreese, 2011)) vs increase in digital engagement (e.g. Boulianne, 2009)), different (re) formulations of citizenship (e.g. actualizing vs dutiful citizenship by Bennett, 2008; Bennett et al., 2009; Bennett et al., 2011) and the role of so-called new media (dystopian vs utopian views) in these developments. More importantly, however, the question if, and if so how, (new) media practices can and should empower citizens and what this entails for democratic societies is not sufficiently addressed. Using Couldry's (2012) conceptualization of a Social Theory of Media Practices we aim to frame and further conceptualize how new media practices could empower citizens. In our theoretical approach we incorporate both macro and micro levels in order to provide an integrative understanding of the importance of conceptualizing the process of communication as a practice that affords empowerment. Thus conceived, structural considerations on a system level are clearly linked to considerations of agency on a more individual level, while also taking the codependence of the two levels into account. Taking previous empirical findings as a point of departure (de Grove et al., 2012; Neys & Jansz, 2010; Neys et al., 2012), we propose a two-tiered conceptual framework that further justifies and illuminates the centrality of the processes of communication. First, using the concept of Voice (Couldry, 2010), we show how processes of communication can mediate individual empowerment, in particular because of the opportunities for 'talking back' offered by new media platforms. In this paper we focus on Political Remix Videos, where citizens reappropriate popular culture to create critical readings in the form of short remixed videos shared online. In order to account for dynamics on a more structural level we take social facilitation (i.e. the importance of talking about a media text with friends and family over time) into account as well. Results clearly indicate the importance of social facilitation with regards to increased civic engagement and positive changes in political interest. As such, we offer a substantial contribution to a further understanding of the powerful concept of new media practices to understand the dynamics and performance of contemporary citizenship.

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15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 2. COMMUNICATION AND DEMOCRACY (A) - ALTERNATIVE AND CITIZEN MEDIA

› Room 5C, First Floor

"IT'S IMPORTANT THAT WE HAVE A VOICE!" EDUCATIONAL APPROACHES OF CITIZEN-CENTERED MEDIA ORGANIZATIONS WITHIN THE CONTEXT OF RECENT PROSPECTS AND CHALLENGES OF COMMUNITY TELEVISION

Gruenangerl, Manuela
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Ideas of social protest, minority engagement and counter-positioning to mainstream media remain core elements of community television. Local and regional orientation goes hand in hand with self-chosen social commitments and accountability to communities which are barely targeted by traditional media organizations. How these social demands are articulated and realized by community television organizations can be, however, very different. If low-threshold-access to media production, the provision of knowledge and skills or the delivery of alternative information is the central and prevailing element of an organization's identity is not solely a question of self-positioning and identity shaping. It is highly determined by financial constraints as well as the overall legal and regulatory framework of the broadcasting sector. Hence, it often results in precarious circumstances for small-scale media organizations (Coyer/Hintz 2010: 279). Based on considerations on the relationship of media and democracy, often discussed as an implicit "social contract" (Strömbäck 2005: 331), the empirical and internationally comparative study presented in this paper is theoretically grounded in normative democratic theory and the discussion of media's role and tasks in and for democratic society. The question is raised if and how such normative demands on the democratic role of media, which are rooted in the traditional understanding of media's journalistic obligation, are applicable to media organizations that do not exclusively or primarily follow the principles of journalistic professionalism but prioritize other democratic values (such as public access, participation, minority orientation, etc.) This paper presents preliminary findings on community television organizations in four countries (Denmark, Austria, Canada, Australia) including both an analysis of the media policy framework and qualitative interviews with community television staff, producers and volunteers. It focuses on community media organizations with a specific, well defined target group (e.g. young people, minorities or local communities) and one of their core values: the educational approach. Self-empowerment through practical trainings and other skill-sharing activities as well as the strengthening of employability on the side of staff, producers and volunteers in these cases are core elements of the potential social benefit of the third sector. The findings show that the motivation for an educational approach in the self-concept of the stations and the actual realization in day-to-day business can be quite different and are highly dependent on the availability of both financial and human resources as well as a favorable media policy framework. The examples of community television organizations from these four countries range from top-down-approaches of classical knowledge transfer aiming at reaching certain predefined standards (often regarding technical or quality aspects) to truly participatory approaches, where volunteers benefit from skill-sharing processes which they determine themselves to a high degree fortifying civic engagement and individual self-development. COYER, Kate/HINTZ, Arne (2010): Developing the "Third Sector": Community Media Policies in Europe. In: Klimkiewicz, Beata (ed.): Media Freedom and Pluralism. Media Policy Challenges in the Enlarged Europe. Budapest/New York: Central European University Press, 275-297. STRÖMBÄCK, Jesper (2005): In Search of a Standard: four models of democracy and their normative implications for journalism. In: Journalism Studies. Vol. 6, N° 3, 331-345.

COMMUNICATIVE MEMORY OF IRREGULAR MIGRATION IN EUROPE: THE RE-CIRCULATION OF NEWS IMAGES ON YOUTUBE VIDEOS

Horsti, Karina
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This paper scrutinizes 23 user-generated YouTube collage videos produced from 2006 — 2010 that mix popular music with news images of irregular migrants and the tragedies at Europe's borders. The qualitative textual and visual analysis combines two perspectives to media as practice: the analysis of representation and the analysis of mediated circulation. The paper examines how the videos represent migration and what kinds of meanings they (re)produce. Moreover, to examine the social significance of media representations, the presentation discusses them in the context of collective memory. In media saturated societies, mainstream media and new social networking sites are crucial spaces where collective memory is performed. A coalition of European activists estimated over 17,000 migrant deaths at the borders of Europe since 1993. 'Boat migration' in southern borders surfaces as iconic depictions of immigration in European media, creating trans-regional imagery where emergency and disruption merge with repetition. This hegemonic visuality conceals the more typical form of irregular migration — overstay of visas. Nevertheless, while 'boat migration' is highly visible in European media, the tragedies of dangerous travel are rarely commemorated in the form of days of remembrance or memorial sites. The analysis shows how the media practice of circulating news imagery in a new context (re)constructs European collective memory in light of tragic deaths in southern European borders. The videos are communicative reactions to emotionally disturbing news images of suffering — publics' re-articulations of migration and migration control. The case of YouTube collages exemplifies that popular engagement with news images is a complex media practice in which people perform citizenship by creating communicative collective memory. On the one hand, audiences deny their participation in the European border control regime in creative ways. On the other hand, these creative expressions are constrained into the existing mainstream media framings and entertainment economies. Nevertheless, noticing this type of citizen agency is crucial particularly since non-performance of memory in relation to contemporary migration tragedies dominates European public spheres. Therefore, regarding the question of what can be remembered of contemporary undocumented migration in the future we should not pay attention only to archives, such as news archives but also examine the myriad online cultures. Communicative memory in the age of networks and new technology is characterized by hyper-textuality without cohesive structure of narrative. Popularity, search engine algorithms and social networks link fragmented pieces of the past to one another in complex networks of communicative memory.

CITIZEN JOURNALISM AS AN AMPLIFIER FOR DEMOCRACY? TWO CASE STUDIES FROM RURAL GERMANY

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New media such as social networking platforms have led to a re-examination of legacy media in different contexts. The following article addresses the implications for civic engagement in rural areas. Rural areas have often been ignored and considered as peripheral in the dominant political discourse. However, there are some regions that face considerable challenges, in Germany primarily the Eastern part of the country (Margarian/Küpper, 2011). A virulent problem is the disappearance of regional newspapers. Instead advertisement based papers and - in the worst case - right-wing extremism mimicry —propaganda papers are aiming to fill the existing void. The main aim of the study presented here was to outline the factors that facilitate community building and public connection (Couldry/Markham/Livingstone 2007). Theoretically the research project has been drawing on communication infrastructure theory (Kim/Ball Rokeach 2006) and "the storytelling neighborhood" (Ball Rokeach/Kim/Matei 2001). We analyzed two of regions, the district [Landkreis] of Ludwigslust-Parchim in the northern-east state Mecklenburg-Vorpommern and the district Vogtland in south-east Saxony. Our project partner implemented for each district a community newspaper, operated by citizen journalists (volunteers) and supervised by professional trainers. We studied this quasi-experimental setting with a multi-method design including secondary and content analysis, face-to-face interviews and CATI during fall 2011 and summer 2013. In each region, we examined four municipalities as an administrative entity with populations of 2,100 to 20,000. Firstly we conducted a thematic content analysis of the existing regional newspapers in both of the regions over the course of six months. Through the analysis, we carved out dominant local discourses. Subsequently, we interviewed 40 citizens of the eight municipalities with focusing on identification, engagement and media use. Finally we conducted a representative CATI survey (N = 702), analyzing local ties, social commitment and media use of the residents. Though residents do not use the regional and local newspaper as much as they did in the past, they have clear expectations: comprehensive information on political issues, classification and orientation with respect to their lives and the community. In respect to these expectations, citizens feel disappointed by the regional media. Especially among the young residents, however, the Internet with its social networks comes into focus for a broad and swift source of local information and print products are neglected. The content analysis confirmed serious functional deficits of the regional newspapers, e.g. a lack of diversity and issues and neglecting the citizens as actors in municipal affairs. At the same time, the local discourses identified in the regional newspapers (school closings etc.) often did not resonate with the concerns of the interviewed citizens. The survey showed that the solidarity of the citizens was correlated with their involvement in community activities. At the same time, the feeling of belonging was correlated with participation in elections. Newspapers, especially based on citizen journalism, facilitate discussion of local topics among citizens. This may increase citizens' commitment and civil participation.

MAPPING COMMUNITY MEDIA ORGANISATIONS IN ISRAEL

Nossek, Hillel

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Community media organisations are famously difficult to define, as this media field is high elusive and diverse. Also in the academic work on community media, there are several approaches, as Carpentier, Servaes & Lie (2003) have argued (see also Bailey, Cammaerts and Carpentier, 2007). At the same time there is a certain degree of consensus on a series of basic characteristics. Community media are frequently, and for good reasons, seen as organisations that allow the democratic to be translated into everyday life. As civil society organisations, they are locations where internal participatory-democratic cultures and horizontal decision-making structures are realised. As media organisations, in contrast to commercial and public broadcasters, they allow communities to participate in self-representational processes. These characteristics are nicely captured by Tabing's (2002: 9) definition of a community radio station as "one that is operated in the community, for the community, about the community and by the community." Of course, care should be taken not to romanticise community media as participatory heaven, as community media not always live up to the expectations that are created by these definitions (and the ideological ambitions embedded within them). In this paper we want to confront these definitions and approaches with the particular Israeli reality, where community television is the dominant model, and where community production groups are separated from the actual broadcasting organisations. Moreover, we also want to bring in the specificity of the Israeli political context, characterised by the existence of long-term national and international - ethno-cultural conflicts (Nossek, 2006). The role of community media organisations in the context of violent conflict has hardly been discussed (with a few exceptions, like Rodriguez' (2011) work in Columbia), while the particularity of this context raises structural issues about the identity of community media, as their relationship towards defining notions such as community, participation and democracy becomes complicated by the conflict itself. One example is the issue of the delineation of the community and the way the relationship with other communities is imagined within a particular community media organisation. The method that will be used to generate the data for this paper will based on a mapping of Israeli community media organisations (about 150 broadcasting groups). Through this mapping we will access the self-definitions of Israeli community media organisations, and their relations with the different communities in Israel. Grounded in this mapping, the particularity (and diversity) of the articulations of participation and democracy within these media organisations will then be analysed, showing the complexities of the community media field, and the ways that these complexities are handled by these Israeli community media organisations.

SCHOLARLY DISCOURSE ON ALTERNATIVE MEDIA: A GENEALOGICAL ANALYSIS

Reul, Robin; Paulussen, Steve; Maeseele, Pieter

› University of Antwerp, Belgium

The study of alternative media is a burgeoning research domain, with a growing number of case studies of contemporary and historical projects and an increase in theorising. Nevertheless, definitions are often limited to normative descriptions what 'alternative' is not: not capitalist, not conventional, not mainstream. It seems almost impossible to hit upon a concise but comprehensive definition of what exactly alternative media entail, the role they may play and their interactions with audiences. In this paper the evolution of 'alternative media' as a scholarly object in communication studies in the early 21st century is examined. This research continues on a number of recent innovative genealogical studies by Lowrey et al. (2008) and Borger et al. (2013) on respectively community and participatory journalism as objects of research in the field of journalism studies. The evolution of 'alternative media' as a scholarly object is analysed in 101 articles published in ISI-ranked communication scientific journals from 1955 to 2013. We use a combination of qualitative and quantitative content analysis to reveal trends in scholarly assumptions about and perceptions of alternative media practices and practitioners, norms and ethics, discourse, and audiences. This is done by looking at (1) the conceptualisation of alternative media and different ethical, societal, political, substantive aspects that are discussed, (2) the theoretical frameworks presented in articles, (3) language and tone (positive, neutral or negative) as well as different characteristics of article discourse, (4) research questions, hypotheses (e.g. normative or descriptive) and methods (e.g. quantitative or qualitative), and finally (5) results, conclusions and predictions. This study seeks to reveal potential gaps in alternative media scholarship. Based on a brief literature review, we believe research tends to atomize specific aspects of journalism as objects for study, ignoring its workings as a whole. Studies prefer 'elite' media and professional workplaces while neglecting regional, specialist and alternative media. We hypothesize that research comparing alternative and mainstream content or practice is rare. Additionally, we expect the general assumption on the benefits of alternative journalism for democratic purposes and citizenship risks

ignoring the existence of repressive alternative media and repressive aspects of progressive media. Finally, studies commonly appear to focus on media text in itself and to a lesser extent on producer identity and practices. We estimate that research is inclined to overlook how alternative media seek audiences, how these audiences use alternative media content and how 'consumers' of alternative media are potentially also 'prosumers'.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 2. COMMUNICATION AND DEMOCRACY (A) - DEMOCRACY, CITIZENSHIP, AND THE MEDIA IN QUESTION

› Room 5C, First Floor

THE CHANGING COMMUNICATIVE FIGURATIONS OF PUBLIC SPHERES. A CONCEPTUAL APPROACH AND EMPIRICAL FINDINGS

Hasebrink, Uwe

› Hans Bredow Institute, Germany

In the last years, many scholarly as well as professional publications and conferences in the field of media and communication have emphasised the rapid changes of the communication sector and its societal and cultural consequences. This is particularly true for the area of communication practices: the fast diffusion of new technical devices and the fact that many people from different social and cultural backgrounds embrace new interactive and individualised services lead to the assumption that public communication and public spheres as core prerequisites of democracy might be severely affected. However, the theoretical understanding and empirical evidence on these perceived changes and their consequences is all but convincing. In most cases change is operationalised as an increase (or decrease) in the percentage of people using certain devices or services or in the time devoted to them. This can tell us something about changes regarding the diffusion of the respective devices and services, while we cannot learn too much about substantial changes in communication practices and, even less, about changes of public spheres. In order to understand the current changes of communication practices and public spheres we will present a conceptual framework that links communication repertoires on the individual level of analysis with the communicative figurations of public spheres on the aggregate level of analysis. Communication repertoires are defined as the comprehensive pattern of communicative (mediated and non-mediated) references of an individual to other individuals and groups. This concept is strictly user-oriented, it emphasises the need to consider the entirety of communicative practices of a person, and it is particularly interested in the interrelations and specific functions of the components of the repertoire. The analysis of communicative practices as communication repertoires provides deeper insight into the interplay of old and new communications services and their meaning for the individual. Communicative figurations are defined as patterns of communicative interweaving by which social entities are socially constructed. They include a certain constellation of actors and a thematic frame that orients communicative action, and it is based on certain forms of communication and a certain media ensemble. The analysis of public spheres as communicative figurations provides deeper insight into the structures and processes by which public spheres are socially constructed. The two concepts are closely interrelated: communication repertoires are the result of the individual's communicative practices within the communicative figurations he or she is involved in; communicative figurations are based on the communication repertoires of the individuals being involved. Thus a repertoire-oriented analysis of communicative practices by which individuals relate themselves to different levels of public spheres (e.g. regional, national, thematic etc.) provides empirical evidence about the characteristics of the respective public spheres. In order to illustrate the fruitfulness of this approach for the analysis of changes in communicative practices and public spheres, we will present analyses of repeated representative surveys on patterns of media use ('Massenkommunikation' for Germany, 'Reuters Digital News Survey' for nine countries) that allow to identify changes of the communicative figurations of public spheres.

LEARNING FROM FEMINIST COUNTER-PUBLICS: CHARACTERISTICS OF THE DIGITAL PUBLIC SPHERE

Drüeke, Ricarda; Klaus, Elisabeth

› University of Salzburg, Austria

The Internet and especially social media have newly stimulated the debate on the structure and the characteristics of the public sphere. However, feminist scholarship is conspicuously absent from much of the theoretical debates. In our presentation we will show that feminist theories have much to offer when analyzing the relationship between the Internet, democratic participation and the public sphere. Based on a review of the major contributions to public sphere theory by feminist scholars (e.g. by Fraser 1989, 1990; Pateman 1989; Benhabib 1992; Landes 1992; Young 1990) and taking into account more recent developments in Gender and Queer Theory we will identify seven central lines of argument that have important repercussions for public sphere theory in times of globalization and mediatisation. Feminist theorists have questioned the dualism of public life and private sphere and challenged the rationale discourse as the sole basis of democratic participation. In addition they stressed the emotional underpinnings of public debates and shed light on the fact that performativity and staging have been central strategies in the quest of the women's movements (as its true for other subaltern or counter-publics) for gaining democratic support and changing public opinion. Furthermore feminist theorists developed a broader understanding of the political that extends far beyond a narrow institutional description of what constitutes political problems and political participation. This constituted a prerequisite for publicly debating such "private" issues as sexual exploitation, violence or pornography. In this context feminist theory led to the realization that the public sphere – understood as the realm, in which citizens decide on democratic procedures and negotiate social norms and values –, can only be realized by multiple publics. Access to the dominant public debates and to effective decision- making processes is unequally distributed. Different, subaltern publics, thus, are formed by citizens on the basis of shared experiences of exclusion and marginalization. In addition feminist theorists elucidated that the women's movements like other social movements was not national in scope, but that much of its historical success resulted from its transnational orientation. The focus of our paper is to discuss the more recent contributions to the debate provided by feminist scholars. Moreover, we will ask whether the prime characteristics of the feminist debate on the public sphere dating back to the 1970s can be usefully employed to ponder the issues raised in debating the character of the public in times of the Internet. Therefore in our conclusions we will reflect on the significance of these characteristics when reworking, reconsidering and re-analyzing such concepts as empowerment, citizenship and democracy.

›POLITICS‹ UNDER (DE)CONSTRUCTION? – YOUNG PEOPLE'S NEGOTIATIONS OF ›THE POLITICAL‹ IN MEDIATIZED EVERYDAY LIFE

Kruse, Merle-Marie

› University of Bremen, Centre for Media, Communication and Information Research (ZeMKI), Germany

How do young people communicatively construct and relate to ›the political‹ in mediatized everyday life and in which ways are different media significant in these processes? This paper discusses theoretical approaches and empirical findings of a research project on young people's everyday communicative practices concerning negotiations of ›the political‹. In light of recent demands for research on young people, ›politics‹ and media culture, it argues for (1) a broadened theoretical conceptualization of ›the political‹ and (2) qualitative, explorative

methodological approaches and research strategies. In terms of theoretical challenges, the paper suggests an analytical framework for negotiations of ›the political‹ in mediatized everyday life based on concepts from current mediatization research as well as recent discussions and critical approaches within Political Theory, Citizenship Studies and Cultural Studies that make reference to the works of Michel Foucault, Antonio Gramsci and Chantal Mouffe to deconstruct established notions of institutionalized politics. Hence, this analytical framework induces a broader understanding of ›the political‹, conceptualizing it as processes of a (re-)production and transformation of social order and power relations that not only take place in the field of ›traditional‹ politics but also on the level of (mediatized) everyday life. With regard to research methods, the paper takes up a subject-centered, explorative empirical approach towards (new) forms of involvement with ›the political‹ in the context of prevailing media change. On the one hand, this approach does not predetermine a certain notion of ›the political‹ but remains open for young people's own interpretations. On the other hand, it considers the whole spectrum of young people's transmedial communicative practices instead of limiting the inquiry to a single medium or format. The main focus of this paper is to discuss the challenges as well as the benefits of these theoretical and empirical considerations by referring to qualitative research among 14 to 17 year-olds in Northern Germany. More precisely, focus group discussions were carried out that included participatory elements such as picking up on thematic media contents created or collected by the participants. In this research, emphasis was placed on young people's political orientations as well as their shared social knowledge and self-positionings towards ›the political‹ and on the role different media play for these construction processes. Concerning young people's diverse practices of communicatively constructing ›the political‹ in mediatized everyday lives, first results underscore the importance of employing explorative research instruments that allow taking into account young people's own perceptions of what ›being political‹ means to them — and what they do not define as ›political‹ but can be considered as referring to ›the political‹ in a broader sense.

THE RADICAL RIGHT, THE MEDIA, AND THE AMBIGUITY OF 'DEMOCRACY': A DISCOURSE-THEORETICAL ANALYSIS OF VLAAMS BLOK/BELANG RHETORIC ABOUT THE MEDIA (1978-2013)

De Cleen, Benjamin
› Vrije Universiteit Brussel, Belgium

The media have been and remain central to the politics of and against the contemporary populist radical right (PRR). They are central to this political struggle not only as one of the main arena's for PRR and anti-PRR rhetoric, but also as actors in and as objects of the struggle. PRR parties have accused mainstream media of treating them unfairly. Competing political parties and anti-racists have criticised media's purportedly uncritical and excessive coverage of the PRR. And media have reflected on their attitude towards the PRR, navigating between on the one hand commercial imperatives, news values, and key journalistic values such as objectivity and impartiality, and on the other hand democratic values. Debate on how media should deal with the PRR has been an integral part of the discursive struggle of and against such parties, but has received only cursory academic attention. There is a relatively small body of — mainly quantitative but also discourse analytical — work on media coverage of the PRR, but this does not tackle how media coverage has been part of the politics of and against the PRR. Discourse studies has also paid ample attention to different aspects of PRR rhetoric, but has not systematically studied PRR rhetoric about the media. This paper presents a discourse-theoretical analysis (Carpentier & De Cleen 2007) of the rhetoric about the media of one of the historically most successful contemporary PRR parties in Europe, the Flemish Vlaams Blok/Belang (VB). It focuses on a number of critical discourse moments (Chilton 1987, Carvalho 2005) since the foundation of the party in the late 1970s in order to capture the continued struggle about how the media should relate to the VB. Studying media material and VB propaganda, it shows how the VB's rhetoric on the media is connected to the party's broader populist, nationalist, conservative and authoritarian rhetoric and to the continuities and changes in this rhetoric.

Given the centrality of the signifier democracy in VB rhetoric about the media as well as in the VB's opponents' views on the role of the media vis-à-vis the VB, the paper pays particular attention to the use of the signifier democracy in VB rhetoric about the media. This is connected to a broader strategy of claiming the signifier democracy. As a party accused of being undemocratic and therefore deserving a different treatment than other parties in the media and beyond, the VB has increasingly moved away from speaking about the media in a blatantly authoritarian fashion towards a populist and formally democratic rhetoric that is rather more difficult to deal with for the party's opponents in and outside of the media. The paper shows how the VB has turned the signifier democracy against its political opponents but also against the media, by accusing them of being part of a politically correct elite that is far removed from 'the people' and by accusing them of not living up to (democratic) journalistic values such as objectivity, impartiality, truth, and freedom of speech.

POSTERS

13 NOVEMBER

16:00 - 17:30
› Hall 4, First Floor

HOW THE NEWS MEDIA AFFECT TRUST IN MEDIATED POLITICS

Starke, Christopher[1]; Marcinkowski, Frank[1]; Kohring, Matthias[2]
› [1]University of Münster, Germany; [2]University of Mannheim, Germany

In complex societies trust in politics has become a crucial resource because stabilizes the political system and is regarded to be a key indicator of legitimacy (Easton, 1965). Political trust rests upon individual expectations in future action which evolve on the basis of people's practical experiences as well as on second hand information (Barber 1983). As people obtain most of their information about political issues through the news media, political trust has received increasing recognition in communication studies. We argue that the ambiguity of empirical results can partially be attributed to inconsistent concepts (e.g. "trust in government", "trust in politicians") and simplistic measurements (e.g. "How much do you trust...?") (Dekker, 2011). The contributions of our study to the existing literature are twofold: First, we introduce both a thorough theoretical derivation of the concept of political trust as well as an adequate empirical measurement. Second, we test our assumptions empirically by examining the influence of both the use of newspapers and TV news on political trust. Political trust derives from the expectations of individuals that politics will produce preferred outcomes and solve social problems (Gamson 1968). In modern multi-level governance those expectations are directed towards the political system as a whole, not towards single institutions or even personal actors (Luhmann, 1979; Giddens 1990). Based on these considerations we define political trust as expectations in the ability of the political system to provide favorable outcomes. Against this theoretical background we introduce an improved measurement of political trust and test its reliability using Confirmatory Factor Analysis. We further argue that mass media do not directly affect political trust but provide reasons whether or not to have trust in politics. Among those reasons are the recipient's evaluations of political decision makers as well as the perception of system characteristics such as procedural justice, responsiveness and transparency (Besley & McComas, 2005). Based on the personalization of mediated political communication (Van Aelst et al. 2012) we expect people's images of politicians to be a better predictor of political trust compared to perceptions of institutions and processes. Hence, we analyze how the use of newspapers and TV news affect the different trust reasons which in turn shape people's trust in politics. To test our assumptions we conducted an online survey with 500 respondents from Germany and analyzed the data using structural equation modeling. First, the results validate our scale

to measure political trust and therefore support our theoretical concept of political trust. Second, we find that the use of newspapers and TV Shows exert a positive indirect effect on political trust mediated by both people's evaluations of politicians as well as the perceptions of certain system characteristics. Our novel contribution highlights the great potential of political news content to increase people's trust in politics.

SOCIAL MEDIA AND TRANSFORMATION OF THE PUBLIC SPHERE IN THE SLOVAK REPUBLIC (1989-2010): THE CASE OF THE 2010 GENERAL ELECTION

Kumova, Katarina
› Università Cattolica del Sacro Cuore, Italy

We studied transformation of the public sphere in the Slovak Republic between years 1989 (the fall of communism) and 2010. We identified five significant phases of the transformation, which commonly coincided with changes in the political sphere. These changes influenced other actors of the public sphere, such as the civil society and mass media, prompting public sphere reconfiguration. In these years the democratic society was developing in many respects, but in spite of a large civic mobilisation at the beginning of the period, tradition of civic culture and participative democracy were not fostered. We identified the last phase of the transformation as starting in the lead-up to the parliamentary election of 2010, when for the first time social media were used to hold discussions, mobilise and organise protests by individuals, civil society and press with the aim to subvert the established political situation of the last governmental period: four years of corruption scandals, decrease in transparency and worsening minority groups conditions. Dramatic increase in the number of libel lawsuits every time press criticised the government, requesting high monetary compensation, caused a worry about the intention to economically deprive the free press. We present five important cases of campaigns held in the period: (1) a student protest against the patriotism law, (2) the campaign 'Cross Fico', (3) the case of the party SaS: a 'Facebook party', (4) the protest 'We like this country, we don't like this government' and (5) the case 'Shooty'. Even though it was not one of the selection criteria, considering the political and social climate, all of these cases had an anti-prime-minister and anti-government character. The main actors of these campaigns came from varied backgrounds – a political party, a journal and three civil actors. These cases were selected because of their considerable impact on the public sphere through social media. In this study a qualitative methodology was used, where all of the main actors of the abovementioned campaigns were interviewed by a structured interview. Considering the scarcity of available published sources, the information was integrated with the help Oľga Gyárfášová, a sociologist and professor at the Institute for Public Questions (IVO), and a sociologist and marketing professional Marián Timoracký. An analysis grid of the semiotic type was formulated in order to study the social media employed in each case. The turnout in the 2010 general election of 58.8% was a reversal of the previously decreasing trend in political participation in recent years. Even though it was not possible to measure the contribution of individual cases on the electoral result in Slovakia, social media had an undeniable impact on the public sphere, establishing a venue for opinion negotiation.

MEDIA PRACTICES AND SOCIAL CHANGE: RETHINKING CONCEPTS OF PUBLICS IN THE DIGITAL AGE

Raetzsch, Christoph; Lünenborg, Margreth
› Freie Universität Berlin, Germany

The confrontation of a predominantly political public sphere with ubiquitous publicness in social media challenges the identification of the public with political prerogatives and with a normative ideal of deliberation. As the media of communication diversify and become embedded in many quotidian social practices, the forms and structures of public discourse change toward more heterogeneous, agonistic and dissonant formations. One decisive consequence of this ongoing social change is that journalism's pivotal role in creating publics for issues of broader concern is no longer a given. Instead, the simultaneity of professional and non-professional modes of public communication creates new social orders in which dissonance and conflict account for the value of public discourse in general. Instead of bemoaning the demise of journalism in this new confusing communication environment, our paper develops a theoretical model of a dissonant public, in which the heterogeneity of media practices is interpreted as an important dimension of current social change. The connection between media and social change is integral to understanding how new media technologies are domesticated in new routines of communication. The concept of 'media practices' describes change as an ongoing process of transposing routines of actions (as cultural resource, performative procedure, narrative form) to new contexts. Media practices thus account for varying levels of agency both on the individual and the collective level. Because not every kind of mediatized articulation can claim relevance for constituting a (political) public, media practices establish a link between individual acts of appropriation and collective structures of articulation. In this view of publics as (communicative) practice, the prestructured routines of online social networks, for example, do not necessarily infringe on individuals' ability to articulate, organize and mobilize collective interests. Because media are embedded individually as social practices, structural restraints can also serve as resources for new forms of agency and empowerment. In our paper, we propose a theoretical model that promotes cross-cultural comparison of how quotidian media practices of individuals change processes of public communication, agency and political articulation. At the core of the model is a critical development of practice theories, such as Nick Couldry's concept of 'media as practices', structuration theory, and recent research on the 'mediatization' of everyday life worlds. Specifically, we are interested in how media practices on the individual level contribute to and shape collective processes of mobilization, political activism and the formation of political subjects.

THE DYNAMICS, DETERMINANTS AND LIMITS OF DEMOCRATIZATION IN EUROPE: THE CEE PERSPECTIVE

Balcytiene, Aukse
› Vytautas Magnus University, Lithuania

This paper makes several contributions to the arising debate of crisis and variations of democratization and media performance in Europe. It follows a normative approach to media analysis (McQuail, 2005; Christians et al., 2009), reviews its various tasks and functions, and questions whether (and in what ways) modern media contribute to public engagement and connectivity. As its first objective it provides a critical interpretation of the more universal trend entitled 'individuation of consumption', which recognizes serious risks and dangers that the changing conditions and social developments, such as individualization of media choices. media use and, by extension, of audience segmentation and media fragmentation, impose on the functioning of democracy in Europe. It specifically looks at the CEE experience – at transitional societies that are often described as lacking a sound and solid social and ideological basis, with weak economies and a political culture characterized by elite polarization and clientelism (Roudakova, 2008; Örnebring, 2012, Rupnik & Zielonka, 2013) – and makes a presumption that those countries seem to be highly susceptible to the negative effects of cultural and societal transformations. The paper combines two perspectives of analysis – institutional and cultural – and, by observing the particularities of contextual conditions in the selected CEE countries (captured through various quantitative and qualitative analyses), questions whether a perfect combination of contextual arrangements could be discovered to extend our knowledge about alternatives in democratization and media performance across the CEE. As its second purpose, this paper also studies what changes are encountered on the European public scene, and discusses what growing political disengagement, decline of public support to conventional party ideologies as well as other transformations are signaling about public political leanings and the role of media in this respect. All such developments, furthermore, are assessed taking into the account the effects that these transformations have on the structures and the functioning of democracy in Europe. The paper ends with the statement that although it seems that a certain point in European history has been reached when societal changes

and effects are passionately debated, openly discussed and well-thought-out, the results of all the examined developments, particularly of individualization, social discontent, alienation, and rising political and social polarization around Europe, will actually be seen only later.

CITIZEN PARTICIPATION IN NEWS REPORTING. AN ANALYSIS OF THE WEBSITES OF THE MAJOR SPANISH MEDIA

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Audience participation in the media is a key indicator to measure pluralism in a democratic state. At a time of crisis and media concentration, the voice of citizens can contribute to the improvement of the media system and, ultimately, of democracy. Participatory mechanisms can be considered instruments of media accountability, and are optimal vehicles to create public debates about journalism, editorial freedom and independence of the media. They can be considered essential requirements of the media in democracies. There are new ways of channeling social responsibility towards and from the media, added and overlapped to other classical mechanisms of self-regulation (codes of ethics, information councils or ombudsmen). These new mechanisms offer the possibility for citizens to participate in different ways, contributing to the debate and transparency of the media. Starting from the research project "Transparency and Media Accountability", funded by the Spanish Ministry of Economy and Competitiveness (CSO2012 - 39138), this paper aims to analyze the relationships of the major Spanish media with the audience through their web pages and to identify new instruments of accountability that the internet makes available to citizens. The study has examined digital versions of print newspapers, native online newspapers and radio and television channels, which have been selected taking into account strategic criteria such as their relevance in the Spanish communicative landscape and their average circulation or volume of their audiences, according to different measuring systems (EGM (General Study of Media), OJD (Diffusion Justification Office) and Kantar Media Audiences). Firstly, the interaction spaces of the readers of the media will be analyzed, so as the different points of contact between audience and journalists. Secondly, the dimension of citizen participation through websites will be described, taking in account content creation, publishing of news or photos, or the participation with reviews. Finally, the presence of innovative instruments of participation, which have emerged with Internet and the Web 2.0 (such as editorial blogs, online ombudsmen or the use of social media to monitor the quality of journalistic content), will also be thoroughly analyzed. This investigation will provide a description of the level of citizen participation in Spanish media as one of the guarantors of democracy. The project will lay the groundwork for a comparison with the European media accountability panorama.

LOCAL NEWSPAPERS AS 'PUBLIC CONNECTORS': CONSUMING AND SHARING LOCAL AFFAIRS NEWS ONLINE

Swart, Joëlle; Peters, Chris; Broersma, Marcel
› University of Groningen, Netherlands

Journalism's relevance has long been said to stem from its mediating role in connecting audiences' life-worlds to the public. Traditionally, media institutions were assumed to be the reference point for citizens to keep up-to-date on 'public affairs' and to be facilitating 'public connection' (Couldry, Livingstone and Markham, 2010). The aim of this paper is to ask how digitalization challenges this role of media as the taken-for-granted route for citizens' public connection, specifically focusing on the local level. Based on a content analysis of the 'most clicked' and 'most shared' stories by news consumers on the websites of two local Northern-Dutch newspapers, Dagblad van het Noorden and Leeuwarder Courant, we analyze the popularity of both consuming and sharing local public-affairs news online. Analyzing the 25 most clicked and the 25 most shared news stories every other day over a period of three months, these 4500 stories were coded in terms of topical content and local, national, and international emphasis. The findings reveal the discrepancies between 'clicking' and 'sharing' practices, as well as the emphasis on the 'locality' of public engagement and connection. Studying the most clicked and shared stories on local newspaper websites allows us to compare online public affairs news consumption on a national level, which has found to be low (Boczkowski and Michelstein, 2010), and consumption on a local level, about which far less is known. Furthermore, our study considers the relationship between the patterns of sharing and clicking public affairs news stories, and suggests that news consumers may be relatively more willing to share public affairs news compared to consuming it, because of a higher perceived usefulness to others. Local media are expected to provide citizens with background information needed to function in society, foster social integration and contribute to their sense of belonging as community-members. However, local newspapers experience rapidly declining circulations and subscription rates. Depending on aging audiences, they struggle to acquire new, young subscribers, who increasingly turn elsewhere for information. Potentially, citizens use alternative methods to fulfill their need for public connection, or perhaps they withdraw from local public affairs entirely. Either way, these changing dynamics of media production and consumption undermine this 'myth of the mediated center' (Couldry, 2012). Analyzing sharing and clicking of local online news consumers can help us to understand to what extent news organizations continue fulfilling their roles as public connectors, and sheds more light on the democratic consequences of citizens' new forms of public connection and civic engagement in the digital age. References - Boczkowski, P., & Mitchelstein, E. (2010). Is there a gap between the news choices of journalists and consumers? A relational and dynamic approach. The International Journal of Press/Politics, 15(1), 420-440. - Couldry, N. (2012). Media, society, world: Social theory and digital media practice. Cambridge: Polity. - Couldry, N., Livingstone, S. & Markham, T. (2010). Media Consumption and Public Engagement: Beyond the Presumption of Attention. London: Palgrave.

WHAT'S THE DOG WATCHING? EL PAÍS AS A SPEAKER OF ECONOMIC POWER IN LATIN AMERICA

Torres-Mendoza, Manuel
› University Pompeu Fabra, Spain

The social construction of reality (Berger & Luckmann, 1997; Potter, 1998) and its representation in the media (Hall, S. 1982, 1997) is conditioned by causes inherent to both journalistic routines (Tuchman, G. 1983) and external factors to the media (Shoemaker & Reese, 1994). The economic context in which the media operate can influence the way in which events are presented. Theories, such as the Political Economy of Communication (McChesney, R. 2008, Mosco, V. 2009), point to the economic dependence of the media as one of the most important determinants of its slant. This research focuses on economy editorials which express schemas and cognitive frames (Sceufele, B. & Scheufele, D. 2010) about the media as a journalistic enterprise. Editorials' functions are to: explain the facts, provide a background, predict future events and make judgments (Casals & Santamaría, 2000: 267-268) as well as provide arguments and persuade, by evaluating the actions of political actors or by recommending alternative actions (Van Dijk, 1992: 244). El País is the most important newspaper in Spain, owned by one of the largest media groups in this country: PRISA. This multinational has commercial interests in eighteen countries at Latin America. In this sense, its point of view about the multinational investments in this land is relevant because its watchdog nature. What does El País prefer to defend when it expresses its views about economic issues, democratic decisions by the Latin Americans Governments or the defense of the multinationals corporations? This paper pretend to show the ideological marks in editorials of in El País concerning economic issues and point out the recommendations made it by the daily. The methodology of this research draws on Critical Discourse Analysis (CDA) (Van Dijk, T. 2008, Wodak & Meyer, 2009) and Frame analysis (Matthes y Khoring 2008). Frames are structures which construc meaning in editorials by making connections between the theme, its evaluation and a recommendation. These elements are identified by statements about the issue because the approach

supports the idea that a frame is the sum of its elements, a reasoning plot. The decision of using this particular method was driven by the fact that the CDA and Frame allows access to the meaning of the media in a critical way. Results show that El País's speech advocates free market instead of respecting the sovereign decisions of Latin American governments.

A COMPARISON OF DEFECTIVE MEDIA SYSTEMS IN SOUTHEAST ASIA — THE MEDIA SYSTEMS OF MALAY-SIA AND MYANMAR

Radue, Melanie

› Friedrich-Alexander University Erlangen-Nuremberg, Germany

The acknowledgement of the systematic categorization of media systems started with the normative approach of "Four Theories of the Press" by Siebert, Peters and Schramm (1956). This contested theory laid the cornerstone for new comparative studies of media systems to contest the ideologically biased approach of Siebert et al. Hence, Hallin and Mancini (2004) provide an empirical comparative framework for the categorization of media systems within democratic contexts in the western world. These "Three models of media and politics" are often applied for the comparison of media systems beyond the western world. However, the results reveal the deficiencies of their well recognized theoretical framework for the analysis of non-democratic media systems beyond the western world and indicate that other models are required. The comparison of Southeast Asian media systems requires the consideration of their defec-tive character. An analytical framework for the empirical comparison of media systems in transformation processes and in semi-democratic political systems, particularly based on data of the post-Soviet world, is provided by Töpfl (2009, 2013). With respect to this approach this study analyses and compares the development and the status of the defective media systems of Myanmar and Malaysia and illustrates the benefits and the limitations of this approach. While the Malaysian media system is marked by the relicts of the laws of the British colonial rule as well as an ethnocratic and "electoral authoritarian regime", Myanmar´s media system is marked by 48 years of complete control and isolation as one of the most restricted media systems in the world due to censorship and draconian laws applied by the military junta since 1962. With the ongoing political changes and a partly liberalization of the media system in Myanmar the two media systems represent defective media systems in transformation processes and in semi-democratic political systems. The application of Töpfl´s approach in Southeast Asian media systems shows that the theory considers relevant aspects for the analysis and comparison of the development of defective media systems. However, the theory does not provide a comprehen-sive (which Töpfl explicitly does not claim) instrument which embraces specific regional characteristics of Southeast Asian media systems as for example the influence of the religious and ethnic heterogeneity as well as the colonial history. The analysis and the comparison of the defective media systems of Malaysia and Myanmar is the basis for a comprehensive comparative study of the media systems in Southeast Asia with the aim to develop models of Southeast Asian media systems.

CHANGE AND PARTICIPATION IN SOCIAL COMMUNICATION. THE ROLE OF VOLUNTARY ACTION

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The paper discusses three aspects: 1) If the social communication contributes to the change of social reality and how 2) What role do the media narratives in the construction of the social imaginary 3) What role does the voluntary action and the third sector in the new social communication The first topic discusses how social communication can help build the Mediapolis suggested by Silverstone (2006) by passing an individualistic conception of communication. The second theme addresses the role of media in constructing narratives of the social imaginary through the presentation of some emblematic cases of the Italian and European context. The third theme addresses the role of third sector in social communication by identifying some new ideas. - With regard to voluntary organizations: a) the knowledge that the strategic use of media stories both on and off-line contexts can help to change the social imaginary is present only in part, because it is customary to work with the stories; b) in contexts where awareness is higher, the narrations media are an important hallmark of the communications and, more generally, the organization: the activities revolve around narratives that in turn feeds a virtuous cycle of activity in ; c) organizations that also live online using the web tools to strategically targeted by exploiting their potential and understanding the constraints, while other organizations are often the driving force of technological innovation or the fashions of the moment; d) the integration of online and offline communication strategies are not assets of the voluntary organizations except in some specific situation, trans-media narratives are still far from the sensitivity and organizational cultures that deal with social e) the main communication activities that are carried out by voluntary organizations have turned to search for new human resources, the activation of channels of participation, socialization and relatedness between partners, users and communities, focusing attention on some of the participatory processes organizations begin to creatively use new media technologies. - With regard to the social communication: a) the widespread relational and social capital can be bridged, if linked together (as a mode of communication and relationship as the patrimony of the first and the second individual and organization), a style of communicative involvement of the organizations analyzed in addition to be a central element of social communication. In this sense, rather than being a potential fragmentation of communication processes is a multiplication of all possible worlds, and thus the imaginary themes and social contexts b) between the paths of learning and educational aspirations, few projects pose the problem of change through the mass media, but with little continuity and awareness. No perception except in rare cases, the potential of media education for the promotion of a civic culture; c) contributing to the development of Mediapolis is a different narratives both with new counterpoints as well as communication strategies are the prerogative of the popular social organizations technically and culturally capable of using all the media resources (on and off line) seamless (Baym 2010, Turkle 2011), social communication thus becomes the link between communication activities on and off line References Baym N., (2010), Personale connections in digital age, Polity Press Mazza B., Volterrani A. (2008), Reti sociali e sense making per una relazionalitÃ diffusa in Morcellini M., Mazza B., Oltre l'individualismo, Franco Angeli, Milano Peruzzi G. Volterrani A. (2010), Daily Life of Non Profit Organisations Inhabiting the Web , Journal of Sociocybernetics, RC51, volume VII Silverstone R. (2009), Mediapolis. La responsabilitÃ dei media nella civiltÃ globale, Vita e Pensiero, Milano Spinelli A. Volterrani A. (2009), L'apprendimento fra reale e virtuale: percorsi, processi identitari e appartenenze comunitarie in Interaction Design & Architectures, Year 4, n.7-8 Spinelli A. Volterrani A. (2010), Learning in virtual communities: perspectives in the field of sociological and pedagogical research, Journal of e-Learning and Knowledge Society, Italian e-Learning Association (SIe-L). Hosted by Laboratory of Maieutics, University of Trento, Volume 6, n.1 Turkle S. (2011), Alone togheter. Why we expect more from technology and less from each other, Basic Books, Philadelphia Volterrani A. (2003), Panorami sociali, Liguori, Napoli Volterrani A. (2008), Del sociale e della socialitÃ . Connessioni e contraddizioni nella comunicazione sociale in Bertolo C. (a cura di), Comunicazioni sociali, Cluep, Padova Volterrani A. (2010), Per una nuova comunicazione sociale. Analisi e strategie per il cambiamento sociale, in Alecci E., Bottaccio M., Fuori dall'angolo, L'ancora del Mediterraneo, Roma Volterrani A. (2011), Saturare l'immaginario. Per una nuova comunicazione sociale, Exorma Edizione, Roma

BIRTH OF YOUTH ACTIVISM DURING EUROMAIDAN: THE USE OF VISUAL IMAGES IN SOCIAL MEDIA FOR POLITICAL MOBILIZATION.

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Public discourse has a major effect on a social change. It defines the acceptable behavior and values especially during drastic changes that take place in a country during revolutions, motivating individuals to support the opposition movement.

Nowadays it's not the easy task to make young people to spill out onto the streets showing their anger and disappointment with current state of affairs. For most it's safer to stay online and 'click' their support away, basically being a 'clicktivist' instead of real activist. The revolution for democratic changes in Ukraine which has started in November 2013 constantly needed "fresh blood": help, support and active participation of greater number of activists. Initially it has started as a peaceful students' protest who strongly opposed to (former) President Yanukovych decision to stop the Euro-integration process and cancel the signing of Association with EU agreement. Later on, because of the whole set of violent events which took place on Euromaidan in Kyiv more and more people were potentially ready to come and join the Euro-revolution. But they needed a little 'nudge' to motivate them. Without new participants of the revolution the protests on Euromaidan would have rather quickly faded away. The mobilization was mostly made through Facebook and a local social media for youth - Vkontakte. Grassroots activists for engaging less active young people in the protests used visual images creating the whole range of Euromaidan demotivators, Facebook profile icons and pop-culture symbols, brought up the images of national heroes, used folklore and humor. Pop- and rock-stars showed role models joining the protests physically and later posting pictures of themselves on Euromaidan in updates in social media. Millions of people not just reposted and retweeted those statuses and images or changed their profile pictures to Euromaidan symbols, but actually came out onto streets and took active part in the revolution which eventually led to the dictatorship defeat. This fact once again proved that social media has great power for political mobilization and democratic change. To complete this research I'm going to use the Social Movement Theory which explains mobilization processes and practices, emphasizing shared interests and political alliances. And the Nudge theory that explains how subtle indirect suggestions influence motives and decision making of individual more effectively than direct instructions or enforcement.

ADOLESCENTS' MEDIA LITERACY AND HEALTH COMMUNICATION: A SYSTEMATIC REVIEW TOWARD THEIR EMPOWERMENT

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Health professionals are currently not the only interpreters of health information for patients. Nowadays, citizens play a more active role, and therefore health information should be more directed and adapted to their perception, contributing to their empowerment in healthcare. Moreover, the relationship between health and media is relevant across all age groups, but with natural specificities for adolescents. While the literature is not consensual regarding the potentially negative and/or positive effects of the several types of media on youth, it is consensual that they have a wide influence. In fact, the literature suggests the potentiality of media literacy in promoting risk reduction and improving adolescents' heath care. Therefore, this paper intends to understand the current state of the literature about media literacy and its relationship with adolescents' health, by performing a systematic review of the literature. Since this theme involves several research domains, we decided to analyze the current literature utilizing "Communication Abstracts" – a database centered on the field of communication and media. The search targeted scientific articles published between 2000 and 2013 matching the formula: ("media literacy" OR "media education" OR "digital literacy" OR "information literacy" OR Communication) AND health AND (adolescents OR teenagers OR youth). We collected 302 papers that were analyzed quantitatively and qualitatively. The results suggest existing research trends regarding the characteristics of the target public (e.g., adolescents gender, nationality, the area of study (health, education, adolescence), and the approached health issues (e.g., tobacco, sexuality). Starting from this analysis, we highlight the current research gaps and limitations, as well as some possible directions for future investigations in the field of adolescent media literacy and health communication.

ABSTRACTS SECTION 3
COMMUNICATION HISTORY

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 3. COMMUNICATION HISTORY - SPANISH MEDIA IN TRANSITION

› Room 1.05, First Floor

FROM FRANCO TO DEMOCRACY: THE ROLE OF THE MAIN SPANISH NEWSPAPERS (1975-1978)

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The political role of the Spanish press after the death of Franco (1975) varies according to the company profile, political tradition and relationship with the Regime of the different newspapers. In this paper we are going to take a look at the role played by the most important newspapers in terms of readership, influence and age in the process of the transition to democracy. A year and a half after the coronation of King Juan Carlos, the first free elections give way to the first democratic government in June 1977. A year and a half later, the Constitution referéndum culminates in a change of regime in December 1978. The Spanish press is dominated, in the mid-Seventies, by an extense chain of 35 official newspapers, belonging to the only party presided by Franco, known as the Movimiento Nacional directly dependent on the government. On the other hand, there is a lesser number of independent newspapers founded before the Civil War (1936-1939) and which reappear later thanks to their support of the rebellion against the democratic Republic. The main newspapers of Madrid and Barcelona belong to this group in spite of the fact that in the majority of provinces the official newspaper is the only one available. This paper presents results of the research project "The role of the press in the Transition. News coverage and political behaviour of newspapers and journalists" of the National R&D Plan for 2013-2015 of the Spanish government. The newspapers studied are La Vanguardia —independent, founded in Barcelona in 1881, ABC —monarchic, founded in Madrid in 1905-, Ya —catholic, founded in Madrid in 1935 and Informaciones —independent, founded in Madrid in 1922. Individual and comparative results of the editorial positions adopted by each one of these newspapers on ten issues will be presented: 1) the death of Franco and coronation of the King, november 1975; 2) the strikes and demonstrations of January-February of 1976; 3) the first government of the Monarchy presided by Carlos Arias, until July 1976; 4) the second government of the Monarchy presided by Adolfo Suárez, since July 1976; 5) the approval of political reforms, in november-december 1976; 6) the crisis brought about by the legalization of the Communist party in april 1977; 7) the first free elections in June 1977; 8) the provisional reestablishment of the Catalan autonomy in June-October 1977; 9) the general amnesty and the reactivation of Basque terrorism in 1977; 10) the approval of the Constitution, November-December 1978. The conclusions of the paper allow us to establish the political behaviour of the main Spanish newspapers with its inconditional support of the Crown, acritical attitude towards the King, different attitudes in relation to the first two post-Franco governments and defined positions towards emerging political parties and the Constitution. The political behaviour of the main Spanish newspapers offers important elements of contrast with that of the foreign press, studied in a previous project.

THE EVOLUTION OF THE EDITORIAL LINE IN THE FRANCOISM PRESS DURING THE FIRST PHASE OF THE SPANISH TRANSITION: THE CASE OF ARRIBA, PUEBLO AND EL ALCÁZAR (1975 — 1977)

Salgado, Francesc[1]; Martínez Fábregas, Jezabel[2]

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The article reviews the evolution of the editorial position in three newspapers during the Spanish transition, from Franco's death in November 1975 to the call for the first democratic elections, in June 1977, the most uncertain period of the Spanish transition. The three Francoist newspapers, Arriba, Pueblo, and El Alcazar - although anchored in different instances of the administration of this period — were created during or after the Civil War (1936-1939). These newspapers showed the different nuances of the political families that supported Francisco Franco until his death. Therefore, it is highly necessary to analyse how they were accommodating to the political refor which concluded in june, 1977, with the celebration of the first legislative elections (a decisive 18 months period of time for the Spanish transition), or even how they started to support it. To do this paper, we have analyzed the content of editorials and some special opinion pieces (such as columns and articles) which can be considered the core of the opinion of each newspaper, to know the editorial evolution opposite to institutional and social changes. As a way of introduction, the newspaper Arriba went on supporting Arias policy, although it applauded the arrival of Adolfo Suárez to the Government and his approach to the democratic opposition, which considered as a step forward in the process. Pueblo, on the other hand, maintained a more neutral position during the transition, and ranged from criticism to praise Arias' Government and also Suarez's. In fact it asked both of them for moderation and firmness. On the other hand, El Alcazar, did not abandon the cult personality to Francisco Franco. And, as the journal is owned by ex-combatants from the Civil War, it supported, with its usual military language, the order and control promised by Carlos Arias Navarro, and critized the contacts between Adolfo Suárez and the democratic opposition. Actually, it considered this fact either subversive or traitor with respect to the Francoism principles. This paper is developed within the research "THE ROL OF THE DAILY NEWSPAPERS IN THE DEMOCRATIC TRANSITION" NEWS COVERAGE AND POLITICAL NEWSPAPERS AND JOURNALISTS BEAHAVIOUR" (CSO 2012 36774), R & D, which will conclude its work in December 2015.

ANTENA 3 AND ITS MARKETING AND LOBBYING CAMPAIGN TO BRING COMMERCIAL TELEVISION IN SPAIN (1979-1982)

Barrera, Carlos; Dobón-Roux, Pilar

› University of Navarra, Spain

With the advent of democracy, some of the most prominent newspaper companies showed interest in expanding their businesses through the launch of TV channels in Spain. The most active group Antena 3, founded in 1979, was formed by over twenty shareholders, although four of them took the lead: three medium-size media groups located in Madrid and Barcelona along with the main private news agency. Article 20 of the Constitution of 1978 recognized the freedom of expression, which included the right to distribute information "by any means of dissemination whatsoever". On its part, Article 38 recognized "free enterprise (...) within the framework of a market economy". Antena 3 asked

the government for a license to broadcast television. After not receiving any response, its promoters decided to appeal to the Constitutional Court. Meanwhile, the government granted 300 licenses to operate FM radio stations between 1981 and 1982. Antena 3 got a few of them and started to organize a radio network while awaiting the decision of the highest Court. Finally, a sentence on March 31, 1982, established that the implementation of private television networks "is not a constitutional requirement but a political decision that may be adopted through an organic law". In other words, the introduction of private TV remained in the government's hands. In this paper, we analyze the marketing and lobbying campaign developed by Antena 3 between 1979 and 1982 in order to reach its ultimate goal of obtaining a license for operating a national television network. Based on the constitutional recognition, the promoters launched a public opinion campaign focused on one constantly repeated message ("Freedom is also called television"), and aimed to convince people and politicians that there was no reason to impede the right to private companies to broadcast. Freedom as a marketing tool is commonly used by mass media during transitions to democracy. This case study provides a new approach that incorporates the outside lobbying strategy also based on democratic values. Television was a state-regulated sector. The campaign skillfully combined advertising in newspapers, especially those linked to the project, interviews and social events in several places like universities, business associations, etc. They are the main sources for our study, together with the written testimonies of the campaign leaders in memoirs, interviews, articles and book chapters. The launch of Antena 3 Radio in May 1982 turned into another element of pressure on the regulators. The General Director of the company made statements indicating that they were professionally prepared to launch a TV channel as soon as the government enacted the legislation required. The victory of the Socialist Party in the general elections of December 1982, thus replacing the centrist governments since 1976, stopped the process as socialists were against private television. Nevertheless, the insistence of Antena 3 on defending this cause helped it appear as the first candidate to obtain a license in due time. This would finally occur in 1989. This mixture of political and commercial marketing based on the idea of freedom would ultimately succeed.

EDITORIAL ANALYSIS OF THE NEW PRESS DURING THE SPANISH DEMOCRATIC TRANSITION: DIARIO 16 AND EL PAÍS (1976-1978).

Luís, Rita[1]; Santmartí, Josep Maria[2]; Pont, Carles[1]

› [1]Universitat Pompeu Fabra, Spain; [2]Universidad Carlos III, Spain

In the context of the study of the Spanish democratic Transition it has been argued that the mass media and, specifically, the press had a determinant role in pushing in the democratization of the system. During this process new enterprises such as El País and Diario 16 were born and became what can be called the new press. Such newspapers embodied a new way of doing journalism more true to the spirit of the epoch. The first issue of El Pais was released on May 4 1976, just as the political debate on the Transition to democracy was intensifying. Diario 16 began to be published a couple of months later on October 18th. This newspaper introduced, alongside with El País, a modernization of not just the formal means but also of the content in Spanish journalism. Without formal relationships with the Franco's regime in extinction, El Pais connected with a core of supporters of an agreed breakup to democracy and, from the June 1977 elections, with centre-left public opinion devoid of powerful media and politically represented by PSOE. For two and a half years this newspaper behaved both as a tool of communication and as a think tank of the moderate left becoming, perhaps, the most influential and most cost-effective written media. The research consists in the analysis of journalistic pieces published between May 1976 and December 1978. A longitudinal analysis allowed us to identify the most relevant subjects and main actors and these newspapers positions towards them; as well as to draw a scheme of the meta-journalistic attitude that guided their action, which is a fundamental part of what was this new Spanish Journalism. On the other hand, El Pais and Diario 16 both symbolize very well the role played by newspapers in the construction not only of a representative democracy, but a public opinion in accordance with the new times lived in Spain and Europe during the second half of the 20th Century . That's why this period of two years was known as 'the parliament of paper'.

THE CATALAN PRESS IN THE TRANSITION TO DEMOCRACY IN SPAIN (1975-1978): A COMPARATIVE STUDY OF BARCELONA-BASED NEWSPAPERS 'LA VANGUARDIA' AND 'AVUI'.

Caminada, David; Mauri, Marcel; Nogué, Anna

› Universitat Pompeu Fabra (UPF), Barcelona, Spain

The aim of the present research is to analyze the role of the Catalan daily press in the democratization process in Spain after the death of General Francisco Franco (November 20th 1975), through the study and comparative analysis of two leading newspapers published in Barcelona. Both had different traditions and defended different ideologies: the conservative La Vanguardia and the Catalan nationalist Avui. La Vanguardia, a daily Spanish language newspaper founded in Barcelona in 1881, maintained throughout the years a pro-government editorial line and, during the long-lasting period of the Franco dictatorship (1939-1975), played a key role in supporting the regime. After the death of the Spanish dictatorship, in 1975, the conservative newspaper politically evolved and defended a controlled and cautious evolution towards democracy and free elections. Meanwhile, Avui, a daily Catalan language newspaper, appeared in April 1976, with no connections with Francoism. This newspaper became the representative of the moderate Catalan nationalists and advocated for a decentralized Spain respectful with the historical rights of the regions and the restoration of self-government for Catalonia and the Basque Country. The goal of this communication is to analyze the editorial line of both newspapers published in Catalonia in relation to the three-year long democratization process (1975-1978). It also studies the role that Media played in shaping and leading a public opinion demanding the restoration of democracy and the return of civil liberties and fundamental rights, which had been suspended in 1939 just after the end of the Civil War. The methodology of the research is quantitative and the technique used is content analysis. The methodological approach to the issue will let us analyze and compare the editorial positioning and the evolution of both newspapers, La Vanguardia and Avui, in the defined historical period. The sample of the research will be limited to its own editorial pages and the opinion articles written by their own staff journalists. However, external articles and other interpretative or analytical reports will be considered as relevant and included in the research data base if they are useful for better defining the background or the historical context, or improving our in-depth approach. The chronology of historical facts and events will be limited to the following period: the study begins in November 1975 — with General Franco's death- and concludes in December 1978 when Spanish people supported the project of a new democratic Constitution approved by the Parliament elected in June 1977. This study is part of a research project funded by the Spanish Ministry of Education and reveals different conclusions: La Vanguardia and Avui shared their pro democratic positioning during the political Transition in Spain. But according to their differentiated history, ideology, political affiliation, reputation and social role in the Spanish and Catalan society of 1970's, both Barcelona-based newspapers defended democratic demands (free elections, democratic institutions, public liberties and civil rights and self-government for Catalonia) in a different way and, last but not least, with different intensity and passion.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 3. COMMUNICATION HISTORY - EVOLUTIONS, DEVELOPMENTS AND TRANSFORMATIONS IN JOURNALISM

› Room 1.05, First Floor

VICTIMS AND INTRUDERS: ANTI-JEWISH VIOLENCE IN RUSSIA AND JEWISH IMMIGRATION IN THE SWEDISH PRESS 1881 — 1921

Hulten, Gunilla

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This paper focuses on the Swedish news coverage of the anti-Jewish violence in Russia and the Jewish immigration to Sweden during the period of 1881 to 1921. The anti-Jewish pogroms in the former Imperial Russia in late 1800s and early 1900s were outbreaks of ethnic violence on a scale hitherto unprecedented under tsarist rule. The widespread anti-Jewish violence triggered extensive international press coverage which contributed to humanitarian actions and to create sympathy for the Jews in the Russian Empire. The mass migration of east European Jewish emigration around the turn of the century and the emergence of Zionism took place against the background of the pogroms (Dekel-Chen et al 2011: 1). There is a limited research concerning the response of the press to the anti-Jewish events in Russia and its importance in forming the public opinion. This study sets out to investigate how Swedish newspapers framed the anti-Jewish violence in Russia, and the Jewish immigration to Sweden. Furthermore I analyse how the Swedish newspapers framed differences between the Jewish minority and the Swedish majority, and between the newly arrived Jews and the already established Jewish community in Sweden. In the study I combine quantitative and qualitative methods and it is based on; 1) articles published in regional newspapers 1881 — 1921, gathered from the National Library's digital database Digitized Swedish Newspapers 2) manually collected articles from the three metropolitan Swedish newspapers with the largest circulation published in 1882, 1905, and 1920.The periods of time are based on the three waves of pogroms that took place in the Czarist Russian Empire. The quantitative analysis aims at identifying the main themes and sources in the reporting. In the qualitative analysis I identify the main frames and determine how framing devices in a news text form underlying patterns of meaning. Such devices are for instance narrative features, metaphors and keywords (D'Angelo & Kuypers 2010; Entman 1993, 2004; van Gorp 2005). An analysis of some 500 articles to suggests that pro-Jewish perspectives dominate the reporting on violence against Jews in Russia. In these texts the Jews are mainly framed as innocent victims of brutal violence. In the articles concerning the Jewish immigration to Sweden the negative, and antisemitic attitudes are the most prominent. The Jewish immigrants are framed as menacing intruders, threatening law and order, the labour market and the Swedish culture. Some articles also discuss the tension between the mostly Orthodox Jewish immigrants and the mainly assimilated and well-established older Swedish Jewish families brining out arguments in defence of the Swedish nation. Antisemitic elements are used in the construction of the Swedish national identity and closely related to the modernization process. Theoretically the study draws on, among other things, racism, antisemitism, modernity, nationalism, inclusion/exclusion, ethnicity and minorities (e.g. Bachner 1999; Baumann 1991; Eriksen 1993; Fein 1987; Gellner 1997; Hall 1997) and on research on the pogroms and anti-Jewish violence in Russia (e. g. Dekel-Chen et al 2011; Klier 2011; Klier & Lambroza 1992).

Antisemitism, press history, pogroms, framing analysis

THE GREAT IRISH FAMINE AND THE DEVELOPMENT OF JOURNALISM

Foley, Michael

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The Great Irish Famine (1845-1852) was the greatest human disaster to strike 19th century Europe. Out of a population of about eight million about one million died and a further million emigrated. The Irish population continued to fall, to four million by the end of the century The Famine occurred as Ireland was on the cusp of a media revolution. Only 20- years earlier the first reporters were hired by Irish newspapers and ten years after the start of the famine the taxes on newspapers would be abolished, allowing for the development of a cheap mass-market press. The growth in literacy, taking place slowly since the 1830s and the growth in urban life, one of the consequences of famine, would encourage the development of the press in Ireland. The campaign for Catholic Emancipation, won in 1829, showed the importance of public opinion, even in a pre democratic era and now a famine, was taking place more or less at the heart of the world's biggest empire, a fact which many, including leader writers on the London Times, found inexplicable. It was also a major story, not just in Ireland, but in Britain, Europe and America and Irish journalists were learning their trade covering, not a local event, but an event with immense international interest. Because of press coverage and because of the nature of that coverage there was an international charitable response. How the press in Ireland covered the famine would have immense impact on how it would develop over the next 50-years and consequently on how Ireland would evolve politically. But along with the changes taking place within the newspaper economy, especially within the tax system and debates over the so called tax on knowledge, the really major change was a philosophical one, the growth of what the cultural history, James Vernon, calls humanitarianism and how this new idea of a concern for one's fellow human beings, informed newspapers and their coverage. It was also the first major disaster to be covered by the press and practices developed during the years of the famine remained part of disaster coverage to this day. This paper will explore how journalism developed during the famine years, how journalists turned to a range of practices, interviewing, illustrations, coverage of inquests in order to find ways to tell the story. The paper will trace those practices, developed as journalists struggled to find ways to express what they saw into disaster reporting today.

COMMUNICATION NETWORKS IN URBAN SPACES: THE CONSTRUCTION OF PUBLIC SENTIMENTS IN COPENHAGEN, 1800-1820

Skouvig, Laura; Andersen, Jack

› University of Copenhagen, Denmark

Recent studies on urban communication networks have illustrated how political information and pure gossip circulated in the urban centers of respectively Venice (de Vivo, 2007) and Paris (Darnton, 2010). Such networks consisted of different media forms and the communication combined orality, manuscript and print as media. These studies emphasize that historically most communication, even after the invention of the printing press, was oral. In this paper we argue that media such as broadsides and other pamphlets had a crucial role in communicating and negotiating what we define as information on public sentiments. We will look closer into the role of pamphlets and particularly broadside ballads in an urban communication network in Copenhagen at the beginning of the 19th century at two specific occasions: the battle of Copenhagen in 1801 and the bombing of Copenhagen in 1807. As media forms broadside ballads combined orality and literacy reaching the illiterates. Our main argument is that the ballads challenged their genre systems in order to encourage and inspire the population in Copenhagen. Often referred to as the tabloids of the past, the ballads presented the latest and most outrageous news to the underclass. Horstbøll (1999) argues that there is a strong connection between media form, materiality, content and an underclass audience. The ballads were e.g. commodities and this commercial character influenced them highly: the more spectacular the news — or rather the more spectacular presentation of the news — the better they sold. Looking into the ballads as a part of the communication network in Copenhagen in the period from 1800-1810 we investigate their informational scope and discuss how they as media for the masses presented information to the audience and how this affected a distinct conception of the audience. As news media the ballads informed the mainly illiterate underclass in Copenhagen with the latest news. We assume too that as news genre the ballads had an empowering potential for the underclass in negotiating a common national sentiment caused by war. Theoretically, the paper argues that genre theory and information history present a unique and novel approach to the field of communication and media history. Through the term "informational landscape" information, text and human activity

are connected. This asserts how genres emerge responding to specific, yet perceived, information needs and how genres are human constructs. (Bazerman et al., 2003) This interaction between text, information and the social world is the overall theme for interactions between genre theory and information history. Texts are results of human actions and are able to influence human actions too (Bazerman, 2001). Discussing how texts result in action brings in an important aspect on the definition of the audience. With inspiration from the field of constitutive rhetoric we do not understand audience as a real existing, material audience (Charland, 1993). The audience is seen as constructed but also as being invoked. This means that genre also constitutes its audience.

HUNTING FOR QUOTES: SOURCING AND THE TRANSFORMATION OF EUROPEAN REPORTING, 1880-2005

Harbers, Frank; Broersma, Marcel

› University of Groningen, Netherlands

This paper analyzes how French, British and Dutch newspapers between 1888 and 2005 increasingly started to rely on sources and direct quotes and how this embodies the shift towards a fact-centered, objective style of journalism. Our longitudinal analysis shows how interviewing became journalism's key practice with rising numbers of sources being quoted and information being attributed to them. Moreover, we analyze how the range of sources has broadened in the long twentieth century. Official sources like politicians who provide authoritative and ready-made statements remain important, but the common man's voice gradually gained prominence in first tabloid and later quality newspapers. We argue that this indicates a shift towards a more human interest perspective on the news. Next to the traditional 'top-down' approach, emphasizing factual and detached information provided by officials and experts, dailies increasingly focus on experiences and emotions of ordinary people. This research is based on a quantitative content analysis of three newspapers in each country. Our sample consists of two constructed weeks in 1885, 1905, 1925, 1965, 1985 and 2005; a total of 105.456 articles. Every article was coded for the number of sources, the type of source and whether these are paraphrased or quoted directly. Moreover, we examined the topic of these articles and which genre conventions structure them. This quantitative approach is complemented with a qualitative analysis of four transnational case studies, examining the nature and function of source attribution and direct quotes in more detail. This mixed-methods approach complements a broad and representative analysis of structural change in journalism with the analytic complexity and depth necessary for a fruitful historical inquiry. Studying the characteristics of sourcing and attribution over time within a comparative framework allows us to elucidate how reporting developed as a professional practice within Europe. Nowadays, source attribution and quoting as textual convention have become shorthand for trustworthy reporting. Underlying this authority is the idea that a journalist can uncover the truth by talking to various people who have more information or expertise about a certain topic. Yet, our research shows that the ubiquitous use of sources was not always self-evident. It is the outcome of a long and contested history that reflects the gradual shift of reflective, desk-bound journalism to active reporting that tries to balance diverging statements and opinions of sources. The pace and character of this shift differs between the three countries and media systems as well as between quality and popular newspapers. We found that French journalism did not develop belatedly (Chalaby, 1996), but adopted active reporting techniques as early as the UK, although in a different way. In France colored and personalized stories were valued more lifelike and authentic than the depersonalized reporting that became prominent in the UK. The Netherlands is a kind of half-way house between those two different conceptions of journalism. Only after the Second World War a trend towards uniformization of journalism practice in these three countries took place.

SWEDISH PRESS AND THE HOLOCAUST

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How could it happen — and why did the surrounding world not react? These have been two of the recurrent questions concerning the Holocaust and the persecution of the Jews between 1941 and 1945. A common answer during the first decades after WW II, was "we did not know". There is no support for this thesis today; information about the Nazi atrocities was not the problem. We know that the German population to a large extent were witnesses and we also know that testimonies about the persecution of Jews and others were spread through international newspaper reports. But to what extend did this reach the Swedish citizens? Sweden, a so-called neutral nation, took a bystander's position during the Second World War. However, state regulation and censorship of the media was introduced to avoid Germany's disapproval. What kind of information about the escalating victimization of the Jews did Swedish press provide their readers with? Previous research has presented different hypothesis about Swedish news reporting and the Holocaust. Koblik (1987) maintains the idea that the media in principally were indifferent to the fate of the Jews, Levine (1987) that the information was fragmented, without analysis and therefore without consistency. Svanberg and Tydén (1997) notice a rich documentation about the persecution of Jews in pre-war time, but less interest at the outbreak of the war. According to their study, the destiny of the Norwegian and Danish Jews had a dramatic impact on the Swedish press with increased publications. They also observe a greater outspokenness about the persecutions from the year 1943 — when Germany's fortune of war turned. None of the studies above represent a systematic analysis of wartime reporting; they build on qualitative case studies of selected periods. The purpose of my study is to fill the gap and give a better-informed answer about Swedish news reporting and the Holocaust, in the historical context of Swedish politics at the time. I follow four different dailies, all being important opinion-papers, from 1930 to 1946: Göteborgs Handels- och Sjöfartstidning, Dagens Nyheter, Stockholms-Tidningen and Aftonbladet with different political affiliations and different attitudes, from protest to appreciation, toward Nazi-Germany. Quantitative content analyses are combined with qualitative case studies. The result shows an interest for "Jewish questions" throughout the thirties with a culmination in 1938 ("the night of broken glasses"), a decreased attention thereafter with nearly no reporting at all in the years of 1940 and 1941. Here, the anti-nazi paper makes an exception. In 1942 the deportations of the Norwegian Jews, and in 1943 the rescue of the Danish Jews, get a great deal of attention. When Germany seems to loose the war, the reporting about the persecution of Jews increases. The German friendly papers adapt to the situation. The results of the study are discussed with an institutional approach to media and political organisations and in relation to new Swedish historical research about Sweden's relationship to Nazi Germany (Åmark 2011).

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 3. COMMUNICATION HISTORY - CHANGING MEDIA, CHANGING SOURCES, CHANGING MEMORIES

› Room 1.05, First Floor

HOPES AND FEARS - COMPARING ATTITUDES TOWARDS THE INTERNET OVER THE COURSE OF TIME

Oggolder, Christian

› ÖAW/CMC, Austria

In keeping with the widespread use of the Internet in society, it has also become a vital object of contemporary media and communication studies. Nevertheless, we are still confronted with a lack of historical awareness in the academic discourse on media developments in general and the Web in particular. Mostly discussed in terms of technological inventions, the history of the Web takes up very little space within current research into the Internet. However, Niels Brügger (2010) has detected an increasing interest in this topic. As part of media and communication research, Web history focuses on those media which have emerged as a result of the development of the Internet and have ultimately become part of the overall media system. In order to understand current phenomena in digital communication and adequately assess their societal consequences, the Web sphere and its history should not be viewed as separate from the media system as a whole; instead the history and the conditions of those media which already existed prior to the Internet must be taken into account. What is important in this case is the dual nature of the methodological approach, linking the diachronic path of historical analysis with the synchronic approach of inter-media comparisons. One central aim in researching the history of the Internet might therefore be to investigate the functional embedding of Web media within the development of the media system as a whole. Between 1993 and 1996 the Internet made its first steps into the lives of many early users as a medium for communication and information. It "became dot.com'ed", states Wellman (2010), and being part of a boom, it was suddenly recognized as having a certain news value, and being worthy of reporting by the traditional media. Moreover, I presume that the societal perception of digital media, the Internet, and the Social Web is to a large extent affected by the traditional media. Thus the way the Internet is perceived within society has been changing over time, and against this background a historically-oriented content analysis of traditional media dealing with this topic is a crucial endeavour. This paper analyses coverage of Internet issues in La Repubblica, Süddeutsche Zeitung, and The Guardian, the leading liberal newspapers of Italy, Germany, and Great Britain. The decision to choose newspapers from these three countries is based on the concept of media systems developed by Hallin and Mancini (2004). The comparative analysis follows a two-part approach. The first part involves comparing news coverage of the Internet and the possible construction of images in the chosen countries. The second involves comparing the diachronic development of each country between 2000 and 2012, and offering inter-country comparisons of the developments described.

RECALLING RADIO CANALE 96: MEDIATED MEMORIES OF POLITICAL PARTICIPATION AND DEMOCRATIC RADIO STATIONS IN THE ITALIAN '70S.

Villa, Roberto[1]; Pasquali, Francesca[2]

› [1]Università degli Studi di Pavia; Università degli Studi di Bergamo, Italy; [2]Università degli Studi di Bergamo, Italy

The 1970s were a decade of great innovations in Italian "media system" (Ortoleva, 2002). The monopoly of the national public broadcasting company was questioned, and hundreds of private radio stations spread all around the country (Monteleone, 1992). Some of them became the favourite communication instrument for left-wing social and political movements, as they gave young people and other "new subjects" (Lussana & Marramao, 2003) formerly excluded from the public debate the possibility to "capture the speech" (De Certeau, 1968). The link between politics and radio inaugurated the «democratic radio system» that changed the way of producing information, and also introduced innovations in the organization of the medium and in the relation with the audience (Ortoleva, 1992). Even if the majority of these radio stations quickly disappeared, their story is often recalled in the narratives of the people that have experienced the democratic radio "momentum" and they are part of what might be defined a generational "we sense" (Corsten, 1999). The paper focalises on Radio Canale 96, one of the left-wing radio stations in Milan. The study is carried out using memory, storytelling and social networks as main sources, since they offer valuable tools to investigate media system from a historical perspective. Being a powerful force, which pushes to a reconfiguration of social spaces, memory is a useful instrument to explore individual experience inside a more general and collective event (Passerini, 1988). So, in their tension between macro and micro-history and in their subjective nature, narratives seem to be particularly effective if applied to this study. We interview 5 protagonists of Radio Canale 96 and compare their narratives with the interactions published on the Facebook page called "Switch on Canale 96 again" and also with archived documents. An in-depth analysis of Radio Canale 96 demonstrates how democratic radio stations represented a means of modernization in the Italian 1970s. Moreover, the investigation aims to uncover the meaning that has been assigned to this broadcasting experience by the people who directly took part in it as a means of participation in and through the media (Carpentier, 2007). The study will finally reflect on the complex, and often conflicting, interplay between individual memories and the collective one (which, for instance, emerges from Facebook) and will point out that the reconstruction of the experience of Radio Canale 96 passes through the cognitive mechanisms of nostalgia (Boym, 2003) and "possessive" memories (Braunstein, 1997; Cartosio, 1999).

THE HISTORICAL DEVELOPMENT OF A NATION'S WEB: WEB HISTORIOGRAPHY AND A NATION'S WEB AS A NEW TYPE OF HISTORICAL SOURCE

Brügger, Niels

› Dept. of Aesthetics & Commun., Aarhus University, Denmark

By focusing on the space of a nation on the web — its web sphere — this paper sets out to investigate a new way of studying the web within communication and media history and within historiography in general. For at least two decades the internet and the web have constituted an integral and important element of the communicative infrastructure of most societies, partly as a medium in its own right, partly as an important element in the general media matrix of all media since most traditionel media such as newspapers, film, radio and television are becoming more and more entangled with the internet. Thus, if we want to understand the internet as well as the media of today the history of the internet may prove to be pivotal. In addition, the web is not only something which can be studied, it also constitutes an important historical source in its own right, potentially to be used within all kinds of historical studies, along with handwritten or printed documents, film, or broadcast media. However, as is the case with a number of other digital materials the web differs from analog source material since it comes with an extra textual layer, beneath the surface, namely the digital code, from the binary code to the HTML code. As shall be shown in this paper this opens up a new array of use scenarios since it is possible to extract systematic and structured information which is part of the historical source, but not immediately visible. With a view to dicussing and illustrating one of the possible roles of the web within historiography focus is on an aspect of the web which media and communication historians (and historians in general) does usually not consider either an object of study or a historical source, namely a nation's web sphere, that is the web activity related to a given nation. Thus, this presentation aims at scrutinizing the following question: How to study a nation's web sphere and its developments over time? The presentation is not an empirical study, but rather a discussion of some of the methodological challenges that this new type of historical study and historical source material puts on the research agenda, and an attempt to outline a relevant and useful analytical design. Both aims are debated by using Denmark and the material in the national Danish web archive Netarkivet. However, all the debated methodological challenges are generic and will therefore in the main apply to any country.

MEDIA, IMAGINARY, HISTORY: THE ROLE OF FANTASIES IN DIFFERENT STAGES OF MEDIA CHANGE

Natale, Simone[1]; Balbi, Gabriele[2]

› [1]Humboldt University Berlin, Germany; [2]Università della Svizzera italiana - USI Lugano, Switzerland

This paper aims to discuss how media theory and history should approach the class of evidences about the cultural reception of media which pertains to the realms of the fantastic, such as speculations, predictions, dreams, and other forms of fantasies regarding media. It argues that the role of the imaginary in the history of media can be fully comprehended only by employing a perspective which is dynamic in time. Then, the imaginary should be inserted in media history through an examination of its role in specific phases in the "life cycle" of a medium (Lehman-Wilzig & Cohen-Avigdor, 2004; see Neuman, 2010; Stöber, 2004). Three different phases have been identified. First, even before the invention of a medium, fantasies and "media prophecies" (Nye, 2004) about the future of the media reveal, rather than the possibility of upcoming technologies, contemporary thinking about communication and its possibilities. A second phase emerges when fantasies are associated with the earliest period after the introduction of a medium — fantasies aroused, in other words, when a medium is new. Imaginaries applied to new media and media in construction contribute to the early development of these technologies, providing early pioneers and users with a reservoir of possible interpretations to be experimented and applied. A third and final phase is associated with what media historians call "old" media, as the technologies are fully institutionalized or, in some cases, have become obsolete. In this maturity phase, media create imaginary and recurring fantasies about their disappearance and obsolescence, helping to rethink the role of old media and to stimulate their change. In the final part, this paper discusses how media studies benefit from the study of the imaginary under three perspectives. Firstly, imagination is an inherent aspect of media history, embedded in every phase of a medium's life. So studying media history also means studying the history of the imaginary, because the latter can tell much about what societies of the past thought of media. Secondly, the imagination is an engine for media change, producing possibilities that can be experimented and developed. Because media change is one of the most relevant topics for contemporary media history, the dimension of the imaginary should not be left aside by scholars in this area. Thirdly and finally, studying the impact of the imagination on media history is just another way to better analyze the social and cultural construction of media. Fantasies are produced by the agency of different social groups, which in turn develop different ideas of media. Studying these fantasies means analyzing the cultural grounds and the cultural possibilities through which media have been built, changed, saved, and maybe also "killed" or forgotten.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 3. COMMUNICATION HISTORY - MEDIA, IDEOLOGY AND THE CONSTRUCTION OF FRIENDS AND FOES

› Room 1.05, First Floor

CAUGHT BETWEEN WAR AND POLITICS: VENETIAN AVISI AND THE EVOLUTION OF EARLY MODERN JOURNALISTIC PRACTICES

Kittler, Juraj

› St. Lawrence University, United States

This paper presents a synthesis of research carried out over several years in Italian archives, focusing on social and cultural practices that accompanied the evolution of the hand-written newsletters -avisi. It traces their roots to a 1475 transcript of the reports from Aleppo/Damascus, Nicosia and Buda(pest) that summarize the escalating conflict between the Ottoman Empire and Christendom. First, the study points out the strong relationship between the activities of the first permanent ambassadors and news-gathering practices, based on the 1489 treatise De officio legati (On the Office of an Ambassador) by Venetian diplomat Ermolao Barbao. In fact, Ermolao's father Zaccaria in his 1471-1473 diplomatic dispatches from Naples already pondered about the principles of 'objective reporting.' The affinity between the letters of diplomats and newswriting is further illustrated through an analysis of the surviving 1510s scrapbook from the chancery office in Venice, which reveals basic news-writing techniques employed by ambassadors as well as the writers of the anonymous avisi. Second, while newsgathering practices of diplomats are well documented, we know very little about the authors of the anonymous avisi. To shed more light on the circumstances under which they worked, this study presents personal letters of one such reporter stationed in Venice in the 1540s. Another opportunity to learn more about the authors of the avisi constitutes the personal archive of a Florentine agent in Venice Cosimo Bartoli, who in the 1560s created a small 'press-agency' that regularly compiled avisi obtained semi-clandestinely through Venetian postal couriers, forwarding them to his clients in Florence. The paper presents also some avisi written by Alfonso Antonini, who may be considered one of the earliest known itinerant war correspondents. In 1620, Antonini followed the Imperial armies in Bohemia, and his personal letters shed more light on this mission. Third, the study analyzes the early avisi's style and format, such as the notions of headline and of the lead. Some feature the earliest 'newspaper interviews' with Christians who escaped the Ottoman enslavement on the eve of the Battle of Lepanto (1571). Formally, they remind very much of the modern Q&A interview - alas, the study claims that they employed a format that was previously pioneered by the medieval Inquisition. Overall, the paper challenges the twentieth century definition of the newspaper as a summary of socially, culturally and economically relevant information that is put in print and distributed in periodic intervals. Such a definition was strategically framed in order to accommodate some specific practices of temporary relevance that were driven by the at-the-time dominant technology of the press and the periodic nature of its distribution networks. Instead, the paper suggests, if we separate technology from the fundamental social appetite for information, we would be able to see the evolution of practices surrounding the gathering, production and distribution of news as a continuum that evolved gradually from medieval merchant letters and Renaissance diplomatic dispatches, and may have reached full bloom during the era of print, only to be challenged again by the evolving nature of electronic distribution networks.

THE REPRESENTATION OF THE JEWISH WAR EXPERIENCE IN THE GERMAN-JEWISH PRESS, 1914-1918

Seul, Stephanie

› University of Bremen, Germany

German-Jewish newspapers and periodicals are a key source for the history of German Jewry. According to several surveys, there appeared in Germany over 200 periodicals from the beginning of the Jewish emancipation in the 18th century until November 1938, when the Nazis suspended all Jewish newspapers in Germany. The term German-Jewish press refers to the German-language newspapers and periodicals published by Jews for a Jewish readership, with special emphasis on Jewish problems and themes of Jewish interest. For German Jewry the outbreak of the First World War in August 1914 marked a historic opportunity to demonstrate its unconditional loyalty towards the Reich. The Emperor's proclamation of the Burgfrieden — a political truce for the duration of the war — raised hopes that anti-Semitism and discrimination were overcome. Therefore, the German Jewish community responded to the outbreak of war with patriotic enthusiasm. For the time being, internal differences between the Liberal, Orthodox, and Zionist currents inside German Jewry were put aside in view of the threat against the nation. Yet, the Jewish hopes proved short-lived. Shortly after the outbreak of war völkisch and anti-Semitic groups began to publicly accuse the Jews of unpatriotic behaviour such as shirking from military service or economic profiteering. Ultimately, the First World War marked a watershed in the history of German anti-Semitism. It led to a radicalisation of anti-Jewish stereotypes and reinforced ideologies that called for the removal of the Jews from the German nation. The initial hope of the German Jews that the war would lead to equality

and social acceptance thus soon gave way to a feeling of deep disappointment. The outbreak of war set in motion a lively debate in the German-Jewish press on the current and future position of the Jews within the German nation. My paper will offer an analysis of the Jewish perceptions of the First World War and of its impact on Jewish life in Germany, using selected German-Jewish periodicals as a source. The medium of the German-Jewish press is particularly appropriate for the study of the vital concerns of Jewish life as the newspapers and periodicals commented on all important issues in the fields of politics, social life, and culture relevant to German Jewry. The main Jewish denominations all published their own newspapers and journals. These mirror the initial euphoria and bright outlook on the Jewish future. Thus, in August 1914 all Jewish periodicals, irrespective of their Liberal, Orthodox, or Zionist outlook, patriotically avowed themselves to the support of the war. However, the initial euphoria soon gave way to more critical and sobered voices deploring the fragility of the Burgfrieden and the rapid rise of anti-Semitism. As my paper will furthermore illustrate, the perceptions of the various Jewish periodicals of the war and its impact on Jewish life, which had been very similar on the outbreak of the war, were increasingly drifting apart as hostilities continued.

MOUTHPIECE OF THE COMMUNIST YOUTH ORGANIZATION, PROPAGANDA VEHICLE, OR JUST THE PEOPLE'S FAVORITE? THE HISTORY OF THE GDR'S CIRCULATION CHAMPION "JUNGE WELT"

Fiedler, Anke; Meyen, Michael

› University of Munich, Germany

No other newspaper reached more readers in the GDR of the 1980s than "Junge Welt", mouthpiece of the communist youth organization "Free German Youth" (FDJ). With significantly more than a million subscribers, the daily even exceeded "Neues Deutschland", mouthpiece of the communist party SED. Considering that the control over the media was particularly rigid in the last decade before the Berlin Wall came down (as former GDR journalists and media officials have reported in a variety of autobiographies and interviews), "Junge Welt" was a real success story. At this point, critics may argue that newspaper licenses in the GDR were state-controlled and, for this reason, circulation figures did not reflect the real demand. However, this thesis can be refuted easily: In reality, the SED leadership could never meet the demand for newspapers. Even today, one can find hundreds of letters in the Federal Archives of Berlin, in which citizens address the SED's Central Committee and beg for a newspaper subscription. Due to the lack of paper and printing facilities most of these queries had to be rejected by the authorities. So how can one explain the success of "Junge Welt"? Why did the circulation figures increase by leaps and bounds in the 1980s? Why do former journalists from "Junge Welt" still praise their newspaper as a true pearl in the propaganda-soaked media environment of the GDR? And finally, why were the "Junge Welt" editors regularly inundated with readers' letters? These questions are at the center of the present study. Against the background of Lasswell's model of communication, the authors have worked through almost 1,000 files of the Federal Archives and the Stasi Archives in Berlin, they spoke with 16 former "Junge Welt" journalists and media officials and they conducted qualitative as well as quantitative content analyses in order to find answers at all levels (communicator, content, medium, audience). The results can be summarized as follows: - Communicator level: Due to a changing steering apparatus, "Junge Welt" enjoyed more freedom from the 1970s onwards. At the same time, the FDJ mouthpiece could benefit from a new liberal youth politics introduced by the SED. In addition, more qualified and young journalists entered the profession who had not only completed an internship and studied at the university of Leipzig, but were also driven by the desire for political change. - Content/Medium level: While "Junge Welt" was rather an official journal in its early years and literally had to run after the readers, the newspaper became more and more journalistic by the mid-1960s and could meet the readers' expectations in some way. - Audience level: The introduction of professional audience research at the Central Institute for Youth Research in the 1970s allowed "Junge Welt" to explore what the readers really wanted — an asset that no other GDR newspaper had.

FRIENDS AND ENEMIES ON SCREEN: THE PRESENTATION OF OTHER NATIONS IN POPULAR EAST GERMAN FAMILY TV SERIES (1960-1990) AND THE MECHANISMS OF POLITICAL INDOKTRINATION

Kochanowski, Katja[1]; Trültzsch-Wijnen, Sascha[2]

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Cold War Germany had the special situation of being at the frontier of two confronting systems and, additionally, of being divided into two states with opposite ideologies but the same cultural heritage and language. (Cf. Dittmar 2004) Therefore the state-owned television of East Germany (GDR) faced the difficulty of fulfilling the Eastern blocs' expectations of promoting the communistic ideology and, at the same time, of being in constant rivalry with the more entertaining Western German programs. (Cf. Meyen 2003, Steinmetz/Viehoff 2008, Trültzsch/Viehoff 2014) As a result, a unique mixture of ideological and entertaining elements is symptomatic for East German TV series. (Cf. Breitenborn/ Trültzsch 2009) The media production process was observed by the governmental propaganda department in order to introduce images of friends and foes into the output. (Cf. Weller 2001, Satjukow/Gries 2004, Reich 1997) The paper discusses television series throughout the 1960s and 1990s and their representation of the relationship between the two German states, as well as between the GDR and the Eastern and Western bloc. It shows the development of fictional contents from an initial educational focus on behaviorial expectations of citizens, to entertaining productions outlining problems and dangers engendered by the opposing system. (Cf. Trültzsch 2009, Pfau/Trültzsch 2010, Trültzsch/Viehoff 2011) Theoretically this can be understood as a process of positioning in a social field in Bourdieu's (1986) sense. By analyzing fictional TV shows from four decades, it is possible to illustrate changes in staging relationships to different countries and their categorization as friends (Eastern countries), enemies (Western countries) and neutral foreigners (most developing countries). Even small political changes as, for instance, the improving relations to Western Germany after the Basic Treaty (Grundlagenvertrag) of 1972, or the declining importance of the Soviet Union after the political developements of Glasnost and Perestroika can be detected. (Cf. Kochanowski/Trültzsch/Viehoff 2012) The paper is based on an empirical study funded by the German Research Foundation (2001-2007) in which the authors qualitatively analyzed (Mikos 2008) all 49 East German family television series. References [cut due to limited number of words]

BETWEEN NEWS AND PROPAGANDA: HOW NEWSPAPERS AND RADIO WERE USED TO PROMOTE PORTUGAL'S NEUTRALITY DURING THE SPANISH CIVIL WAR AND WORLD WAR II

Ribeiro, Nelson

› Catholic University of Portugal, Portugal

Portugal maintained a neutral position both in the Spanish Civil War and in World War II. The country was then ruled by a dictatorship led by Salazar that imposed severe restrictions on the circulation of information, with all newspapers and spoken content on the radio being subject to censorship. Departing from this context, this paper aims to discuss how both wars created a strong demand for news among the Portuguese and how it altered the regime's strategy concerning the role to be played by both newspapers and the State broadcaster. The latter started to operate in the year prior to Franco's uprise against the Spanish Republic and became central to the regime's propaganda strategy. As will be demonstrated, during the initial phase of the Spanish Civil War, there was a sharp increase in interest for news in Portugal that would continue to exist until the end of World War II. The dictatorship responded to this by imposing new limitations on news reporting, namely by restricting the number of pages that each newspaper could publish and also by controlling the amount of international news that could be published by the press and broadcast on the airwaves. The censorship apparatus would also instruct newspapers on how to compose their front pages ensuring the relegation of major war developments to the inside pages in order to guarantee that national propaganda events would occupy substantial parts of the papers' front pages. In fact, besides intending to spread the idea that in Portugal business

continued as usual during both wars, Salazar also used the wartime press and radio to promote his regime as being exceptional due to its ability to guarantee the country's non-involvement in the military conflicts that were then taking place. Radio played an important role in this regard, since it reached various segments of the population that were illiterate, and so unable to read newspapers. Through a content analysis of newspaper front pages and radio editorials, we will argue that the wartime media in Portugal were used to create the perception that Salazar's dictatorship was very beneficial to the country. This clearly created a paradox since those who were eager to learn about the war developments, and therefore consumed more information through the media, became the ones who were most exposed to the regime's propaganda.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 3. COMMUNICATION HISTORY - MEDIA AND REMEMBERING: SCIENTIFIC AND COLLECTIVE MEMORIES

› Room 1.05, First Floor

CROSSING THE BORDERS: THE WORK OF HERTA HERZOG

Klaus, Elisabeth

› Universität Salzburg, Austria

The talk will focus on the pioneering role of Herta Herzog for communication research and is part of a larger project on her work. Herzog was born in August 14th, 1910 in Vienna and died at the age of almost 100 years on February 25th, 2010 in Leutasch, Tyrol (Austria), but spent most of her working life in the United States. Herzog in her work overstepped different boundaries and three of those crossings will be explored in the paper: 1., her move from Europe to the U.S. 2., the shift from communication research to market and motivation research, 3., the crossing of the gender divide. As the paper will demonstrate, all three border crossings are interconnected and together deeply influenced Herzog's work. There is also a lesson to be learned for the history of communication research and market communication. Herzog was a student with Lazarsfeld at the Psychological Institute in Vienna. When Lazarsfeld emigrated to the U.S. Herzog followed him. The couple worked closely together at the Office of Radio Research (ORR). Christian Fleck (2011) has tied the transatlantic working group at the ORR to the birth of empirical social sciences in he U.S., and Herzog's work is no exception from this, although her focus on qualitative audience analysis was quite unique. Today she is primarily known for one of her studies on soap operas that has been attributed to the uses-and-gratifications approach. But this perception of her work is much too narrow. Herzog's publications are more diverse and also more contradictory than her place in the history of communication research as a co-founder of uses-and-gratification research suggests. Also, her scholarly publications only comprise a small part of her work, since Herzog in 1939 became the "Associate Director" of the ORR from then on directed the institution's activities in market research. Herzog in 1943 left the field of communication and joined McCann Erickson, an international advertising agency. She applied many of the methods they had developed at the ORR to market and motivation research and her transition from the academia to the private sector seems to have been rather smooth. Herzog became a very influential figure and today is acknowledged as the "grand dame" of marketing research. If the ORR is indeed one of the birthplaces of communication research, it is at the same time the birthplace of market research. Herzog was a female pioneer in communication research as well as in market research, but the former only reluctantly acknowledges her contributions. This is hardly accidental. Peter Simonson (2012) has explored the difficult working conditions of women in U.S. communication research in the first half of the century. His analysis rings especially true for Herta Herzog, as will be explored in-depth in the talk and this very likely has influenced her decision to leave the ORR. To reevaluate Herzog's life and work then seems relevant, since her cross-national, cross-field and cross-gender engagement can help us to better understand the history of both communication and market research.

"SONS OF THE MIDNIGHT SUN": KORPELANISM, SÁMI AND FINNISH MINORITIES IN SWEDISH NEWSPAPERS IN THE LATE 1930S

Ellefson, Merja

› Dept of Culture and Media Studies, Umeå University, Sweden

In the winter of 1935 a series of strange events began to unfold. It began with news items about a flying ark that would take the true believers to the Promised Land. A religious group called the Korpelans saw the new Finnish bible translation as the abomination of desolation, which meant that the end was near. They began to end their earthly lives by quitting their jobs, getting rid of their property, etc. Such peculiar behavior caught reporters' attention and the drive was on. Coverage of the movement consisted of various rumors and rather random accounts of threats, curses, and the constant praying of members and their retreat from everyday life and reality. Since the event took place among the Sami and Finnish minorities living in Northern Sweden at the juncture of the Swedish, Finnish and Norwegian borders, there were also ample amounts of exoticism. The coverage also revealed a diving line between Swedish and non-Swedish religious fervor and Swedish and non-Swedish "mountain men".

RECONSTRUCTING WORLD WAR ONE. FRAGMENTS OF COLLECTIVE MEMORY IN AUSTRIAN AND GERMAN ANNIVERSARY JOURNALISM.

Kirchhoff, Susanne; Prandner, Dimitri; Thiele, Martina

› University of Salzburg, Austria

2014 marks the 100th anniversary of the First World War- a war that not only changed the concepts of warfare but also the global landscape. The Europe that entered the First World War had different concepts of identity, belonging and citizenship than the one that was built after two destructive world wars and a cold war that split the continent. Many decisive societal splits that would shape the present and past of today's European nations manifested themselves in the context of World War 1. Todays Europe is affected by deep running fault lines, organizations that should unite it as well as increasing interdependencies. Those bring forward the necessity to address how societies, nations and collectives get addressed and referenced on, providing information about the relative positions of different societal constructs. How are ideas of citizenship, cultural and political participation discussed in relation to the fact that 100 years have passed since World War One started? Which fault lines are discussed in the print media? Which metaphors on the European identity manifest themselves in print media? What stereotypes are brought forward and manifest themselves in the historic figurations that become tangible during such an important anniversary? Both Austria and Germany underwent a significant political transition from empires to the first attempt on democratic republics, which in the case of the Austrian-Hungarian k. u. k. monarchy was connected to significant losses of territory and influence, and the building of new nations. Building a case study by Austrian and German print media, it will be illustrated how constructs of the past are affected by present affairs and further how historic developments are manifesting themselves in contemporary figurations that are present in contemporary media discussion. The case study uses data from two newsmagazines (Profil/Austria and Der Spiegel/Germany) and one weekly newspaper (Di e Zeit/Austrian and German editions), which are among the chief quality- and opinion leading newsmedia in both countries and through their style of reporting offer more background information and evaluation of events than the daily newspapers. It examines articles published at the beginning of the anniversary year (December 2013-January 2014) and in the weeks between the assassination of Archduke Franz Ferdinand and the beginning of the war (July - August 2014), marking the central discursive events in collective memory. The analysis relies on the concept of memory cultures and collective memory setting, discourse theory and conceptual metaphor theory as its' theoretical backgrounds. As research methods it employs both qualitative content analysis and metaphor analysis in order to show how a) World War One itself is constructed in newsmedia discourse, b) if and how national stereotypes are referenced and updated and c) how European identity is constructed in relation to the representations of the events between 1914 and 1918.

NEW TELEVISION HISTORIES: MEDIATISATION AND MEMORY POLITICS FROM ABOVE AND BELOW

Jensen, Helle

› University of Copenhagen, Denmark

THE ARGUMENT: My talk will be centred on a discussion of the mediatisation of television history and its implications for media historians. I will combine an analysis of the institutional creation of digital online archives (the making of television history 'from above') with an analysis the increased presence of online television histories written by laymen (the making of television history 'from below'). Relating these two activities to one another, I will outline how mediatisation can be seen as highly influential on new television historiography. I will combine my theoretical discussion with a practical example, namely my own experiences with writing a history of the transfer of the American show Sesame Street to Europe in the 1970s. When I work on this project, I use the digital archives of a number of different European television broadcasters (e.g. Danish DR and Italian RAI), as well as a wide range of user-generated online material (wikis, blogs, webpages). My concrete experiences have raised questions about what possible approaches are available to media historians dealing with existing communities of memory and what an etic for the politics of history would look like in the light of an increasing mediatisation of television history and other media histories. CONTEXT: Two recent issues of VIEW: Journal for European Television History and Culture deal with television history from the perspective of digitalisation and that of memory culture. The issues contain innovative and important points about television historiography and reflect on the connection between what is called 'archive history' and 'popular memory' (de Leeuw 2012). The relationship between archive-based and popular history is presented as a 'gap', as something that needs to be bridged, and is hereby subtly implying that the digitalisation of sources in an institutional setting is something, which is beyond memory politics. In my talk, however, I will argue that the construction of digital online archives must, indeed, be seen as a part of memory politics on the same level as all other history-producing activities (Rüsen 2002). Using examples from my research on the history of Sesame Street in 1970's Europe, I will show how the activity of digitalising old television programs and making them available online involves interpretations of the past and present, something which makes the digital archive yet another way of arranging memory and culture. These latest ways of institutional production of memory culture is an outcome of 'the mediatization of culture and society' (Hjarvard 2013). However, the mediatisation process has not only influenced the institutional construction of television history. Web 2.0 has provided individuals and groups with new ways of writing and displaying history (including television history), which contributes to collective memory and history in an efficient and solid way. These two new challenges from 'above' and 'below' to the historiography of television are both outcomes of the increased mediatisation of (media) history. As media historians we must ask how this influences our work, but also the construction of memory culture in our societies.

PAST NEWS, PAST USE? BREAKING NEWS, MEDIA USE AND THE CONSTRUCTION OF COLLECTIVE MEMORY

Smit, Rik; Heinrich, Ansgard; Broersma, Marcel

› University of Groningen, Netherlands

This paper analyses how the affordances of specific media and the social context of historical news consumption impact the memory of breaking news events. By means of 135 qualitative interviews with people born before 1950, we examine which breaking news stories audiences prominently remember. Additionally, we reconstruct the historical setting in which they originally consumed the news and analyse which social, spatial and platform-related specifics shape media memories. Accordingly, this paper presents not only new insights into the construction of shared knowledge of past news events, but also into past media uses and practices. Ultimately the paper aims to empirically investigate media memories, or the construction of shared notions of the past by, through and about the media (Neiger, Meyer and Zandberg 2011, 1). Our purposive sample equally represents Dutch males and females of different age groups, ranging from 64 to 93 of age. It was compiled in order to create a bottom-up account of 50 to 70 years of media history in the Netherlands, as it is remembered by audiences. The goal of these semi-structured interviews was to achieve rich descriptions of personal media memories that would enable us to draw inferences of remembered experiences. A snowball sampling method was used in order to attain stratification: starting with one interviewee, he or she was asked to provide a list of five people of which we would pick one, based on gender and age, and repeat the process. Transcripts were coded inductively, using Grounded Theory as a method. This method of analysis was chosen because it allowed us to draw from the material itself in order to engage with theoretical and methodological issues in media and memory studies. Due to their often surprising and affective nature, breaking news stories powerfully constitute and shape flashbulb memories—those memories that are vividly and precicely remembered. Events such as the first man on the moon, the assassination of John F. Kennedy and the attacks on the Twin Towers are remembered intimately by individuals, yet they have been communicated by different media and received and made sense of in varying social contexts and settings. Such personal media memories provide an instrument for the study of past media use and thus form a significant media historical resource, one that may also provide a new, audience-centred starting point for exploring the affordances of different media.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 3. COMMUNICATION HISTORY - MEDIA AND FORGETTING

› Room 1.05, First Floor

FORGETTING AND REMEMBERING VIA MEDIA: THE OSLO 1914 JUBILEE EXHIBITION

Ytreberg, Espen

› Universitet i Oslo, Norway

The tradition of the great exhibitions (or world's fairs, or "exhibitions universelles") presents something of a paradox: they were made to be torn down, in that sense ephemeral, a case of what Paul Connerton has termed "planned obsolescence". With a few notable exceptions, the sites and buildings of these exhibitions were not available for the generations that came after. At the same time, the universal exhibitions were all about how a totalising summing-up of the present could imagine the future, predict it and help make the future happen. The media played a crucial role to the exhibitions generally, and to this future-predicting work especially. They were key to promote the idea of an exhibition. As prime examples of technological development, the media were themselves important exhibits. Also, the public sphere in which the exhibitions were interpreted, discussed and remembered was largely a mediated one. In short, the great exhibitions were major media events, enabled by the media ensemble of the day. This paper takes its departure in the Jubilee Exhibition at Frogner (Oslo) in 1914. Built after the template of the Great Exhibitions, this was at the same time a celebration and a promotion of national unity, held nine years after Norway's national independence. Small and limited by international standards, it was huge by national ones: Over an opening period of five months it attracted approximately 1,5 million visitors from a nation of 2,4 million inhabitants. The paper presents an in-depth case analysis of the various media that contributed to making the Jubilee Exhibition a major event in the history of Norway as a national collective and a media-saturated society. The paper examines the work of future-prediction in media materials of five types: documents from the exhibition arrangers themselves; print media coverage of the event; photographic and film material provided mainly by the exhibition arrangers but also by visitors; and autobiographies from visitors solicited by the Norwegian folk history archive. The paper argues that the force of these discourses on

the future stemmed not least from their reference to a modeled and symbolic version of Norway, one more malleable to the formulation of formative visions than physically permanent ones would be. In other words, the exhibition tradition presents a complex and intriguing case of how forgetting and remembering can sometimes exist in an interlinking dynamic, rather than as opposing forces.

LIVE FORGETTING: THE TELEVISION QUIZ SHOW

Ericson, Staffan

› Södertörn University, Sweden

Television has often been assumed to "produce forgetfulness, not memory, flow, not history" (Heath). In the temporality of the "live", every "now" must disappear (in the early days, programs were either not recorded, or routinely erased). As in Freud's model of the human psyche, perception (transmission/reception) and inscription (preservation/storage) are posited as mutually exclusive. But television may also be identified with a shared mnemo-technology, one that is to be performed "live"; as were Yates' ancient "arts of memory", Freud's "talking cures", and Halbwach's "collective memory". If so, the past is not so much continually lost on television, as conditioned by specific ways of remembering and forgetting. In this paper, the dialectics of memory and forgetting are explored through a 1950's genre, decisive in the formation of television mass audiences (in US and Europe, within both commercial and public service systems): the quiz show. In formats like "21" and "The 64 000 dollar question", the unpredictability of the future and the hazards of forgetting were presented as entertainment. Gambling (to Walter Benjamin, the drug-like excitement offered by irreversible time) was combined with the performance of "live memory" (to Plato mneme, as opposed to hypermnema, in which memory is supplemented by archival documents and prosthetic devices). The paper illustrates how this genre staged the conditions of remembering/forgetting within televisual space and time: a mnemonics to be performed "on the air" from within a glass box; by individuals, isolated from incoming sensations (except the ticking of time), derived from external support from archives or devices of inscription. The masters of this game, the "first heroes of television", were "ordinary" men and women, destined to be replaced and forgotten. Not forgotten, however, were those involved in "rigging" it: contestants pretending to have forgotten or to remember, producers/sponsors manipulating the premise of unpredictability. The American "quiz show scandals" of the 1950s caused public resentment, and resulted in congressional hearings and amendments in the US Communications Act. The intent was to identify "the line separating downright dishonesty from the permissible make-believe of show business", and prohibit the media from "pre-arranging and pre-determining the outcome" of contests involving "intellectual knowledge" or "chance." In cultural memory, the quiz show scandals are referred to as the historical moment when the television audience "lost its innocence". This paper argues that the generic imaginary of the early quiz show, its malfunctions, paradoxes and regulations, may expose the types of forgetting involved in the temporality of live broadcasting, as well as its after-life in our current media environment. It sketches the "pre- and posthistory" (Benjamin) of a live forgetting, that may by now be lost: located in a collectively shared "here and now", in which futures remain to be determined, events are not so much created as covered by the media, the past is either brought to life or left behind. As already anticipated in the quiz shows, liveness is "arti-factual", futures may be "pre-mediated", and neither clocks nor glass cages need determine the way individuals or collectives remember or forget.

PLATFORM MEMORY AND SOCIAL FORGETTING IN WIKIPEDIA

Pentzold, Christian[1]; Lohmeier, Christine[4]

› [1]Alexander von Humboldt Institute, Berlin, Germany; [4]University of Munich, Germany

This paper looks at the strategies of Wikipedia authors to employ and to ignore the platform-enabled archive of wiki-based activities. It examines the practices and institutional settings that allow editors to balance the technological affordances of a fine-grained and close-to complete register of all activities done in the wiki with the social need to 'forgive and forget' so to assume good faith and continually return to cooperation. In sum, the paper argues that the platform's permanent and thorough record of edits and versions is, on the one hand, the requisite basis for the set of code-enabled tools consisting of version histories, watch lists, automatic software agents (bots), and software-assisted editing interfaces that help the editors to observe portions of the overall editing activities and platform dynamics and to react promptly and tightly focused (Geiger 2013). On the other, however, the paper holds that Wikipedia authors have crafted institutional requirements in the form of etiquettes, rules, and guidelines so to balance the omnipresent machine memory preserving all conflicts and malpractice by asking editors to be oblivious for social conduct's sake (Pentzold 2011). The paper takes its starting point from recent debates about digital media's ability to fully record people's activities as a threat to privacy, autonomy, and civic life (Mayer-Schönberger 2009) and from the related description of social media as a novel type of panopticon or even super-panopticon (Elmer 2003). Yet instead of advocating for technology-implemented rights to forget like expiration dates on data with personal information and contrary to the tendency to generalize the plentitude of strategic actions possible to Wikipedians for critical purpose, the paper highlights the role social practices and conventions play in utilizing and circumventing conciliatory digital archives. In a second step, the paper develops its empirical case by looking at the technological devices and patterns of action employed by editors to observe and control aspects from the total set of activities and historical records. Third, it then turns to the institutional ensemble of policies, guidelines, and normative assumptions that prompt users to suspend the constant monitoring and to engage in conversation and cooperation in the shadow of consistent control. The paper builds on a three-year ethnography (10/2009-10/2012) among Wikipedia authors of the English- and German-language version encompassing extensive participant observation, about 50 conversations and in-depth interviews, as well as an analysis of about 1.600 documents from wikis and other related websites, blogs, and platforms. References: Elmer, G. (2003): A diagram of panoptic surveillance. In: New Media & Society 5(2), 231-247. Geiger, S.R. (2013): Bots, bespoke code, and the materiality of software platforms. In: Information, Communication & Society. Online first: DOI: 10.1080/1369118X.2013.873069 Mayer-Schönberger, V. (2009): Delete. The Virtue of Forgetting in a Digital World. Princeton: Princeton UP. Pentzold, C. (2011): Imagining the Wikipedia community. In: New Media & Society, 13(5), 704-721.

THE RIGHT TO BE FORGOTTEN ONLINE

Fredrik, Stiernstedt[2]; Kaun, Anne[3]

› [2]Södertörn University, Sweden; [3]Södertörn University/Annenberg, Sweden

In January 2012 the European Commissioner for Justice, Fundamental Rights, and Citizenship Vivian Reding gave officially political form to previous discussions on privacy in online platforms in Europe when she announced the proposal of "the right to be forgotten online". In this paper we analyse this policy initiative and the imaginaries and discourses about memory and forgetting that it articulates and produces. The possibilities for collecting and storing vast amounts of data have increased rapidly in the last years. The very idea behind major online platforms, such as Facebook, Instagram, Youtube and Google, is to collect and process information and data uploaded or produced by users. The business model behind these companies rests on the possibility to preserve and organize information on behalf of their users and clients. Even though the fast-paced, ever-changing and ubiquitous character of the social media streams that surrounds us seems to promote a culture of forgetfulness, the companies and their services do not forget. In server-farms cropping up all over the world memories in form of data and information– measured in petabytes – are accumulated. On behalf of the individual user, as well as on a societal level these new possibilities for storage and organization of data is often practical and in many situations deeply appreciated. At the same time, it raises the question of who, and on what terms, has the right to own, control and organize data. Who has the right to decide on what should be remembered and forgotten? For many individual users the experience of losing control over their own biography and personal memorabilia is, a yet downplayed but, acute issue in relation to social network media. In this paper, we present a critical policy analysis of the initiative "The right to be

forgotten online" focussing on the notion of memory and forgetting. Previous analyses of this and similar proposals have mainly focused on practical difficulties and the threat to the "open internet" as well as freedom of speech that some see in such legislation. In contrast we will discuss the question of what imaginaries and discourses about data as "memory" and "forgetting" that operate and get articulated within such legislative proposals through analysing official documents released by the European Commission (such as press releases) and public reactions to the initiative expressed in major European news outlets. The analysis considers hence both the initiative itself and reactions by the industry that would be affected by such a directive establishing the right to be forgotten. Responses by major players such as Facebook, Google and Amazon are considered in terms of how they reframe the notion of forgetting according to their purposes.

RESPONSE: MEDIA AND FORGETTING

Rothenbuhler, Eric
› Webster University, United States

Professor Eric Rothenbuhler has accepted the role of a respondent to the above four presentations. As his contribution will be based on his reading the four papers, which will be submitted to him in advance, no abstract of his commentary exists at this point.

POSTERS

13 NOVEMBER

16:00 - 17:30

HALL 4, FIRST FLOOR

CULTURAL PUBLICISM IN LONDON EXILE PERIODICALS DURING THE SECOND WORLD WAR

Batistová, Anna
› Charles University, Czech Republic

The poster Cultural Publicism in London Exile Periodicals during the Second World War will briefly discuss the war London exile and specific culture by Czech exiles in London. The aim of the project is to analyze major London wartime exile periodicals published in Czech language (Czechoslovak, Young Czechoslovakia respectively New Czechoslovakia etc.) with special emphasis on the cultural pages of these magazines. The core focus is to describe wartime London's cultural exile magazines (Cultural Tribune, Cultural Notebook, Horizon, Review 43-45) and to evaluate the importance of personalities who contributed to these magazines.

IMPACTS OF THE 1974 REVOLUTION ON PORTUGUESE NEWSPAPERS COVERS

Lima, Helena; Reis, Ana
› Faculty of Arts of University of Porto, Portugal

The Portuguese Revolution of April 25, of 1974, meant a new cycle for the media that can be assessed by a series of transformations on different levels of the newsmaking process. In general, all the media suffered the impact of the impending political events. The end of the dictatorship that lasted for 48 years, allowed the abolition of the censorship but also gave way to a politicization wave that turned into a political radicalization, which consequences spread out across the news media during the revolutionary period . The establishment of the freedom of speech generated drastic changes on news content and the abundance of newsworthy events conferred an unprecedented pace to the informational flow. These new features granted deep changes in the whole news production context. The first and most obvious is related to the very political events, since journalists were, for the first time, confronted with an enormous amount of facts that can be considered as hardnews (Schlesinger, 1987, Bell, 1991, which demanded news coverage. An entire new world was open to the newsrooms that faced the need to respond to a permanent flow of information, in a clear opposition of the lethargy lived during the dictatorship. These new dynamics in terms of events but also of timeliness led to a transformation of contents and formats from which the daily newspapers covers provide the means to study both the news factuality of this period and the development on the journalistic framework (Goffman, 1986; Entman, 1993; Reese, 2001). The press headlines can also give the extent of propaganda on front pages. The aim of this study is the analysis of these features during the Ongoing Revolutionary Process (PREC) that is considered,, broadly, between September 1974 till the same month of 1975, even though the revolutionary unsteadiness lasted until November of that year. The study of the front pages permit to understand the impact of this political cycle in terms of news coverage framework and the influence of propaganda on news. The headlines and news will be considered according to a table of categories for an initial quantitative approach and other data, like photo coverage, the actors in the news, sources and slogans will provide the analysis of content. The methodology also includes the study of available documentation, such as official reports, legislation and contemporary testimonies. The focus the study is on the covers of three daily papers, on some of the crucial events occurred between the military coup and the end of the revolutionary process, in November, 1975.

THE HISTORY OF A BAN ON COMMUNICATION OR HOW A TABOO WAS BROKEN BY THE MEDIA

Hellwig, Melanie
› Jade University, Germany

This presentation discusses taboos, breaches of taboos and the connected appearance of wilfully constructed scandals in the view of communication sciences in consideration of psychological and social sciences theories as well as an ethnological approach. The main focus is the valorisation of the phenomenon taboo for communication sciences. This will be done by using a historical approach and a case study. The case example is an article in the German magazine "Der Stern" in 1971, which was titled with "Wir haben abgetrieben" (we had an abortion). In the beginning the theoretical basics of the related areas taboo, secret and scandal in the media will be explained. It will be done with an overview of the history of the taboo and the history of the research in different sciences. The differences of taboo and secret will be identified and the commonalities of breaches of taboos in the media and media scandal will be pointed out, followed by an elaboration of the system taboo and some thoughts concerning the status of a taboo in society. It becomes apparent, that media as a part of the society are also subjected to the force and functionality of taboos. This is the basis for the content analysis of the news coverage of the theme abortion around the scandal in the year 1971. The content analysis investigates how a taboo is constituted in the media and how a breach of a taboo (in retrospect) made a change in the system of a special taboo and its communication on it. A first conclusion on the function of media in the context of disappearing of a taboo completes the presentation. Literature (excerpt): Bellebaum, A. (1992): Schweigen und Verschweigen. Opladen. Burkhardt, S. (2006): Medienskandale. Zur moralischen Sprengkraft öffentlicher Diskurse. Köln. Freud, S. (1940): Gesammelte Werke. Neunter Band: Totem und Tabu. Frankfurt am Main. Gaugin, S., Sander, U. (ed.) (2006): Sensation, Skurrilität und Tabus in den Medien. Wiesbaden. Kraft, H. (2004): Tabu. Magie und soziale Wirklichkeit. Düsseldorf, Zürich. Lévi-Strauss, C. (1984): Die elementaren Strukturen der Verwandschaft. Frankfurt.

JEWRY IN THE GERMAN TELEVISION — A "STRUGGLE FOR RECOGNITION"?

Rauch, Raphael
› Ludwig Maximilian University Munich, Germany

Images change our approach to history and influence historical consciousness. The broadcast of the American TV series "Holocaust" in 1978 triggered a "memory boom" in the West German Television. During the 1980s, many other programs followed dealing explicitly or implicitly with National Socialism, Holocaust, and Jewish topics. Scholars, however, focused in their research almost exclusively the representation of National Socialism and the Holocaust, but not the representation of Jewry and Jewish topics in general. ^ The objective of my paper is to investigate this "memory boom" with a view of "the Jewish" in the West German television in the 1980s. The focus is not limited to Jewish religion or culture, but includes all the phenomena of Jewish identities. Following the approach of "visual history", my analytical framework includes both contexts and functions of corresponding programs (production conditions, the rise and the objectives of programs with Jewish content and the therein transported pictures), the analysis of processes of iconization, processes of intertextuality and interpicturality, and media transfers as well as the reception and analysis of use. My argument is that the increasing representation of Jewish topics is not only the result of the interest of the 2nd generation after the war. This generation wanted to know more about the past and the actions their parents did and not did regarding the Holocaust. More prominent, the intense representation can be attributed to the increased agency and self-confidence of Jewish representatives in Western German. In the 1980s, the so-called "packed suitcases" — symbolizing the uncertainness whether Jews can live for a long-term in Post-Holocaust Germany — were unpacked; Jewish life in Germany became more and more thinkable, visible and public. With the Theory of "The Struggle for Recognition" (Axel Honneth), I will argue that Jewish representatives lobbied for Jewish representation in the media therefore that both Germany recognizes Jews in Germany, but also Jewry recognizes German-Jewish identities and "unpackes the suitcases". This approach on media history shows not only an important part of German-Jewish media history, but also the impact of media and its images — their effect not remains in the semantic space, but can lead to direct action and strong commitments.

HOW THE ARTISTIC MOMENTUM OF THE LATE 19TH CENTURY TRADITIONAL PHOTOGRAPHY HAS EXPELLED STEREO PHOTOGRAPHY.

Peixoto, Rodrigo
› Lusófona University, Portugal

In this text, we will try to understand in what ways was the artistic meaning structured in traditional photography practice, and how did these ideas influence the refusal of stereo photography by late 19th century photographers who claimed an artistic expression for photography. By analyzing the ideas of the photographers that founded the "Brotherhood of the linked ring" in England (1893), and the ones expressed by Portuguese photographers in "Arte Photographica" (an illustrated magazine published in the years 1884 and 1885), we will try to formulate a traditional photography model of communication, as an artistic expression, at the end of the 19th century. Then, we will compare these observations with all the information gathered by the research project Stereo Visual Culture (PTDC/IVC-COM/5223/2012), trying to understand the reasons for the refusal of stereo photography by the photographers that were pursuing an artistic expression in the 19th century photography. At the end of the 19th century, image displaying devices and all the exhibition and communication structure of a pictorial artistic object were inextricably connected to two dimensional and monocular image types. The need to establish a visual common ground to the spectator, located in the object being exhibited, found no place in the fruition of stereo photography. For not only a stereoscopy could not be appreciated in the same way as art had always been showed, but above all, the technological imposition of a physical apparatus, which was an obvious characteristic of stereo photography, established a new and unique paradigm for vision. The disruption between perception and object introduced by stereo photography causes a fracture in the idea of art as it was understood at the time, and it seemed to disempower the object, by removing from it the visual qualities that made it art. In stereo photography, perception has been detached from the object, although it is triggered by it. The visual object (the card or piece of glass in which the stereo pair has been printed) exists as a code that has to be deciphered through the imposition of a vision/sensation catalyst device (stereo viewer) to the human body, where it becomes visible. While traditional photography, in its artistic momentum, was enduring in a path towards the past, searching for pictorial forms that could bring it closer to neoclassical and renascence masters, stereo photography, on the other hand, was imposing its technological singularity to the images it produced, in an obvious way. In the late 19th century, when painting was escaping from the representation of the real, and traditional photography was forgetting its most cutting edge qualities by pursuing a pictorial rendering of the photographic image, stereo photography could not allow for pictorial whims. In it, the real imposed itself beyond its physical appearance; the vision of reality was a property of the subject, parted from the physical world.

WORLD WAR I COMMEMORATIONS: REPRESENTATIONS OF THE EVENT IN THE PORTUGUESE ONLINE NEWSPAPERS

Sá, Alberto; Cabecinhas, Rosa; Macedo, Isabel
› Communication and Society Research Centre, University of Minho, Portugal

Over the past decades, the public uses of history have represented a major theme of political and cultural debate. Public history is now part of mass culture. Its political uses has a far wider impact that scientific historical research as it exercises a direct influence on the way the past is remembered and narrated by lay people. These narratives are transmitted across generations and contribute to define ethnic, religious and national identities. The processes of individual and collective memory are becoming more dynamically reconfigured through socio-cultural practices and media interaction. Individual and cultural memory are constantly (re)produced and mediated through "technologies of memory" (J. Van Dijck, 2007). The increasing reliance on technological tools as aids and guardians of memory makes us dependent on the media representations as a source of the past and also to the contemporary construction (Barash, 2008). As millions of viewers reproduce war representations through media, the commemoration of the First World War centenary is an opportunity to be reflexive about the media and they role in the construction of communicative and cultural memory. Precisely, the proximity of the centenary also stresses the replacement of communicative memory by cultural memory (J. Winter, 2013), in the concept of Jan and Aleida Assmann, as there are no more direct witnesses of WWI. Cultural memory is thus an important concept in this study, and the media, namely, Portuguese online newspapers have a significant role in our analysis of how social representations on WWI are reproduced. This is an historical and social psychological approach that aims to capture the dominant themes of media commemoration about The Great War, expressed by the main Portuguese online newspapers during this year, in the form of: a) the study on the effects of commemoration - sharing of the emotions, narratives and emotional discourses - to understand it's signification; b) the analysis of how far the commemorations meets the needs expressed by individuals; c) the analysis of the operation levels of remembrance (state, families or individuals); d) the newspapers archival dimension in the news production, evaluating the economic impact of the archival management to media groups economy; e) the examination of meaningful representations of the past (moral lessons and social beliefs); and f) the identification of historical thematic clusters (causes and consequences, military issues, suffering and personal accounts of the war, struggle against oblivion).

ABSTRACTS SECTION 4
COMMUNICATION LAW AND POLICY

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (A) - MEDIA POLICY-MAKING PROCESSES

› Room 1.05, First Floor

PRESSING ISSUE OR MINOR MATTER? NEOLIBERAL MEDIA POLICY'S PERFORMANCE IN THE MEDIA CRISIS

Trappel, Josef; Gadringer, Stefan; Wenzel, Corinna

› University of Salzburg, Austria

Industry representatives, policymakers and communication scholars disagree about the character of the current developments in the media industry. Some call it transformation (Seufert/Sattelberger 2013; Jarren 2012), others a severe crisis (Meier 2012). This classification has consequences for media policy tasks, since a crisis requires immediate actions (Frank 1981; Schneider 2012), whereas constant transformation prompts gradual adaption (Löffelholz 1993; Almirón 2010). Given the numerous evidences of journalistic staff downsizing, closures of news outlets and failures to meet information demands of democratic societies (Fenton 2010; Meier 2012; Seethaler 2012; McChesney 2013) a classification of current developments as crisis, rather than as transformation is well justified. To deal with this crisis of media performance, resolute and immediate policy interventions, based on a consistent definition of the crisis would be expected. In this paper we therefore ask (1) how media policymakers reacted to the crisis of media performance; and (2) whether this crisis has led to the implementation of innovative solutions and an adequate counteraction of media policy. To answer these questions, we analysed guiding principles and underlying values of media policy, its peculiarity and its significance and visibility in society during the new economy crisis 2000/2001 and the financial market crisis since 2008. Our methodological design included semi-structured interviews with regulators, politicians, industry and civil society representatives in Austria, Canada, Germany, Netherlands, Sweden, Switzerland and the UK, undertaken in 2012 and 2013. The results of our comparative analysis show that media policy differs from other political fields (such as economic or fiscal policy) when it comes to its willingness and ability to intervene. First, media organisations and politics maintain close (power) relationships based on mutual benefits (e.g. publicity, expertise, legitimacy). Second, we observed a varying perception of the crises among stakeholders. While private-commercial corporations and media policymakers frame the crisis as a funding problem for media organisations, civil society and public service representatives acknowledge a profound crisis of media performance beyond that. Third, media policy processes are highly complex. Uncertainty and lacking expertise among policymakers enable powerful actors to enforce vested interests. Fourth, neoliberal media policy values like efficiency, economic competition and growth are prioritised and remain quite stable. Social-normative policy changes are unlikely. Fifth, the field of media policy itself appears to be unattractive for generating political prestige. Accordingly, inspired and knowledgeable politicians are quite rare and hesitate to engage in times of crises. As a general result, neither severe economic crises nor structural changes in technology and media usage have so far prompted alterations of the dominant neoliberal media policy paradigm, which is characterized by the supremacy of markets, competition, efficiency and the influence of corporate interests in media policy processes.

MEDIA POLICY FETISHISM

Freedman, Des

› Goldsmiths, University of London, United Kingdom

Recent studies have demonstrated that media policy is not the clean, administrative, depoliticized and evidence-based space in which it is sometimes held up to be (Freedman 2008, Just and Puppis 2012, Kirkpatrick 2013). It is, instead, an ideological field in which certain preferences are confirmed and others marginalized. I have written previously (Freedman 2010) about media policy silences — the gaps in the process, the unasked questions, untabled agendas, uninvited players and unspoken assumptions that account for the non-decisionmaking power at the heart of media policymaking. While I think this approach is still very relevant and helps us to fathom both the contours of and the absences within the policy environment, we need another frame to make sense of the debate and initiatives that are very much in front of us: for example the challenges to net neutrality, the battles over press freedom and the pursuit of media pluralism to name just a few. In this context, I propose that we focus on the fetishism of the media policy process, understood as the loss of control over the decisionmaking arena and as the outsourcing of political agency to external forces. This paper focuses on both the dimensions of 'everyday fetishism' (its capacity to naturalize commodification processes and to reify social life) as well as its relevance to media policy in particular. It reflects on how a fetishistic policy distorts key policy principles, restricts access to policymaking arenas and mystifies the process as a whole so that it becomes a 'spectral' activity from which ordinary citizens are largely excluded. The paper finally considers two key ways in which publics can re-connect themselves to the policy process and, in doing so, to invigorate and democratize the struggles for media justice we face today. References: Freedman, D. (2008) The Politics of Media Policy, Cambridge: Polity. Freedman, D. (2010), 'Media Policy Silences', International Journal of Press/Politics 15(3), 344-361. Just, N. and Puppis, M. (eds) (2012) Trends in Communication Policy Research, Bristol: Intellect. Kirkpatrick, B. (2013) 'Vernacular Policymaking and the Cultural Turn in Media Policy Studies', Communication, Culture and Critique 6, 634-647.

DEVELOPING TRULY PARTICIPATORY POLICIES FOR SOCIAL NETWORKING SITES: CONCEPTUALISING THE INVOLVEMENT OF USERS AND CONSUMER ORGANISATIONS

Lievens, Eva[1]; Wauters, Ellen[2]; Valcke, Peggy[2]

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Although users take up an increasingly central position in consumer and media regulation (Helberger, 2013), this has in most cases not been the result of an extensive involvement of users in the regulatory process itself. In this context Hasebrink has argued that "[a]ccountability for media quality and diversity would be significantly improved by expanded public participation in media governance processes". Following this argument, real participation of different actors in these processes could result in regulation that is better adapted to everyone's expectations and the actual use of media. Furthermore, this could lead to empowerment (Hasebrink, 2011) of the weaker party in areas where rights and responsibilities of the actors are unbalanced. One specific domain where this is the case relates to the Terms of Use that users of social network sites (SNS) must agree to in order to become a member of that network. Research

(Bakos et al., 2009) suggests that such Terms are rarely ready by users before agreeing to them, and that even if users would actually read them, they would probably not be able to correctly assess the possible (legal) implications of these documents. In addition, an analysis of the Terms of Use of certain SNS has demonstrated that the rights and responsibilities that are agreed upon in the form of a standard contract by the SNS provider on the one hand, and the SNS user on the other hand, are not attributed on an equal basis (Wauters et al, 2014). It is the aim of this paper to assess how a truly user-centric approach can be adopted by introducing an increased involvement of relevant actors in the design and development of SNS Terms of Use. In this context the paper will first look into the role that consumer organisations or other representative third parties can play in this regard. Possible approaches are for instance the development of standard model contracts that are negotiated by consumer organisations and companies or the use of pre-approved contracts where an independent third party will assess and approve or disapprove of the use of a company's Terms of Use. Second, the paper will explore the role SNS users can play themselves by initiating collective user actions that may persuade SNS providers to adopt more user-friendly Terms of Use (e.g. actions that have dissuaded certain companies from publishing advertisements that are, for instance, promoting violence against women). To conclude, the paper will formulate a number of recommendations for policymakers to implement such participative elements in regulatory processes in user-centric environments. References: Helberger, N. (2013), 'Form matters: informing consumers effectively', Study commissioned by BEUC, the European Consumer Organisation, 51 pp. Hasebrink, U. (2011) 'Giving the audience a voice: The role of research in making media regulation more responsive to the needs of the audience,' Journal of Information Policy, 1: 321–336. Bakos, Y., Marotta-Wurgler, F. and Trotten, D.R. (2009), 'Does Anyone read the fine print? Testing a Law and Economics Approach to Standard Form Contracts', CELS 2009 4th Annual Conference on Empirical Legal Studies Paper, NYU Law and Economics Research Paper No. 09-40. Wauters, E., Lievens, E. and Valcke P. (2014), 'Towards a better protection of social media users: a legal perspective on the terms of use of social networking sites', Int. Jnl. of Law and Info. Technology (forthcoming).

PUBLIC DISCOURSE ON PUBLIC SERVICE MEDIA: HOW NEWSPAPERS IN DIFFERENT COUNTRIES WRITE ABOUT POLITICAL DECISIONS AND REGULATORY QUESTIONS

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As digitization enables new means of media production and consumption, the balance of power in media markets is currently being readjusted. In this bargaining process, policy makers also have to decide on the future role and regulation of public service media. Some regulatory issues received much research attention, e.g. the extension of the public service remit to new platforms like the internet (e.g. Lowe/Bardoel 2007, Lowe/Hujanen 2003, Moe 2008, Trappel 2008, Brevini 2013), the reformation of traditional license fee funding (Nikoltchev 2010, Picard 2006 and 2005) or the introduction of ex ante tests for new services (e.g. Donders/Moe 2011; Donders 2012; Karmasin/Süssenbacher/Gonser 2011; Kleist/Scheuer 2006, Kops 2008). In contrast, not much research has been devoted to the public discourse about these regula-tory issues. But in times when the legitimacy of the public service as traditional "policy project" (Moe 2008) is challenged, the way the media report on the regulation and the political process is of crucial importance. On the same time, findings show clearly that media journalism is highly problematic (e.g. Beuthner/Weichert 2005, Kemner/Scherer/Weihnacht 2008; Gilens/Hertzman 2000). In the specific case of public service broadcasting, the role of private media as moderators of the discourse is especially difficult, as they are in direct competition with the public service media in relation to the internet (Wolswinkel 2011). A certain bias in the reporting can therefore reasonably be assumed. This is confirmed by a current study of Löblich (2011). She found out that news coverage of the amendment to the German inter-state broadcasting treaty dealing with online activities was mainly negative and restricted to certain interpretive patterns. Due to the lack of further indepth or comparative research, we cannot say for sure that this holds true for other states with a different context, e.g. a smaller media market. It also remains an open question how institutional factors of the public service or of the media reporting have an influence. Therefore, in the proposed contribution we ask how newspapers in different countries discuss regulatory issues concerning public service broadcasting. More specifically, we are interested which actors were cited and which frames they brought into the discourse. An answer is given on the basis of a comparative content analysis, which includes different newspapers (elite, forum, tabloid), in the (small) media systems Austria, Flanders and Switzerland. Press articles on regulatory issues were analysed for the years 2008 to 2012 with a specific codebook containing frames which are either positive (e.g. "public service needs to develop") or negative (e.g. licence fees distort the market") in relation to the future of public service media. First results indicate that not only did the amount of news coverage and the topics raised vary considerably between newspaper outlets, but also did the diversity of journalistic frames fluctuate. While some issues were raised in all countries (for example the extension of the remit or the legitimacy of license fees), and a tendency to use negative frames can be observed, some countries had a special focus (e.g. online advertising in Switzerland).

THE MEDIA WELFARE STATE: THE IMPACT OF CONSENSUAL POLICY-MAKING FOR COMMERCIAL MEDIA COMPANIES

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Research on European media policy and regulation has primarily been concerned with public service broadcasting and press subsidies. These arrangements are also brought to the forefront when Europe, and in particular the Nordic region is compared with other parts of the world (Hallin and Mancini 2004). Consequently, the private and commercial communication companies, which are influential players in the media sector, have tended to be overlooked in policy studies. This paper aims to expand the scope of media policy studies by exploring the commercial media sector in the Nordic region, and by introducing the concept of the Media Welfare State. The concept of the Media Welfare State builds on the resemblance between the key socio-economic and political institutions associated with welfare states, and policies and solutions for the media and communication sector. In the Nordic media model, these solutions include universal and egalitarian communication systems, institutionalized editorial freedom, and a cultural policy that extends to the media, but also a preference for consensual policy-making and compromises between stakeholders. The paper investigates how Nordic communication companies manoeuvre and expand in the duality between the public regulation of the media and the logics of the commercial market, and the preference for compromises between stakeholders. To what degree does Nordic communication companies develop a specific set of innovation and expansion strategies, and what characterizes the most significant strategies? Methodologically, the paper draws on three case studies, which represent different types of corporations; Nokia, the Finnish telecommunications hardware manufacturer, once the world's largest producer of mobile telephones, Schibsted, the Norwegian internationally expanding publishing house and global leader in online classifieds, and the Swedish company The Modern Times Group (MTG), an international player in television, radio, and free newspapers. The case studies are based on document analysis of the companies' annual reports, company homepages, and quarterly business reviews published between 2010 and 2013, as well as biographies and historical accounts. A key finding is that the communication companies selected for this study have accepted and taken part in state-regulated schemes and policies, and found it beneficial for their own corporate interests. The Nordic companies have taken advantage of global market opportunities, while at the same time benefitting from protective policies intended to defend domestic media players from the twin pressures of marketization and globalization. Yet, the study showed significant differences between the companies' main strategies in relation to the policy and regulation framework in the Nordic region and their respective home country: Nokia exemplify a collaborative approach, Schibsted has followed an adaptive strategy, while Modern Times Group is characterized by its confrontational tactic. The findings

demonstrate how these Nordic communications companies interact with the state and the policy solutions that we define as the 'Media Welfare State'. We encourage the application of the concept of the 'Media Welfare State' as a framework to investigate the relationship between societal models and media companies, also within other regions and other welfare state models.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP)
(A) PUBLIC SERVICE MEDIA IN A CHANGING ENVIRONMENT

› Room 1.05, First Floor

THE PUBLIC SERVICE PUBLISHER REVISITED: MATCHING DISTRIBUTED PUBLIC BROADCASTING WITH THE 'ECOSYSTEM APPROACH' IN MEDIA POLICY

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Various trends in media policy and policy rhetorics have shown an increasing emphasis on the value of the ecosystem as a whole, as a result of the the dynamics between all players, including the public broadcaster, rather than the sum of the individual media players. On the one hand, an ecosystem approach neutralises complaints of private players against PSM. On the other hand, it instrumentalises public broadcasters as a lever strengthen the local ecosystem and ties the fate of public and players to each other. Interestingly, some of the claims associated with an ecosystem approach, echoe arguments of an earlier 'ghost' that keeps finding its way back on policy forums and in academic literature, namely the discussion on distributed public broadcasting. Moreover, as part of sustaining various forms of content production, forms of distributed public service (as subsidies or indirect grants), have been launched, albeit complementary with existing public broadcasting and audiovisual subsidy schemes. The idea of a distributed and competitive provision of public media services, replacing or complementary to the existing Western European PSM systems, appears in discussions on the future of PSM, with the potential — even if not all ideas became reality — of being transposed into regulatory reality one day. Its main advocates are convinced it will deliver more value to society, is more efficient and more suited to cope with the new and complex media environment. Competition will challenge old incumbents to re-event themselves and induce processes of creative destruction as well. This paper seeks to explore the value of distributed public service as part of an overarching ecosystem approach in media policy. The aim of this paper is twofold. Firstly, it investigates which arguments have been made in order to make the case for a change from PSM to PSP or some form of distributed public service delivery. This part takes a contextualisation of the ecosystem approach and theoretical insights from organization change as the starting point. A typology of different forms of distributed public service delivery is developed on the basis of this part's insights. Secondly, setting out from this typology, the paper analyzes policy plans and actual practices in Europe and their degree of effectiveness (in terms of goals achieved). The main underlying question of the paper is whether the values of public service delivery and private entrepreneurship in public broadcasting, and by extension media sector, are compatible and worthwhile to pursue in media policies. Additionally, it aims to contribute to broader discussions on the value of an ecosystem approach in the long run, and the question whether proposed measures merely entail cosmetic operations or indeed provide the basis for cultural and economic sustainability of public broadcasting and the media ecosystem as a whole. The article is based on an extensive and interdisciplinary literature study, drawing from communication sciences, management literature, organization theory and media economics. Findings rely also on a document analysis of press releases, policy statements, management contracts, speeches, etc. In addition, interviews with leading experts in the media industry and scholars are used as input as well.

BEYOND THE BORDERS OF TOP-DOWN BROADCASTING: AN ANALYSIS OF THE THREATS AND OPPORTUNITIES OF PARTICIPATORY PSM PROJECTS

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Explaining the transition from PSB to PSM, scholars often refer to the need for a different type of relationship between audiences and public broadcasters. Admittedly, digitization offers opportunities in terms of interacting with audiences, offering more diverse types of content for niche audiences, and individuals expressing themselves. As said by Murdock, these opportunities are gradually being picked up in PSM policies and strategies, which increasingly make mention of concepts like interaction, co-creation and participation. In practice, however, it appears difficult for public broadcasters to move beyond the borders of top-down broadcasting and to develop projects that genuinely and consistently, i.e. going beyond mere pilot project set-ups, integrate a bottom-up approach. This paper analyzes whether and to what extent public broadcasters have been successful in moving from PSB to PSM. Have they been able to transpose policy and strategy concepts into actual day-to-day media service delivery or do interaction, co-creation and participation remain 'easy' umbrella concepts that cover everything and nothing at the same time? The paper consists of three parts. We, firstly, critically discuss boom and doom visions on the threats and opportunities of digitization for public broadcasters. Boom visions are to some extent technology deterministic accounts of the 'brave new world' technology opens for PSM and its users. Doom visions can be found with the opponents of PSM, but also with its fiercest defendants. Indeed, also within the social responsibility perspective on PSM critical voices arise on the desirability of involving the audience in the creation of high-quality PSM content. On the basis of this discussion of boom and doom visions, and integrating also other insights from literature, we try to operationalize what is generally meant both by policy makers and public broadcasters with interaction, co-creation and participation. Secondly, we adopt a case study approach to investigate how the projects TV Lab (France Télévisions) and Carte Blanche (VRT, Flanders) deliver on the PSM ideals of co-creation, interaction and participation. Both case studies are particularly interesting because they concern multi-platform formats, enabling youngsters to co-create television content. TV Lab is internally produced by the research unit of France 4 while Carte Blanche is created by the external production company 'Bonka Circus'. Admittedly, the French public broadcaster's activities have to be framed against the background of a better-funded, but also a more étatiste system, in comparison with the smaller, but hence also more flexible public broadcasting organization in Flanders, which is a prototype of a democratic-corporatist media system. A comparative case study design is used to assess the cases, drawing from desk research, document analysis and semi-structured expert interviews. The latter aim to reconstruct the entire policy and production process of developing and airing TV Lab and Carte Blanche, as well as to gain a better understanding of how these projects fit in the public broadcasters' PSM strategies. Finally, we draw some conclusions and formulate a number of recommendations both for policy makers and public broadcasters. These aim to enhance the match between rhetorics and practice.

"A COMPARATIVE STUDY OF PUBLIC SERVICE BROADCASTING UNDER PRESSURE: ARE WE SEEING THE TRIUMPH OF HALLIN AND MANCINI'S LIBERAL MODEL?"

Humphreys, Peter

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The paper presents findings from an UK ESRC research project which led to publication of a 2012 research monograph entitled Audiovisual Regulation under Pressure: Comparative Case Studies from North America and Europe (Gibbons and Humphreys, 2012). It explores whether the 'cultural policy toolkit' (Grant and Wood 2004) has withstood deregulatory liberalizing pressures in the television sector in: Canada, France, Germany, UK, and small European countries. The cases were chosen because: Canada and France had traditions of cultural protectionism (the term is used non-judgmentally); by contrast, Germany and

UK were widely seen as economically liberal; and small countries had weaker audiovisual industries due to their smaller national markets, were culturally more vulnerable, and were less likely to be able to withstand deregulatory pressures, particularly from outside. This paper focuses on public service broadcasting (PSB) as the key element of the audiovisual cultural policy toolkit. Both theoretically and empirically, it takes issue with those like Freedman (2008) who see PSB as having been subjected to far-reaching neo-liberal 'disciplining'; and in particular with Hallin and Mancini's, Comparing Media Systems (2004), which contends that highly distinctive models of relationship between media and political systems are converging. In their ultimate chapter, they refer to the 'triumph of the liberal mode', suggesting that socio-economic modernization and technological and market developments are leading to a striking measure of 'Americanization'. Deregulatory pressures are certainly strong; witness Van Cuilenberg and McQuail (2003)'s widely cited contention that: '.....governments are retreating from regulation where it interferes with market development and giving relatively more priority to economic over socio-cultural and political welfare goals where priorities have to be set'. Indeed, this is not new; nearly three decades ago, Dyson (1986) pointed to a worrying new logic in Western European countries' media policy making, what he called 'competitive deregulation', more commonly referred to in the political science literature as (de)regulatory competition. However, following a historical institutionalist analytical framework, our study shows that while PSB has long faced serious challenges which certainly continue, and which have been met better in some cases than others, there remains evident a remarkable 'path dependency' of policies, a lack of impact from deregulatory competition with regard to PSB, and instead persistence of national idiosyncrasy in PSB policies despite strong pressures for policy convergence on 'new communications policy paradigm' (Van Cuilenberg & McQuail 2003). Whilst far-reaching deregulation of the private TV sector has been well documented by communications scholarship, our study found that policies for PSB appear to be comparatively robust in Germany and UK though they have likely reached the political limits of their future development. In France, we found that PSB was much weaker, yet there was robust adherence to other characteristically 'French' audiovisual 'cultural policy toolkit' instruments, notably production subsidies and scheduling quotas, which France has even managed to leverage to the EU level to a degreee. Europe's small countries displayed a wide variety of policy patterns; but, once again, we found strong evidence of path dependent policies for PSB. This would seem to confirm that, while economic and technological pressures lead to a certain amount of convergence, politics — that is, persistent national policy profiles and different political cultures — makes for a very significant degree of continuing diversity. Accordingly, to speak in terms of 'the triumph of the liberal model' is deterministic, defeatist and inaccurate.

POLITICAL IMPACT ON PUBLIC TV? A CASE STUDY ON MUTUAL COVERAGE OF LANGUAGE-BOUND SWISS TELEVISION PROGRAMS

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One of the most significant discussions in the context of the public service broadcaster in Switzerland is (horizontal) integration of the language areas. With three official languages, Switzerland has a multilingual and multicultural public sphere. Moreover "each language region contains its own media market" (Puppis/Künzler, 2011: 169). In this context, Switzerland can be perceived as a small version of a European public sphere facing similar challenges as Europe. One essential part of integration is the possibility of public communication (Jarren, 2000: 235). Representation as well as mutual (re)cognition via mass media is seen as an important momentum for intercultural communication (Schönhagen/Trebbe, 2009: 225). Consequently, this paper examines to what extent the TV channels of the Swiss Broadcasting Cooperation SRG SSR (in short: SRG) offer information about the three main language regions in their programs. The SRG has to provide two separate TV channels in German, French and Italian (SRG License Art.5 (1)). In 2010 a parliamentary motion was submitted with the request for a new multilingual TV channel to strengthen the cohesion and solidarity by providing access to information about all language areas in one channel. This motion was rejected. However it was pointed out to SRG that more has to be done to support the intercultural exchange and to improve the communication and understanding between the language areas within the existing channels (DETEC 2011, 10.3055). Furthermore, the "Federal Council is convinced that the organizational level directly affects the content of programs: The existence of a national public service broadcaster is believed to guarantee that all language regions are treated equally regarding programs" (Singer et al., 2011: 428). It is our goal to examine whether the parliamentary motion improved the coverage of the different language regions. Therefore, the entire 24-hour-program of the SRG TV channels was recorded and analyzed for two calendar weeks each year since 2009. Using the method of quantitative content analysis it was possible to examine news, magazines, documentaries and talk-shows. Hence all programs for which journalists work in a newsroom and do research are included as there is an expectation for intercultural exchange especially in these programs. The journalistic approach defined as the various forms of references to language regions within the TV program, will be compared before and after the parliamentary motion (mentioned above). A reference to a region can be placed by topic, locality or by a person. For this study the journalistic approach was used to explore the dimensionality and intensity a region is dealt with in the media coverage. The results show that firstly the channels primarily focus on the own language region and secondly broadcast references to German-speaking regions. German-speaking regions seem to have a gravitation effect in sense of broadcasted information. After the first look at the data from before and after the parliamentary motion the results remain unchanged over the years. Further analysis will be done in order to establish whether a political impact, on this intercultural exchange, can be seen in the TV channels of Switzerland or not.

PUBLIC SERVICE BROADCASTING WITHOUT PUBLIC SERVICE BROADCASTERS

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IFor much of the 20th century, the question of what public service broadcasting constituted in terms of specific content (beyond the vague assertion that it included material which "informed, educated and entertained") was answered simply by pointing to the actual output of public service broadcasters. If a public service broadcaster produced it, then by definition it was public service content. However, the assumption that the existence of public service broadcasters is a precondition for the production of public service broadcast content has been challenged since the 1980s. The challenge has been posed by a combination of technological change (cable, satellite and digital broadcasting) permitting a huge increase in the number of channels available allied with a shift towards a neo-liberal political economic hegemony which routinely identifies the market as a means of efficiently responding to consumer and citizen demands and needs. In a similar vein since the late 1990s, the European Commission has insisted that, in line with Competition law, public broadcasters in receipt of both public funding (either through licence fees or monies voted from tax revenues), should distinguish between their purely commercial and purely public service activities to ensure that purely market-driven activities are not subsidized from public funds. This paper examines a particular set of responses to this challenge: namely, since 1989 a number of nation states have experimented with schemes which divert public funding away from public service broadcasting institutions in order to create funds for the production of public service content. These funds may be accessed by either/both private (commercial) producers and public service broadcasters though competitive tenders. New Zealand, Ireland, Austria and Croatia have already introduced such schemes and similar projects have been/are being contemplated in Poland, the UK and a number of other countries. This paper considers the working definitions of public service content developed or these schemes and explores how these definitions work to concretize a hitherto elusive concept. It suggests that in some national contexts the definitions do not reflect "common-sense" understandings of public service content: for example "quality" of content is not overly stressed in the code applied by New Zealand on Air. In others, such as Ireland, the understanding of quality content appears to be judged by reference to thematic content rather than measures of merit and/

or excellence. In other words it draws attention to the problematic nature of the idea of public service content when considered in isolation from public service institutions. It also concludes that in some cases at least, the definitions arrived at are shaped less by an a priori concept of public service content and more by the need to address contingent external pressures such as the need to legitimate public funding of broadcast content. The paper is based on a survey of primary and secondary literature from outside Ireland and work carried out assessing the operation of the Broadcasting Authority of Ireland's "Sound and Vision" scheme.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (A) - RIGHTS, NORMS AND RESPONSIBILITIES

› Room 1.05, First Floor

FROM PUBLIC INTEREST TO THE COMMUNICATION RIGHTS IN THE CRITICAL STUDIES OF MEDIA AND COMMUNICATION POLICY

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Traditionally, the concept of public interest has been employed as a normative-critical standpoint in the critical studies of media and communication policy. The assumption is that public interest is related to the interest(s) of the public and thus it contrasts to private or partial interests. However, as emphasized by a number of scholars, public interest as an analytical concept is ridden with inconsistency and there is no common definition of what it comprises (see e.g. Napoli 2001; Feintuck & Varney 2006; Papathanassopoulos 2008; Iosifides 2013). As an alternative normative tool several scholars have put forward the concept of communication (and information) rights, assumedly offering a more solid analytical ground (e,g, Hamelink & Hoffmann 2008; Raboy & Shtern 2010). The problem with communication rights is that, with a few exceptions, it is often used more as a campaign headline, without developing it further theoretically and conceptually. My purpose in this paper is threefold. First, I will briefly discuss the merits of comparing the concept of public interest and communications rights from the viewpoint of the critical study of media and communications policy. I will show that in relation to media and communication policy, public interest has been used for several contradictory aims: on the one hand, it has been used to justify the online surveillance by the NSA and other intelligence agencies, and on the other, the argument of public interest is used to promote public subsidies to community media; etc. Secondly, I will elaborate the scholarly definitions for communication (and information) rights. I will argue that citizens' communication rights have been basically outlined in the international agreements and treaties — such as the basic documents by the UN and UNESCO — as well as in the EU's Treaty of Lisbon; and at least in most European countries they are part of basic national legislation. Based on this analysis, we can make an initial distinction between five types of communication (and information) rights (see Nieminen 2010; Splichal 2012): those relating to: - an equal access to communication networks; - an equal availability of all relevant information and knowledge; - an equal competence in using media and communication according to person' needs and benefits; - the dialogicality of communication (to have an equal voice and to be heard and taken into account); and - an equal right to privacy. Using this distinction I will elaborate two kinds of empirical evidence in order to establish to which degree these rights are today realized in Europe. One material is offered by the recent media and communication policy documents by the European Union; the second material comprises the Nordic media and communications statistics.

BETWEEN INTERESTS AND IDEAS: UNESCO'S SEARCH FOR INTERNATIONAL CONSENSUS ON UNIVERSAL ACCESS TO CYBERSPACE

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In the late 1990s, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) started to prepare an intergovernmental agreement about universal principles related to the social, cultural and economic dimension of the Information Society. Taking a critical stance on neo-liberal policy positions, that dominated international debates at that time, the first drafts of the recommendation challenged the market-dominated vision of an Information Society and called, instead, for a more participatory model reflecting the demands, needs and interests of citizens. Supported by a number of governments from developing countries, UNESCO aimed at finding policy solutions with regards to highly contested issues as 'fair use' exemptions to copyright in the digital environment or the idea of information being a global common good. The first proposals provoked fierce reactions by other member states and observers, most of them being European representatives and lobby groups with close links to the United States, which considered UNESCO's efforts as a thread to their economic, political and cultural interests. As a consequence, the 'Recommendation concerning the promotion and use of multilingualism and universal access to cyberspace' was only adopted in 2003, after several consultation rounds had resulted in major refining of the most contested paragraphs concerning the exemptions to copyright and the public domain content. The paper retraces the history of UNESCO's search for policy solutions and an intergovernmental agreement related to the new informational environment as a struggle over divergent visions of an Information Society. It analyses the policy process that led to the adoption of the recommendation as well as the conflictual discourses within the organisation regarding the value of information and universal access in a digital environment. The paper is based on archival research, document analysis and interviews with UNESCO actors. It takes an interdisciplinary perspective by combining an argumentative approach for the analysis of policy discourse with a political economy perspective that draws on Robin Mansell's concept of social imaginaries of the Information Society to explain the divergent positions as results of the paradoxical nature of the Information Society itself. The presented research is part of a larger doctoral project that analyses UNESCO's activities related to information policies in the period between the New World Information and Communication Order (NWICO) and the World Summit on the Information Society (WSIS). Its objective is to contribute to understanding early intergovernmental policy debates on the cultural, social and economic dimension of the Information Society and to challenge traditional policy analysis by proposing a more argumentative and discourse-oriented approach.

COMPARING VALUES FOR REGULATION: THE EUROPEAN EXPERIENCE

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Media regulation is a widespread reality in Europe, although the national organisms responsible for this activity present different legal settings and different levels of political legitimation. The comparison between different systems of regulation allows, in the first place, to ascertain the diversity of experiences and differences that characterize the European space and, secondly, to de-construct the naturalization of regulatory mechanisms, contextualizing them in terms of their historical and media models. In order to gather comparable information on models of hetero-regulation in the European area, the research project "Media regulation in Portugal: ERC's case", funded by a national agency, collected reports from 13 countries elaborated by national researchers in the media field: Germany, Austria, Spain, Finland, France, Greece, Holland, Ireland, Italy, Poland, Portugal, the UK and Switzerland. These reports, responding to a single analysis model — that

covered various dimensions, such as the legal framework of the bodies, mandates' characteristics, mechanisms of accountability and performance —, were compiled in ebook and made available to the scientific community. In comparative overview of the information gathered, Sousa et al. (2013) argue that this work demonstrates that the majority of democratic countries in this study have independent bodies with administrative and financial autonomy, thus demonstrating an understanding of media regulation as an essential activity to democracy and to the qualification of symbolic environments. Following on these reports, the purpose of this communication is to analyze the underlying values of media regulation in these countries and the legal frameworks that support and enunciate these values. The comparative analysis aims to understand which are the principles enunciation and normative conditions that justify the regulatory activity, particularly in terms of ensuring pluralism and diversity - considered essential pillars in democratic environments. The aim is to further understand how this defense is materialized by analyzing the description provided on the performance of regulatory bodies in terms of concentration of media ownership and other safeguard instruments.

A BRIDGE TOO FAR? ANALYSIS OF THE EUROPEAN COMMISSION NEW DEVELOPMENTS ON MEDIA POLICY AND MEDIA FREEDOM

COSTACHE, ANDREEA; LLORENS, CARLES

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This paper tries to unfold and examine the latest European Commission (EC) policy developments for the audiovisual sector since the adoption of the Audiovisual Media Service Directive (AVMSD) in 2007. The EC headed towards the support of the internal market with the AVMSD adoption. The cultural side of the audiovisual media was left to soft-regulatory strategies, assisting the efforts of the Member States. Much criticized for its soft-regulatory approaches, the EC seems to try to rebuild media freedom and media pluralism protection foundations at the EU level with several new initiatives. The reactions of some scholars have been less than hopeful regarding soft-regulatory measures like the "three-step approach" on pluralism presented by EC in 2007: "despite great anticipation and much hope, one cannot shed the feeling that 'the three-step plan' is a road to nowhere"(Komorek, 2009). Additionally, Klimkiewicz (2009) names the EC working document "Media Pluralism in the Member States of the European Union", as another technicality to only monitor media pluralism and not launch an initiative. On the other hand, there are signs that institutional governance could need assistance to avoid the "time consuming, resource intensive and politically unpopular" directives (Simpson, 2011) since "designing policies for audiovisual and media industries is always challenging" (Doyle, 2012; Valcke, 2012) and "regulation is not the only instrument available to address problems of declining pluralism" (Collins and Cave, 2013). Recent technological advancements and political developments related with media issues in Hungary, United Kingdom and Italy made EC aware of the limits of its competences on media freedoms. Brussels has had to push its soft-power to the boundaries in order to protect media freedoms. Therefore, EC has been confronted to look for supplementary ways in overseeing and better protecting the freedom of press, the freedom of information and media pluralism in the Member States from a European dimension. Brief, appropriate policy choices to respect "the values that underpin the regulation of audiovisual media services in Europe [...] freedom of expression and media pluralism, the promotion of cultural diversity, protection of personal data"(Green Paper, EC, 2013) needed to be reevaluated. In order to point out the EU policy choices for the promotion of these values, this article is analyzing the soft-regulatory media policy actions coming from the EC taken after the AVMSD adoption, including the Green Paper "Preparing for a Fully Converged Audiovisual World: Growth, Creation and Values". Based on a literature review from the theoretical texts, policy documents and on semi-structured interviews conducted with different actors at the EU media policy ambit, this article is attempting to answer the following questions: Have soft-regulatory measures been a good option to improve media pluralism at EU level? Are there better mechanisms that EU can employ to assist Member States in promoting media pluralism? The aim of the research is to see if these new EC debates and soft-regulatory initiatives have made a real change in the traditional way that EC dealt with audiovisual matters or it is only repeating old answers to old questions.

WHOSE INTERESTS DO MEDIA POLICIES IN CENTRAL AND EASTERN EUROPE SERVE? MEDIA LEGISLATION IN SLOVAKIA, THE CZECH REPUBLIC AND ROMANIA

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Worldwide media ecologies have been transformed by fast-paced technological and social innovations that national regulatory policies have struggled to keep up with. While normative models of media policy adoption assume that regulatory interventions are aimed at promoting the public interest by fostering free and independent media, national media policies rarely evolve in a linear and neutral manner. Adoption of media regulation is an inherently political and deeply contested process, which involves accommodating numerous divergent interests. The contested nature of media policy making has been felt especially intensely in Central and Eastern Europe (CEE), where the media sector has undergone numerous, and often contrasting, legislative changes in the past two decades. Various studies suggest that, while pursuing different political and business interests, policy-makers have repeatedly adopted legislation that undermined the media's ability to effectively perform in the public interest. Focusing on selected media laws in the Czech Republic, Slovakia and Romania, we set to explore whose interests media legislation in CEE actually serves. To understand the nature of and rationale behind media laws, as well as their adoption and implementation processes, we draw on the concepts of path dependency, policy transfers and policy streams approaches. In our paper, we identify key actors who influence media legislation, their interests, the degree of authority and the powers they enjoy, the venues at which they operate, and how these actors shape legislative outcomes. We examine both formal and informal institutions, and the mechanisms involved in the adoption of media legislation. We also focus on the regulatory authorities that oversee the implementation of media legislation, exploring their organisational structures, powers, and the pressures they face when interpreting and monitoring the application of media laws. Lastly, we pay attention to the courts that can play an important role in promoting or undermining the implementation of particular provisions. Our empirical analysis employs a variety of so far unexplored primary and secondary sources ranging from legal texts, policy documents, media coverage, institutions' websites and annual reports, together with the critical use of existing studies. In addition, this paper draws on new material from semi-structured interviews we conducted with policy experts, and key stakeholders involved in the adoption and implementation of media legislation in the Czech Republic, Slovakia and Romania. Although difficult to discern, our findings suggest that the intertwining of informal politics and business in the form of regular lobbying or, at times, shadowy economic structures can be highly influential in the legislative process. By identifying the informal actors and processes, and the venues at which they influence media policy-making, this paper contributes to a better understanding of the balance between the public interest in a rapidly changing media environment on the one hand, and the political and business interests on the other, and opens new avenues for further research in this area.

RETHINKING DUTIES AND RESPONSIBILITIES: NEW TENSIONS, IMPASSES AND DETENTES FOR FREEDOM OF EXPRESSION

McGonagle, Tarlach

› University of Amsterdam, Netherlands

Under the European Convention on Human Rights (ECHR), journalists and the media have traditionally enjoyed robust protection for their right to freedom of expression, due to the vital roles they (can) play in democratic society. Such roles typically include acting as "public watchdogs"/the Fourth Estate; disseminating information and opinions widely; contributing to opinion-forming processes, and providing forums for discussion of matters of public interest. Yet, the exercise of the right to freedom of expression is governed by duties and responsibilities - a somewhat unobtrusive but very potent stipulation in Article 10(2), ECHR. Thus, the trade-off for robust protection of journalists'/the media's right to freedom of expression has traditionally been an expectation of adherence to

journalistic ethics and codes of practice (so-called "responsible journalism"). The main premise for the European Court of Human Rights to put so much store by responsible journalism is the prevention of different types of harm and/or infringements of the rights of others that could result from "irresponsible" exercise of the right. The relationship between a heightened level of freedom and a commensurate level of duties and responsibilities has never been easy. It is now being tested more than ever in a reconfigured media ecosystem, where its application is no longer limited to journalists/the media, but also extends, mutatis mutandis, to the growing number and diversity of (professional and amateur) actors participating in public debate. This is because public debate is less and less dominated by journalists/the (mass) media. It has become a space that is increasingly diversified, crowded, interactive, noisy and technology-dependent. Non-journalistic/non-media actors, eg. whistle-blowers, bloggers and other (expert) commentators, NGOs, etc., routinely fulfil the democracy-sustaining functions that were once largely the preserve of journalists/the media. But what kinds of legal liability and ethical responsibility are implicated in respect of each of the different actors? The European Court of Human Rights' (ECtHRs) engagement with these issues has been gradual, casuistic, piecemeal and prone to inconsistencies — all in all, a rather flimsy basis for further standard-setting by other bodies of the Council of Europe, such as the Committee of Ministers (CM). This paper will scrutinise the CM's most valiant attempt to date to elaborate on the Court's emerging principles on journalistic/media freedom in an increasingly digitised age: its Recommendation to member states on a new notion of media (2011). The scrutiny will focus in particular on how the relational tensions between freedom and responsibility have intensified in the Recommendation, prompting a redoubling of concerns about possible chilling effects on freedom of expression. Drawing, inter alia, on Frederick Schauer's scholarship on free speech and the precautionary principle, this paper will argue that the types of harm and infringements of other rights that ought to be prevented by adherence to responsible journalism need to be clearly identified and cogently articulated. It will then select a number of duties and responsibilities of journalists (as previously recognised by the ECtHRs) and ask whether/to what extent each of them is relevant for the expanded range of contributors to public debate.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (A) - MANAGING THE MEDIA LANDSCAPE: PLURALITY AND PROVISION

› Room 1.05, First Floor

MEASURING MEDIA CONCENTRATION AND DIVERSITY IN THE EU A WEBDATANET-METRICS PROPOSAL FOR EMPOWERMENT, @HORIZON 2020.

Ortega, Felix

› University of Salamanca, Spain

Introduction: Over the past thirty years many researchers have expressed concern about the risks of concentration of media in the hands of fewer individuals and enterprises. The dynamics that occur in the concentration of media is changing with the emergence and convergence of media to the new all-digital era. Studies in Media Concentration and Diversity Research have been undertaken by teams and authors like Eli. M. Noam, Petros Josifides, Patrick-Yves Badillo, Jean-Baptiste Lesourd, Carles Llorens, Guillermo Guillermo, Martín Becerra, Alfonso Sánchez Tabernero, B. Bagdikian, B. Compaine, D. Gomery, AD. Thierer... among others. Their works have shed light on the theoretical analysis and the implementation of processes and tools for deeper understanding of the media and it's concentration and convergence processes. We present in this paper the State of the Art of research in concentration, media diversity and plurality as well as a proposal to update and review the systems, techniques and methodologies for measuring concentration, diversity and plurality in the various sectors and subsectors of the macro sector of the information society. The progressive convergence processes of media and Information Technologies are changing the fundaments of the media scenario globally. There is a market, a regulatory, a social and political agenda need to address and update the research and instruments for the measurement and interpretation on Media Concentration, Diversity and Pluralism (MCDP). This paper aims at presenting and promoting the implementation of transnational comparable indicators on Concentration, Diversity and Pluralism, within the EU. We present a theoretical and methodological proposal for the creation of an EU-Network action for the creation of a Media Concentration and Diversity Laboratory-Network (MCL-EU). We present this research under the WEBDATANET Cost Programme Action, this is a unique multidisciplinary European network bringing together leading web-based data collection experts, (web) survey methodologists, psychologists, sociologists, linguists, media researchers, Internet scientists, economists and public opinion researchers from 27 European Member States. By addressing among others the methodological issues of web-based data collection (media metrics and mobile Internet research) and fostering its scientific usage, WEBDATANET aims to contribute to the theoretical and empirical foundations of web-based data collection, stimulate its integration into the entire research process (i-science), and enhance the integrity and legitimacy of these new forms of data collection. We present the results of Task Force 23, "Media Metrics and Audience Research". Methodological Approach : The paper builds its analysis from three main issues for discussion: 1. Policy Analysis: from a National and EU perspective. 2. Media Indicators: Indicator Definition, Methodological Implementation and Evaluation-Analysis under TF23 of the Webdatanet Action. 3. Diversity and Pluralism Perception: Implementing DP-MG ("Diversity and Pluralism Mind the Gap Methodology") approach. This paper presents a review of the regulatory framework in the EU and an oversight for the measurement of the levels of media concentration in three subsectors of the Macro-Information-Sector using available data and webdata-collection methological proposals. Conclusions: This paper presents a review of the theoretical approaches for the measuring of Media Concentration in global, regional and nation state markets. The changes which are occurring in the today digital era oblige us to present a new theoretical discussion and approach for the measuring of concentration, and thus pluralism and diversity under the new paradigm of planetary "free flow of bites".

MEDIA MERGER REVIEW: AN ANALYSIS OF THE NATIONAL COMPETITION AUTHORITIES' APPROVAL OF THE BELGIAN AND DUTCH TAKE-OVER OF SBS BROADCASTING

Van den Bulck, Hilde; van der Burg, Miriam

› University of Antwerp, Belgium

By means of an analysis of criteria applied by the Belgian and Dutch Competition Authorities in reviewing the 2011 take-over of SBS Belgium and SBS Netherlands respectively, this contribution evaluates to what extent pluralist-democratic or economic arguments dominate media concentration control. It builds on the study of media policy, regulation, media economy, and political economy of communication. The communications sector witnesses continued consolidation of corporate power through 'media concentration' and is reaching new heights following general economic bad times and the nature of media business economics (Picard, 2002). In large countries and media markets, media regulators have developed advanced methods to evaluate the impact of mergers on diversity, e.g. the UK 'plurality test' (e.g. Just, 2009). In smaller countries like Belgium (Flanders) and the Netherlands, where media ownership is hardly restricted and media regulators predominantly monitor the market (e.g. Lefever et al., 2012), it is left to the Competition Authorities to define the boundaries of acceptable levels of concentration and thus to safeguard an economically and democratically healthy mediascape. However, these Competition Authorities have a fundamentally economic rationale at base (Veljankovski, 2010). This raises the question to what extent Competition Authorities reviewing media mergers take into account democratic as well as economic criteria. Democratic criteria here refers to social-cultural relevance (operationalised into amount of choice) and political relevance of media (operationalised into diversity and access). Economic criteria focus on competition (Van Cuilenburg & McQuail, 2003). Based on these criteria,

a benchmark is built of various measures against which to evaluate the indicators used by the Belgian (Belgische Mededingingsautoriteit) and Dutch (Autoriteit Consument en Markt) Competition Authorities in their review of the 2001 take-over of SBS Belgium and SBS Netherlands respectively. Data comprise of the actual review documents, analysed against the benchmark, and in-depth interviews with representatives of the Competition Authorities. The SBS-cases are particularly interesting as they allow for comparison of two merger reviews by different Authorities in very similar circumstances. Previous owner, ProSiebenSat.1, sold both branches simultaneously to a mix of media companies already active in the Flemish (production company Woestijnvis, newspaper group Corelio, magazine group Sanoma) and Dutch (production company Talpa, Sanoma) market respectively. Preliminary results indicate that the reviews of both Competition Authorities are mainly based on competition with an emphasis on vertical integration. Diversity is exclusively addressed in terms of ownership and editorial control, no reference is made to outlet or content diversity. The principle of (consumer) choice and access is not taken into account, which is explained by the nature of the case. The contribution concludes that, at least in the case of the SBS take-overs, media relevance is approached from a consumers (audience market) rather than citizens (plurality of voices) perspective. This raises the question, first, whether the socio-cultural and political value of media is sufficiently evaluated in the current watchdog set up and if, subsequently, there is a need for policy makers and regulators to reconsider the way media consolidation is controlled in these smaller media markets. Just, N. (2009). Measuring media concentration and diversity: new approaches and instruments in Europe and the US. Media Culture Society, 31(1), 97-117. Lefever, K., Wauters, E. & Valcke, P. (2012). Steunpunt Media. Media Pluralism in the EU – Comparative analysis Part I. Picard, R.G. (2002). The Economics and Financing of Media Companies. New York: Fordham University. Van Cuilenburg, J., & McQuail, D. (2003). Media Policy Paradigm Shifts: Towards a New Communications Policy Paradigm. European Journal of Communication, 18(2), 181-207. Veljanovski, C. (2010). Economic Approaches to Regulation. In R. Baldwin, M. Cave & M. Lodge (Eds.), The Oxford Handbook of Regulation (pp. 17-38). Oxford: Oxford University Press.

RENDER UNTO CAESAR: AN OUTLINE OF MARKET DISTORTIONS AND TAX INJUSTICE RESULTING FROM TAX POLICIES ON DIGITAL CROSS-BORDER COMMERCE AND CORPORATE STRATEGIC TAX MANAGEMENT

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Taxation of digital media services and technology companies has recently come to the fore as the debate over value added tax (VAT) on digital media services and accusations of tax evasion from global media and technology companies have erupted. As digitized media content – along with practically all other forms of consumer products – is distributed through a small number of very powerful online retail companies to almost every corner of the world, policy makers are searching for tools and means to collect a fair share of taxes from these companies. The process is far from frictionless: In the UK, Google and Amazon face interrogations in the Public Accounts Committee for tax evasion. Apple is similarly investigated by the US Congressional Joint Committee on Taxation. Meanwhile, governments are eager to attract new business and promote existing cultural industries by offering attractive terms for them, not the least by way of tax breaks. Amazon, Google and Apple join ranks with a number of other Internet and technology companies in setting up subsidiaries and over-seas headquarters in Ireland and Luxembourg, where tax policies are business-friendly. As a result of the low VAT on digital services in Luxembourg and France, The European Commission has launched infringement procedures against the two for non-compliance with the EU VAT Directive. Fair taxation is critical, and especially pertinent in economies struggling with recession, debt and unemployment. While the OECD and EU are outlining tax reform proposals, organizations such as Ethical Consumer and Tax Justice are calling for boycotts of Amazon, Apple, Google and its likes, and are promoting increased transparency of international tax trails. Based on an overview of international tax practices (VAT and sales tax) and reports on public hearings, interrogations and infringement cases, the paper analyses the new dynamics of cross-border commerce with digital products and services, as well as tax policy challenges arising from these dynamics. I argue that both the strategic tax management undertaken by businesses and the tax policies and practices adopted by governments have effects on innovation and competition and may result in potential market distortions: 1. A competitive advantage in favour of physical media formats over digital formats. 2. A competitive advantage of countries with preferential digital taxation over other countries. 3. A competitive advantage of companies using low-tax domains as a means to minimize or evade tax over competitors based in high-tax nations. Further, in order to rectify these potential market distortions, the paper discusses transnational regulation on taxation. Measures such as the 'country of destination'-principle are a step in the right direction, but need to be followed by increased transparency and enforcements towards tax havens.

BLAST FROM THE PAST? A COMPARATIVE ANALYSIS OF BROADCASTING LICENSING IN TIMES OF SPECTRUM ABUNDANCE

Künzler, Matthias[1]; Puppis, Manuel[2]; Schweizer, Corinne[3]; Studer, Samuel[3]

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The digitization of broadcasting in Europe is far advanced: 26 of the 28 EU member states as well as Norway, Switzerland and Iceland have already switched off analogue television. In contrast to television, analogue terrestrial radio (AM and FM) still plays a central role across the continent. While the digital switchover is not imminent, the coverage of digital radio (DAB and DAB+) continues to be extended and several countries are already starting to plan for the post-analogue era. These developments have far-reaching implications for broadcasting regulation. With spectrum scarcity no longer presenting a major problem, the traditional licensing of private broadcasting is called into question. Hence, it becomes more challenging to commit private broadcasters to social obligations and public interest goals which were previously accepted in exchange for a license (Feintuck & Varney, 2006; Murdock 2000; Aslama, Hellman, & Sauri, 2004). Consequently, the digital switchover has the potential to shake broadcasting regulation to its very foundations. However, only few studies deal with the licensing of private broadcasting. Existing research mostly focuses on the situation in single countries (e.g.; d'Haenens, Antoine, & Saeys, 2009; Enli & Sundet, 2007; Schulz et al., 2002) or – if comparative – was conducted way before digital switchover came within reach (e.g., Hoffmann-Riem, 1996; Humphreys, 1996; Robillard, 1995). Up-to-date large-scale comparative research focusing on current licensing regimes and on reform proposals is missing so far. In this paper we focus on lessons that can be learned for future regulation by asking the questions of whether licensing of private broadcasting is still used to shape the media system in the digital era as well as which obligations and benefits licensees are subject to. In order to deal with these questions, we examine the licensing of private broadcasting in 18 Western European and Anglo-Saxon media systems by performing a so-called simple comparison based on a qualitative analysis of documents (Mayring 2007; Mason 2002). More specifically, the comparison considers who is responsible for authorizing private broadcasting, whether a license is required or a notification is sufficient, how the process of awarding licenses works, which decision criteria are applied in case of competition, and how compliance with license conditions is evaluated. Results indicate that most countries, regardless of digitization, continue to rely on licensing regimes in order to shape their media systems. Few exceptions aside, not only analogue terrestrial radio stations but also digital terrestrial broadcasters (DVB-T and DAB-T) still require a license. Provisions for other means of distribution (e.g., cable, satellite) are less rigid: in half of the analyzed media systems notifying the regulator is sufficient when operating a cable or satellite channel. Yet despite their wide use, licenses are barely deployed to promote public interest objectives. Moreover, a systematic evaluation of compliance with license conditions is rare. This light-touch approach to licensing raises the question of whether a simple notification system is sufficient for digital stations and public interest objectives should be limited to public service broadcasters that are willing, funded and obligated to fulfil a special remit.

THE PENDULUM MODEL OF CROATIAN MEDIA POLICY: SWINGING BETWEEN PUBLIC INTERESTS AND MARKET LIBERALISATION

Bilic, Pasko; Svob-Dokic, Nada
› Institute for Development and International Relations, Croatia

Being a former socialist country, Croatia had to de-construct and re-create its political, economic and social institutions. The media as main outlets for values of freedom of expression, independence and pluralism were one of key areas where these changes could be monitored. As a new EU country, Croatia internalized the European normative requirements, but these have not created entirely expected outcomes. Largely summarized in an ideologically framed discourse of Europeanization and practiced through the direct transfer of some media regulations, the EU influences have been supportive of modernization, institutional change and national regulation of the media, but not adapted to the local situation and restructuration capacities. These influences have however been concentrated and clearly visible in an effort to establish a national media policy with the aim to restructure communication processes both within and outside of the country. The policy primarily affected the public media restructuration and helped a rather comprehensive and fast digitalization processes which strongly influenced the public communication sphere and inspired its structural changes. The long-term restructuration process has left the country with rather weak democratic institutions and poor implementation of the existing legislation. From a comparative perspective that offers an interesting case about the interface between normative requirements and social contexts in the development of media institutions. Due to a lack of explicit media strategies and holistic policy programs, media reforms were usually a part of broader liberalization reforms, ad hoc political interventions, or EU inspired policies. In that sense, standards of public interest fulfillment in media reporting were often lost in crude market liberalization with media policy swinging between open promotion of public interest and laissez-faire liberalization. In the absence of strong civil society and its democratic influences Croatian media policy has been marked by the strong state and political standpoints and exposed to the anarchic tendencies of disorganization that emerge from the processes of dissolution of public sphere, ungovernable interventions of multinational media companies and a weak and small emerging media market. Poorly envisioned, short-term policies created a fertile ground for the multiplication of unintended consequences of policy interventions and resulted in the inability to control or predict the changes in this fast evolving environment. In this presentation two cases of media reforms will be addressed. The first will show how the digitalization process and the restructuration of the Public broadcasting service (PBS) destabilized this media institution and diminished its influence of the social sphere. The second will deal with the attempts of structuring the new media market through ad hoc interventions based on poorly written and outdated legislation.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (B) THE MYTH OF USERS' EMPOWERMENT AND HOW FUTURE LAW AND POLICY CAN BE BETTER INFORMED

› Room 1.04, First Floor

PERSONALISED NEWS MEDIA, AND THE POTENTIAL OF TRANSPARENCY SOLUTIONS TO EMPOWER USERS AND PROMOTE DIVERSE EXPOSURE

Helberger, Natali
› Institute for Information Law (IViR), University of Amsterdam, Netherlands

"Hackworth picked up a large sheet of blank paper. "The usual," he said, and then the paper was no longer blank; now it was the front page of the Times. Hackworth got all the news that was appropriate to his station in life, plus a few optional services… A gentleman of higher rank and more far-reaching responsibilities would probably get different information written in a different way." (Neal Stephenson, The Diamond Age) Neal Stephenson's vision of the personalized newspaper is very close to become reality. Public and commercial news media are experimenting with implicit and explicit forms of personalizing news content. Media personalization, as a form of user empowerment, can bridge the often as 'paternalistic elitism' criticized distance between the media and its audiences. A move towards more personalised news media offers, however, also raises concerns about exposure diversity and the extent to which the realization of media diversity, as one of the central goals in media policy, will in the future be subject to algorithmic representations of individual profiles rather than editorial decisions of 'flesh-and-brain'-human editors. Though evidence is amassing that in reality the much-feared 'filter bubbles' may be less contentious than often assumed, empirical evidence points towards the greater persuasiveness of personalised messages, conveying the media with a new power over media consumption. Media personalisation also involves new responsibilities, e.g. in the area of data protection, privacy and autonomy as well as the preservation of media integrity from commercial and third party influences, as personalization strategies are also the basis for new commercial advertising business models that push for the 'optimalisation' of the editorial content as the right frame for advertising. The question that this paper will discuss is whether the existing legal framework for the media is prepared for the shift from mass media to personalized media. More specifically, the paper will look into the role that transparency can play for alerting the audience to the fact that personalization of media content is taking place, as well as 'empowering' the audience to opt out of unwanted personalized persuasion by the media. What information should the audience receive, and how, in order to make informed decisions about the acceptable level and trustworthiness of personalized media exposure, and where are the limits of a transparency approach. In so doing, the paper will focus in particular on a scrutiny of the principle of "informed consent" in general data protection law as well as the transparency obligations that are mandated my media law, unfair commercial practice law and e-commerce law about the separation of editorial and commercial messages. Based on empirical evidence of the effectiveness of transparency solutions in general, the paper will scrutinize the existing rules in particular in the light of the question to what extent they leave room to also consider broader, media political objectives, such as safeguarding exposure diversity as well as protecting what Neil Richards once referred to the "intellectual privacy" of media users when choosing diverse (N. Richards, Intellectual Privacy, Texas Law Review 2008(87), 387-445).

PROTECTING MINORS WITH LABELS, WATERSHEDS AND SOFTWARE: WHY PARENTS ARE NOT THE DEPUTY SHERIFFS THE LAWMAKER WANTS THEM TO BE

Dreyer, Stephan
› Hans Bredow Institute for Media Research, Germany

For decades in the field of protecting minors, legal frameworks aimed at informing consumers and especially parents about potential harmful content. Age labels have been and still are a central element in many of these systems that have extended their campaigns by watersheds and, more recently, by approaches based on filter software. To protect children against impairing media content, parents are seen as the central agency in the children's households. And yet, parents are not the object of regulation, they are rather tacitly expected to be the ones automatically acting for the child's own best interest, implementing state-based protective frameworks at home like deputy sheriffs. However, research has shown that in many cases parents are the weak spot when it comes to making youth protection frameworks effective: Labels and icons are not understood at all, age restrictions are misunderstood as recommendations and watersheds as well as age labels are useless where parents record content for next day's use or simply buy games that aren't suitable for their kids. In online environments, using parental control software is not a common practice at all in most countries – and where it is being used, it is mistaken as a kind of "robot parent" resulting in no parental mediation of the child's online use at all. The parents' expectations

towards state bodies, media outlets and providers are high, and disappointment sets in when the high hopes aren't answered. In short: Somewhere along the line, the parents' function anticipated by legal frameworks and their actual behavior run past each other. The talk gives an overview on findings where parents do not fulfill their implementing role as expected by lawmakers, analyses the underlying regulatory approach in view of its real-life context and explains where current legal frameworks fall short to explicitly integrating parents in the governance structure. Starting from the assumption that parents have the right – and the duty – to raise and educate their children, it is being laid out how parents can be supported in actively and consciously integrating regulation based infrastructures in their very own media education. This insight is one of the most uncared aspects in current youth protection systems, and yet one potentially powerful one.

YOUR DIGITAL HOME IS NO LONGER YOUR CASTLE: HOW CLOUD COMPUTING TRANSFORMS THE (LEGAL) RELATIONSHIP BETWEEN INDIVIDUALS AND THEIR DIGITAL ASSETS

Irion, Kristina

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In line with the overall trend towards virtualization, individuals' personal affairs, too, are composed of digital assets to an increasing amount. Today, everybody keeps digital records of photos, agendas, contracts, transactions, diaries etc. which are no longer filed away and kept as physical artefacts, visible in our homes becoming more sleek and minimalist. At about the same time, the era of local storage in end user equipment is about to give way to remote computing where data resides on third party equipment. This trend to cloud computing, as it is referred to, is reinforced by a new hardware generation, thin clients, that are designed to seamlessly interact with virtual capacity at a remote location. Individual users migrate to virtual storage that is offered to them by their devise manufacturer or service provider, ready to use and in the most basic version even free of charge. This is modern, this the future and in some aspect this is beneficial for individuals being relieved from cumbersome backing-up procedures and data losses from hardware failure for example. However, once information, and even the most personal one, is no longer stored on equipment that is physically located in their homes the relationship between individual users and their digital assets belonging to them is becoming increasingly abstract. This contribution focuses on the implications of virtualization and remote computing for individuals' unpublicized digital information (UDI), ie. those information which are not disclosed or shared as user generated content but used to sit on our desktop. The question to be answered with a combination of legal analysis and empirical research is whether - taken together - the progressing virtualization and the disruption of physical control produce a backslide for individual positions of rights that is not properly understood. As a first step, the paper introduces the legal treatment of users' UDI and how a technical transformation in combination with disparate legal protection and prevailing commercial practices are bound to impact individuals. As information can be subject to various legal regimes; among others, the laws of data protection, intellectual property, and confidentiality and sometimes only contract law apply, this legal patchwork is likely to produce disparate levels of protection and even gaps where no protection is afforded. The issue is arguably reinforced by commercial practices that favor the service provider as a result of which individual users are likely to be the most disenfranchised. Moreover, available research suggests that widespread perceptions on part of the users who assume ownership over UDI do not find a corresponding legal basis. Thus, the second step of this research reviews available empirical data about individuals' attitudes and perceptions on their legal relationship with UDI and introduces the results of a dedicated quantitative survey that incorporates a user-centric approach. This understanding will be crucially needed in order to assess the distributive justice of current practices and to allow users' interests to be taken fully into account when formulating new policies in this area.

A NECESSARY UPGRADE OF TERMS OF USE: RE-BALANCING THE INTERESTS OF USERS AND SOCIAL NETWORK PROVIDERS

Wauters, Ellen[3]; Lievens, Eva[4]; Donoso, Verónica[3]; Valcke, Peggy[5]

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'Terms of Use' of Social Networking Services (SNS) increasingly attract attention both from policymakers and civil society. Research however indicates that users rarely read these documents before agreeing to such Terms and often they do not fully understand the basic legal principles and the potential legal impact of applicable terms and conditions. However, it is expected from them that they have read and understood the Terms of Use when they enter into an agreement with a SNS to become users of the platform. In addition, Terms of Use are often drafted unilaterally by the provider, who is the strongest party, and are presented on a take-it-or-leave-it basis. This situation may tilt the interests in favour of the provider and result in a lower degree of protection for the user, whom, however, are the ones who provide content and, therefore, value to the platform. An analysis of several provisions of Terms of Use of SNS has shown that there are reasons to be concerned about the imbalance between the SNS provider and its users. For instance, Terms of Use of SNS often include a provision stating that a user owns the content he or she posts on the platform but often adds that he or she grants a license to the SNS provider to make use of such content, which is often very broad (transferable, sub-licensable, perpetual and worldwide). It is timely to wonder whether this kind of license is in line with copyright law. Previous research has suggested that certain clauses of current SNS Terms of Use will not be upheld before European courts, based on domain-specific legislation or consumer protection arguments. Currently specific case-law is lacking in this area. As long as collective redress mechanisms are not available in all Member States of the European Union it can be expected that European users or consumers will not be inclined to bring large, powerful SNS providers to court, in order to establish clarity as to the validity and enforceability of the existing provisions. This means that, in the meantime, efforts should be undertaken to incentivise SNS providers to adopt more consumer-friendly Terms of Use, on the one hand, and to empower users with regard to the content and possible implications of these terms, on the other hand. Solutions that can be explored in this area are, for instance, the use of pre-approved contract terms by an independent third party, the attribution of quality labels or the introduction of design methods to visualise Terms of Use in a more user-friendly way.

RESPONDENT

Puppis, Manuel

› University of Fribourg, Switzerland

The respondent will offer comments to the legal issues raised in the contributions from the point of view of communications science's role in law and policy making.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (B) - PROTECTING AND PRESERVING FOR PARTICULAR AUDIENCES

› Room 1.04, First Floor

GOOD PRACTICES OF YOUTH MEDIA PROTECTION: AN INTERNATIONAL COMPARISON

Puppis, Manuel[1]; Dreyer, Stephan[2]; Künzler, Matthias[3]; Schulz, Wolfgang[2]; Wassmer, Christian[4]; Dankert, Kevin[2]

› [1]U of Fribourg, Switzerland; [2]Hans-Bredow-Institute, U of Hamburg, Germany; [3]FU Berlin, Germany; [4]U of Zurich, Switzerland

Today children and adolescents are growing up in societies in which mass media and communication technologies are more ubiquitous than ever. Not only does television remain popular among children for both entertainment and information (Livingstone & Haddon, 2009) but social networking websites like Facebook or Instagram play an important role in the lives of teenagers and young adults as well (Livingston, Haddon, & Görzig, 2012). Obviously, traditional and new media have manifold positive effects on the lives of minors, as they bring them joy and excitement and provide them with possibilities to look for information and discuss with friends (Kunkel & Wilcox, 2001; Wartella, 1993). At the same time, worries about potential negative effects of media use led to debates about possibilities to protect minors (Carlsson, 2006). Consequently, in media and communication policy research there is a long tradition of looking into the regulation of children's television (e.g., Kunkel, 2007; D'Arma & Steemers, 2010) and trying to understand the role of self- and co-regulation in youth media protection (e.g. Tambini, Leonardi, & Marsden, 2008, HBI & EMR, 2006). However, comprehensive empirical studies that compare both negative and positive regulation with respect to children and media in several countries and across media industries is virtually nonexistent. In the proposed paper we thus compare the regulation of broadcasting, cinema, home entertainment, games, telecommunications and online services in 12 European countries and Australia in search of good practice models for media regulation. More specifically, the analysis consists of three steps. First, based on partially standardized country reports authored by country correspondents, we examine the regulatory situation in the selected countries by performing a simple comparison based on a qualitative analysis of documents (Mayring 2007; Mason 2002). The comparison emphasizes that regulation in the field of youth media protection varies greatly between countries and sectors. Second, building upon the results of this comparison, we perform a so-called adequacy check (Schulz, 2009; HBI & EMR, 2006) that links potential negative effects of media use and implemented regulatory measures in order to develop identification criteria for good practices. Finally, focus group discussions (Morgan & Krueger, 1997; Krueger & Casey, 2009) with experts from media law, media pedagogics, media psychology and political science are used to scrutinize the suitability of these regulatory measures. Results show that experts generally agree that four regulatory measures qualify as good practices of youth media protection: introducing a convergent age classification system for media content following the example of NICAM in the Netherlands; promoting the creation of content particularly suitable for children (e.g. remit for public service broadcasting, quotas or certification for exemplary websites); incorporating media literacy in school (how to competently use media and create content); and creating central contact nodes (e.g. youth ombudsman or hotline) for minors and their legal guardians who encounter difficulties with media. In sum, the study highlights possibilities for policy action and reveals the importance of preventive and positive regulation which seems to be most suitable to tackle the complex problems in digital youth media protection.

DIGITIZING THE DANISH CULTURAL HERITAGE - DIGITALISATION STRATEGIES AND CULTURAL HERITAGE

Valtysson, Bjarki

› Modern Culture - Department of Arts and Cultural Studies, University of Copenhagen, Denmark

In current digitalisation strategies in Denmark, digitization is said to be an essential part of Danish culture's dynamics and sustainability, and needs to be treated extensively within all dimensions of cultural-, media-, and communication policy. Here the importance of digitization of the cultural heritage is particularly emphasised, how it can be made more accessible, present, and involving for citizens. One of the prominent projects that is a direct result of the digitalisation strategies is danskkulturarv.dk (Danish cultural heritage), which is a portal that combines material from the digital archives of 15 Danish cultural institutions. Currently the database offers over 100.000 digitally stored flows within its archive, as radio and TV shows, film stills and film clips, photos, paintings, video clips, sound clips, drawings and animations. Recurrent theme in the strategies is the emphasis of citizens as co-creators. This function of co-creators is often emphasised in literature on participatory cultures, where they go under different names such as produsers (Bruns, 2008), creative audience, users-turned producers (Castells, 2009), prosumers (Toffler, 1980), and interactive audience (Jenkins, 2006), implying fundamental changes in the relationship between senders/producers and receivers/consumers/users – and the spreadability (Jenkins, Ford & Green, 2013) of content. However, even though the potentials of digital flows certainly can enhance user-generated content and empower the users in co-creative processes, the other side of the coin is certainly visible as well. Digital flows can therefore also be channelled to affirm and control the reigning discursive formations within the field of cultural production and consumption. The aim of this paper is to scrutinise this in a Danish context by analysing a series of digitalisation strategies from 2007-2015 and the dominant discourses that have paved their way. What is the underlying rationale behind www.danskkulturarv.dk and the strategies of digitization? Is it marketization? Is it political visibility? Is it national construction of the cultural heritage made adaptable for the digital age? Are users allowed to interact, or just watch? How do strategies and danskkulturarv.dk affect power structures within the field of Danish cultural-, media-, and communication policy? To frame the analysis theoretically I will make use of Foucault's notions of power, discursive formations and governmentality, and Bourdieu's writings on the field of cultural production. Here the notions of position-takings and space of possibles are particularly valuable in order to account for power relations and dominant value positions that the field of Danish cultural-, media-, and communication policy is infiltrated with – and how danskkulturarv.dk affects and transforms these value positions. Furthermore, I will make use of contemporary literature on online participatory cultures, digital archives, production, consumption and distribution of cultural flows in digital cultures. Methodologically, I apply critical discourse analysis (Fairclough, 1992, 2003) on the official documents that constitute the digitalisation strategies. Here the text itself and the discourse practice that feeds from it, particularly in the form of interdiscursivity and intertextuality, pave the way for a larger societal perspective. Furthermore, I conducted 12 qualitative interviews with key actors in forming the strategies and in the actual implementation of danskkulturarv.dk.

TOWARDS A FEDERAL CINEMA? NEW TRENDS IN REGULATING AND SUPPORTING ITALIAN FILM PRODUCTION

Cucco, Marco
› University of Lugano, Switzerland

In the past two decades local public administrations started to be more and more interested in creative industries and to consider them as strategic area for generating economic benefits for their territories (Caves 2000, Drake 2013). This new activism is affecting also film production (Elmer-Gasher 2005, Miller et al. 2005, Augros 2008, Wasko-Erickson 2008). Nowadays many European regions are important players within the film business in terms of film financing and service providing (European Audiovisual Observatory 2011). Within this context, Italy represents an enlightening case study for investigating the normative and practical consequences of the local public administrations' involvement in film business. Cinema in Italy is by long time a battle field between national government and local administrations. Since 1975 many laws and negotiating tables has been promoted in order to find a compromise between a traditional centralistic control of the cinematographic activities and a more open and collective management able to involve, alongside with the State, local institutions too. A final solution able to conciliate the centrifugal and centripetal tensions in cinema management has not been reached yet. Despite these administrative controversies, in the past two decades something is changing. Italian local administrations, in fact, are enacting film laws, instituting film commissions and film funds, introducing film incentives and, in general, film-friendly policies (Cucco-Richeri 2013). This new activism showed by local administrations has deep implications for the Italian cinema. On the one hand, local administrations are not only sponsors or promoters of few occasional local events related to the exhibition stage (film festivals and cineforum). Nowadays local administrations also finance films, help the crews during the shooting, and are able to influence producers' strategic choices. On the other hand the local administrations' involvement in film production is leaning on the national government to revise its role in this domain. The Ministry of Cultural Heritage itself, is reconsidering its mission in terms of gradually moving from the concept of "financing films" to the one of "financing cinema", therefore from viewing the State as an economic source for new films to a promoter and regulator of the Italian cinema. The paper I would like to present is based on a desk analysis of Italian national and local cinema laws and on several in-depth interviews collected in the past three years. In particular it investigates the advent and the development of two tools introduced by Italian local administrations for supporting film production: film commissions and film funds. In doing that, the paper explores how a sort of "cinematographic federalism" is taking place in Italy (Zambardino-D'Urso 2011, Cucco 2013, Ravazzoli 2014) showing how, far from ideological impetus, this process is rather animated by a new entrepreneurial approach towards arts and creative industries. For Italian local administrations, in fact, cinema is no longer just another non repayable cultural activity to support with public money, but a strategic area in which it makes sense to invest and compete in order to obtain tangible benefits for their communities.

MINORITY MEDIA: RETHINKING LANGUAGE POLICIES TO ATTRACT YOUNG INTERNET USERS

Elordui, Agurtzane
› University of the Basque Country, Spain

All media, minority and majority languages' media, are adapting to rapid changes in the current digital multichannel environments, as well as to changes in the viewing and consumption patterns of the audience. As the rest of the broadcasters, media in minority languages are encouraged to design strategies that help to increase their visibility in a global market, and also to develop cross-media processes that enhance audience participation. But, in this new model of media, minority media policy-makers have to face an extra challenge: the always-difficult challenge of attracting young people to active use in the minority language. Internet users have changed from passive receivers of content into active creators and contributors, and those new participative consumption patterns are particularly prevalent amongst younger audiences (Livingstone 2009). The new way of consumption in Internet has opened in the recent years a reflection on the need to a new approach to public service of media (Jakubowick 2008). The Scottish and Basque cases studied show us that, together with that reflection, it also urges rethink on a new language policy for public minority media. The behavior of the young is an indicator of future developments and, because of that, an important indicator in language policy. The effectiveness of minority media's language policies in Internet will depend on their ability to attract those young users and encourage them to interact with media, by sharing their experiences and participating in media as producers of content. In this work, we will first outline the most salient features of this digital landscape, particularly the new forms of communication and community of young people. We will also analyze the policy measures of two compared public minority media to face that challenge: namely BBC ALBA's and EITB's strategies of content and distribution to attract young adults (people between 15 and 25) to the Internet content in Scottish Gaelic and Basque. We will compare the patterns of interaction and participation those public media are promoting among people of that age, and also the success levels of those measures according to public statistic data. We will consider all those strategies as part of the language policy of those minority media.

DIALOGIC ACCOUNTABILITY – LESS MORAL PRESSURE FOR JOURNALISTS?

Harro-Loit, Halliki
› University of Tartu, Estonia

The economic theory of journalism, by pointing out that self-interested journalists act as rational decision-makers, claims that the incentives for individual journalists (rather than norms) to refrain from unethical behaviour may bring about more accountable journalism (Fengler & Russ-Mohl 2008). By drawing together some major findings from two Frame 7 projects: - MediaAct and MEDIADEM - this study aims to discuss one incentive that might influence accountability of journalists and media organizations: dialogic accountability. The actor – approach used by the MEDIADEM project provided analysis on the influence of various actors on policy implementation and dependencies of contemporary media in various countries. The analysis on journalistic profession reveled that one of the various constraints that may undermine the implementation of media policy that would support media accountability is the lack of dialogue and understanding between public and private regulators, media representatives, journalists, academics and civil society. Some results of the MediaAct project (according to the survey of 1762 journalists in European as well as two Arab countries) also provide grounds for assuming a lack of dialogic accountability. Journalists feel high accountability to their professional community (my colleagues in the newsroom; editor-in-chief; my publisher) generally got significantly high marks: (64,7% feel high responsibility towards their colleagues in the newsroom; 66% towards editor-in-chief and 44,4 towards the publisher). Concurrently, criticism among colleagues is not common. The audience as media critic is also not very welcome, although in the digital age it has become much easier for media users to become media critics. The survey also revealed that journalists' actual support for the concept of media self-regulation is, at best, mediocre, in most countries (Fengler, Eberwein , Pies, Lönnendonker, Schneider-Mombaur 2013: 25). Both research projects outlined that countries where the professional culture is strong as well as degree of media literacy is high (e.g. Finland and Switzerland, and Estonia – in comparison to other post-communist countries) also the critique inside the professional community is more frequent. Hence, it is possible to draw a conclusion that dialogic accountability depends on general communication literacy. In order to promote the dialogic accountability media policy-makers could encourage media companies and journalists (who are professionals on communication) to be more involved in dialogue with different actors (representatives of non-profit organizations, teachers, lawyers etc.) in order to debate not only about journalism quality but communication ethics in society generally. MediaAct project collected best practice examples, web-based instruments from various media organizations across Europe to engage users in a debate about journalism quality and involve the audience in moral reasoning process already during the information

processing and editing. Although this "Best Practice Guidebook" was initially created for media mangers, the ideas could be used in creating and promoting dialogue between professional communicators and citizens.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (B) - NEW MEDIA ECOLOGY ISSUES

› Room 1.04, First Floor

FURTHERING CULTURAL IMPERIALISM THE PUBLIC SERVICE WAY: BBC WORLDWIDE STRATEGIES TO CONQUER THE WORLD'S MEDIA MARKETS

Donders, Karen[1]; Van den Bulck, Hilde[2]

› [1]Vrije Universiteit Brussel, Belgium; [2]U of Antwerp, Belgium

Taking the case of BBC Worldwide, this contribution aims to analyse if and to what extent this commercial arm of 'the mother' of all Public Service Media (PSM) is strengthening the economic hegemony of Anglo-Saxon content in European media markets, possibly contributing to cultural imperialism and homogenization. BBC Worldwide, as a commercial subsidiary of the BBC, 'exists to support the BBC public service mission and to maximise profits on its behalf'. Last year, the company earned £1.116 billion; profits of £156 million were returned to the BBC. Essentially, BBC Worldwide commercializes BBC content around the world and does so, in its own words, 'in a way that is consistent with BBC standards and values'. Indeed, citizens around the globe can watch high-quality British content, with drama like Downton Abbey, children's prgrammes such as the Teletubbies, and the much celebrated Earth documentaries being acquired by broadcasters around the world. The commercial arm of the BBC has been criticized in Britain for being overly agressive, expanding in areas not covered by its remit. However, in general, little criticism exists regarding the BBC's sales of programmes and formats outside of the UK. Profits from these sales are beneficial to overall BBC and BBC Worldwide investments in content and, hence, appreciated by both policy makers and UK citizens. Outside of the UK, too, there is little criticism. Instead, the BBC is often considered the ideal-type public broadcaster. However, BBC Worldwide deserves closer scrutiny. As a crucial player in Appadurai's globalising mediascapes, an analysis of the strategies and tactics behind its international succes provides a vitage point to empirically 'test' some of the key issues discussed in the critical political economy and culturalist perspectives in the literature both on PSM and on international communication. First, BBC Worldwides' strategies and activities can be analysed in their contribution to the economic hegemony of Anglo-Saxon content in European media markets and, at the same time, to a fargoing cultural imperialism, even homogenization, as its export potential is of guiding importance in the development phase of new productions. Second, analysis of BBC Worldwide provides input to discuss the fundamental issue of how far a commercial subsidiary, claiming to support the public service task of its core institution, can stretch the public service ethos by engaging in predominantly commercial strategies. The paper combines and triangulates results from desk research of relevant internal policy and other documents from BBC Worldwide and from PSM that acquire their programmes with data from a range of expert interviews with representatives from PSM in Europe, all responsible for acquisition of content. Interviews are semi-structured and are conducted in the first half of 2014. These data allow us to provide a better understanding of the economic and cultural position of BBC Worldwide in European media markets and provides an inroad to discuss how PSM can venture into (larg scale) commercial activities while staying within its public service remit.

WHAT ABOUT GEOGRAPHIES? BORDER-CROSSING INTERTEXTUALITY IN NATIONAL, AUDIOVISUAL POLICY DOCUMENTS.

Ganter, Sarah Anne

› University of Vienna, Austria

This paper draws attention to the geographies of media policy documents. Policy documents include a geographical dimension, which is constructed through the practices of policy-making and therefore, can provide additional information useful for understanding the materiality of documents and the process of their making. The paper deals with the questions of how geographical content can be traced within documents in a systematic way and what can be gained for the analysis of media policies? It is argued that including geographical information into the analysis contributes to the identification and qualification of possible policy diffusion processes. This perspective is particularly valuable, as media policy scholars have been engaging into debates around internationalisation tendencies in media policy processes and the impact these might have (or not) on the design of national media policies. In the paper, a new method is developed, which consists firstly of "rooting" policy documents geographically, and secondly of identifying "routed" policy texts. „Geographical rooting" reveals the roots of the document by detecting links with other documents (horizontal intertextuality) and the geographical information detached to them. The geographical relevant information, so – called "geographical roots" are represented through "keywords/ buzzwords" (textual dimension); symbolic references like flags, stamps or logos (symbolic dimension); through which the document, concept or actor mentioned is referred to (vertical intertextuality). "Routing" points to those documents that circulate between different geographical places and that way turn into an element appearing within the text of a new document in a different geographical context. Thereby, "routed" documents can employ different scales of reach and influence, as well as different ways of and motives for being "routed". "Rooting" and "routing" of documents are thus two sides of taking geographical dimensions created through interactions over space and time analytically into account.
The analysis is executed along the three dimensions "authors" (who produce documents), "authorities" (who are invoked by the authors in their documents) and "audiences" (who read and implement them). The analytical scheme is applied for two cases of audiovisual policy documents stemming from Argentina and Uruguay (the legal project which wants to regulate Audiovisual Communication Services in Uruguay, and Law 26.522 which regulates Audiovisual Services in Argentina). Both countries are members of the Common Southern Market (MERCOSUR), the countries have passed or still are in the process of putting into force new audiovisual laws, which have distinctive elements in common, such as, the promotion of national audiovisual production, diversity of contents and the reorganization of ownership structures. The analysis unfolds and visually maps border - crossing intertextuality. Intertextuality in the documents analysed is preferibly established over the authority dimension and geographically attached to countries from Europe and North America, as well as to international mechanisms such as the OEA or the UNESCO. The reconstruction of the border-crossing intertextualities reveals the extent to which geographically shaped understandings of audiovisual policies reflect in the laws analysed. It triggers questions around when in the processes the intertextuality was established, as well as regarding the reasons for this particular practice of designing audiovisual, national policies.

TECHNOLOGICAL CONVERGENCE AND CONNECTED TELEVISIONS: NEW DIRECTIONS FOR EU POLICY OR A CASE OF PLUS ÇA CHANGE, PLUS C'EST LA MÊME CHOSE?

Michalis, Maria

› University of Westminster, United Kingdom

This paper offers a critical analysis of the EU debate on Connected Television. It does so from a policy and policy-making process perspective. The starting point of the paper is that 'technological convergence' has created a narrative that we need to study carefully. It understands 'technological convergence' less as a technological phenomenon with its own internal linear logic, and more as a construct (e.g., Sorsul and Stuedahl 2007) and an ongoing field of political and social contestation. Two main arguments are put forward. First, the paper argues that 'technological convergence' has primarily been used by various actors, be they State, the EU institutions or businesses, as a proxy to pursue own interests. Second, building on the work of, among others, Fuchs (2010), Goggin (2012), Mansell (2012), and others, the paper rejects equally techno-optimism and techno-pessimism and goes on to argue that social imaginaries, business practices and arguments for policy action or inaction around 'technological convergence' actually reflect, and often reinforce existing, power relations. It is these power relations that shape the degree of technological convergence or de-convergence. Following historical institutionalism, the paper reviews how the EU has approached the issue of technological convergence and the main lines of television policy to date. It then focuses on the Commission's Green Paper on Connected TV and the ensuing debate (COM(2013) 231 final, 24.4.2013). Using stakeholder analysis (see Van den Bulck 2012) it maps the main policy actors and their preferences in order to assess whether the Green Paper might allow the EU to move beyond the predominantly economic policy framework in has followed so far. In terms of methods, the paper is also based on extensive documentary analysis of EU policy documents and submissions to relevant consultations as well as participation in relevant policy fora and informal discussions with policy actors. References: Fuchs, C. (2010) Internet and Society: Social Theory in the Information Age, London: Routledge. Goggin, G. (2012) New Technologies and the Media, London: Sage. Van de Bulck, H. (2011) 'Towards a Media Policy Process Analysis Model and its Methodological Implications' in N. Just and M. Puppis (eds) Trends in Communication Policy Research: New Theories, Methods and Subjects, Bristol: Intellect, pp. 217-231. Mansell, R. (2012) Imagining the Internet, Oxford: OUP Storsul, T. and Dagny Stuedahl (eds) (2007) Ambivalence towards Convergence: Digitalization and media change, Goteborg: Nordicom.

ELITE INTERVIEWING IN MEDIA AND COMMUNICATIONS POLICY RESEARCH

Herzog, Christian[1]; Ali, Christopher[2]

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There is a considerable amount of social sciences scholarship based on elite interview data. Media- and communications policy research is no stranger to this methodological approach, with many projects based on interviews with public service media officials, policy-makers, industry stakeholders and regulators. Despite the prevalent usage of elite interviewing as a research method, however, scholars of both media and communications policy and regulation frequently relegate methodological discussions in their work to a niche existence. Partly, this is determined by the reluctance of publishers to print excessive methodology notes or simply space constraints. Still, this lack of methodological reflection contributes to the diminishing relevance of large amounts of scholarship for policy-makers who tend to privilege studies based on narrowly defined empirical methods. Based on an exploratory mapping of a variety of media and communication policy projects that made use of elite interviewing in primarily four liberal capitalist Western democracies, the United Kingdom, the United States, Germany, and Canada, our paper starts from the observation that ethnographic approaches only play a marginal role in both media and communications policy studies, though even more so in the latter. Building up on that, we make a point in favour of the more widespread inclusion of ethnography in media and communications policy research. The methodological reflexivity of ethnography, involving a more thorough outline of the methods used, has much to offer for media and communications policy research, notably, sound, detailed, and at its best critical, elaborations and reflections on the methods used adds reliability and validity, thereby potentially increasing the chances of such research playing a role in the policy-making process. At the core of this paper is the role of elite interviewing in our field of study, its use and conduct, including treatments of issues such as the selection of respondents, access, the interview process, and data analysis. In this last treatment, we discuss the role of critical methodologies and analytical frameworks such as critical political economy and critical discourse analysis. The transnational approach pursued in this paper offers a broad perspective, beyond any one particular case, and allows for an interrogation of common methodological and analytical tools and tactics employed when engaged in elite-based ethnographic and interview practices. Clear and concise methodological rigour, systematization, and ethnographic reflexivity, thus, need to play a greater role in media- and communication policy scholarship and policy interventions.

REGULATING THE GATEKEEPERS — OLD AND NEW BOTTLENECKS

Milosavljevic, Marko

› University of Ljubljana, Faculty of Social Sciences, Slovenia

Outline: A number of important international documents stress that in order to prevent media concentration that would be dangerous to the pluralistic media, a wider framework must be considered. Regulation of media concentration must include not just media but also other relevant sectors. The Report of the High Level Group on Media Freedom and Pluralism at European Comission states that »concentration of ownership needs to be considered not only with respect to specific media sources (such as press), but across different media and in relation to distribution channels, whether for traditional media (for example, newspaper kiosks) or for new media (for example, broad band connectivity« (2013, 23) However, the level of concentration of these gatekeepers is increasing in a number of countries, particularly in Eastern Europe and Western Balkans. In a number of countries, traditional media gatekeepers such as newspaper kiosks and distribution become increasingly concentrated while new media gatekeepers are often left unregulated. Paper will look at the developments in the area that is often overlooked by state regulators and policy makers (due to different reasons), as well as by the researchers of the media plurality and diversity. Theoretical framework: Concept of gatekeeping has more than half a century of history and has been linked to different environments (Lewin used it to explain how social change might occur by affecting food consumption), followed by the use of the concept in media primarily within journalism (David M. White, 1950; Warren Breed, 1955; Tuchman, 1978; Gans, 1979). The development of new digital media and platforms has led to an increased interest in the concept of gatekeeping, from production perspective and from distribution perspective. Regarding the later, It has been stated at the beginning of the digitization process: »it appears only sensible to accept that a high level of media concentration may have to be tolerated in order to reap the benefits of technological innovation, even if this means allowing existing powerful players to leverage their existing market power into the digital market. This, however, of course, raises the need for the regulation of 'media access' and 'gate-keeper monopolies'« (Humpreys 2000, 92) In a number of countries, mentioned before, it seems only first part of the statement has been taken into account. The second part seems to have been overlooked or (intentionally) ignored. In the case of new media/telecomunnication gatekeepers, telecoms in some countries could become a »key factor in determining the success or failure of certain TV service«, however at the same time they remain »inadequately regulated« (Beličanec and Ricliev, 2012). In the case of traditional media and its gatekeepers, high level of concentration has been reported in a number of countries after a series of mergers (Komnenić, 2009; Ćimić and Radoja, 2012; Dizdarević, 2013). The question is whether there is adequate regulatory framework to prevent levels of concentration that could lead to narrow bottlenecks, market abuse and threaten media freedom and pluralism. Paper will analyse the current situation and regulatory framework including policy issues.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 4. COMMUNICATION LAW AND POLICY (ECREA-CLP) (B) - BEYOND THE NEW MEDIA RESEARCH HYPES: ANALYSING THE ROLE OF TELETEXT IN MEDIA POLICY DEVELOPMENTS

› Room 1.04, First Floor

BBC'S CEEFAX: THE COLLATERAL DAMAGE OF DIGITALIZATION

Broughton-Micova, Sally

› University of Westminister, United Kingdom

As it has been with the IPlayer and other services, the BBC was a teletext pioneer. The public service broadcaster launched Ceefax in 1974 after much research and development. At its height Ceefax, had about 20 million users per week (Hermann, 2012). Yet in 2012 it was switched off. The process was gradual. As analogue television broadcasting was switched off across the UK, so was Ceefax. The service finally stopped when Northern Ireland completed digital switchover on 23 October 2012. What is remarkable about this story is that Ceefax's demise appears to have been assumed to be part of switchover, an inevitable part of the process of moving to digital. In his otherwise excellent account of the digital switchover in the UK, Michael Starks does not even mention the teletext shut off as part of the process (Starks, 2013). Responding to audience complaints about the change from Ceefax to digital "red button" services the BBC responded: "As part of digital switchover the Ceefax text service was discontinued and the publishing system had to move onto digital systems," as if it was a necessary by-product of the process (BBC, 2013). Beyond audience complaints it has been argued that the red button and online resources that replaced teletext do not offer the same highly succinct organised information that teletext did (Dalton, 2009), but in the UK there appears to have been little consideration about whether or not teletext services should somehow make the transition to the digital world. This paper does not necessarily take the position that the decision to switch off Ceefax was wrong, but investigates the case in the context of the extent to which there is critical reflection in policymaking around digitalization. Using a process tracing method based on policy documents and archival material from the time, this paper examines the story of Ceefax's demise. At a time when many countries are considering whether to push forward with the rollout of digital radio, it aims to shed light on the extent of technological determinism in digitalization policy decision-making and role of public interest considerations. BBC. (2013). BBC Red Button changes, 2013. Complaints Retrieved 23 February 2014, from http://www.bbc.co.uk/complaints/complaint/bbcredbuttonchanges2013 Dalton, N. (2009, 23 February). Teletext remembered: 'The fascination of Teletext'. http://www.journalism.co.uk/news-features/teletext-remembered—the-fascination-of-teletext-/s5/a535215/ Hermann, S. (2012, 23 February). Goodbye Ceefax. http://www.bbc.co.uk/blogs/theeditors/2012/10/goodbye_ceefax.html Starks, M. (2013). The Digital Television Revolution: Origins to Outcomes. Basingstoke, UK: Palgrave Macmillan.

THE OLD RELIABLE: TELETEXT AS A SUCCESSFUL SURVIVOR OF DIGITALIZATION OF TV IN FINLAND

Ala-Fossi, Marko

› University of Tampere, Finland

About 16 years ago in Finland, a project launched by the largest media and telecom companies, digital media research institutions and electronics manufacturers decided to reinvent teletext. The new Superteletext was going to be one of the most important new MHP services of interactive DVB digital television, which could make Finland the leading MHP-country in the whole world, just like the Government had been hoping. After intensive research and development, the new Superteletext with advanced graphics and interactivity was introduced with digital TV in 2001. However, it was shut down very quietly six years later, when YLE decided not to replace the last remaining and broken-down MHP server. Most television viewers did not even notice the whole thing, partly because there were only 30 000 MHP receivers in Finland. The other reason was that the over 2 million regular teletext users had been able to read the traditional-style teletext services of analog TV also via DVB-T channels since January 2002. Currently, this service with the traditional 4:3 picture aspect ratio and clumsy graphics is still part of the media diet of almost 2 million Finns each and every week. At the same time, it is a visible reminder of unfulfilled promises of the digital TV: an inferior and obsolete technology, which however is still good enough to provide services highly valued by the audience. Young people are also using teletext via the Web and mobile applications. Teletext is a fascinating case example of how media culture and media technology are interdependent and how seemingly indifferent technical issues may later turn out to be culturally significant - and vice versa. The origins of teletext are actually in the European development which led into use of mains electricity with 50 Hz power frequency. Because the frame frequency of the first monochrome TV standard in world (NTSC) was based on the 60 Hz power frequency used in the US, the number of lines in TV picture had to be increased from 525 to 625 to make the system work in Europe. This is how the extra line capacity of European PAL and SECAM standards was created in the 1950s, but it remained unused until the 1970s and first teletext experiments in the UK. The paper will combine the theoretical perspectives of political economy (Mosco 1996) and social shaping of technologies (Wajcman and MacKenzie 1985; Winston 1998). The study will have two main dimensions. First, it will tell briefly the story of teletext in Finland from the very beginning in 1981 until the present day - including short and sad story of Superteletext development. The other dimension of the paper is an analysis of teletext as a European media technology, which has been severely undervalued and misunderstood both by broadcasters and engineers even on its home continent - but at the same time loved by a stupendous amount of users.

THE ICELANDIC PUBLIC SERVICE BROADCASTER'S (RUV) TELETEXT SERVICE AND MEDIA CHANGE.

Mjos, Ole Johan

› University of Bergen, Norway

This paper is about the development of the Icelandic public service broadcaster's (RUV) teletext (textavarp; http://www.textavarp.is/100/), and how the study of this service can inform us about the dynamics of media change. Media change is often associated with shifts and transformations, but the case of teletext shows how continuity and stability are also important factors. Launched in 1991, RUV's teletext is a particularly interesting case in relation to media change both from a Nordic and international perspective. First, as with the other Nordic public service broadcasters' teletexts, the Icelandic service has been popular over time. RUV launched its television channel in 1966, as one of the latest in Europe, and the television monopoly lasted until 1986, when the first commercial television channel was launched. Second, with a population of only around 320.000 Iceland is one of the world's smallest countries and has retained one of the smallest media systems in the face of international competition and media content imports. The newspaper sector is the largest media sector in the country, and historically Icelandic newspapers have been controlled by Icelandic owners. Furthermore, the Icelandic newspaper sector has stood out internationally due to the unique popularity of free newspapers (Nordicom, 2009). Third, neo-liberal thought and the belief in limited state interference in the economy has been more influential on Iceland than in the other Nordic countries and Iceland was the region's country that was hardest hit by the global financial crisis in 2007-2008. The political traditions and exposure to the global financial markets have influenced Icelandic media (Syvertsen, et al, forthcoming). In contrast to the other Nordic public service broadcasters, RUV's television and radio channels are partly financed by advertising (around 25 per cent of RUV's revenue) in addition to a fee paid by taxpayers. In 2008, at the peak of the global financial crises, the Icelandic newspaper sector experienced a 30 percent reduction in advertising spending, but the devaluation of the Icelandic currency also led to a 70 per cent rise in costs for paper, printing and distribution (Nordicom, 2009). For these reasons, the study of RUV's teletext, as part of the Nordic region's most under researched media

systems, may contribute to new insights into the logics of media change. Harrie, E. (ed.) (2009) The Nordic Media Market: Media Companies and Business Activities. Göteborg: Nordicom. Syvertsen, T; Enli, G; Mjøs, O. J. and Moe, H. (forthcoming) The Media Welfare State: Nordic Media in the Digital Era. Ann Arbor: University of Michigan Press.

BACK TO THE FUTURE: WHAT TELETEXT'S PAST TELLS US ABOUT THE FUTURE RELATIONSHIP BETWEEN PUBLIC SERVICE MEDIA AND PUBLISHERS IN SWITZERLAND

Studer, Samuel; Puppis, Manuel; Künzler, Matthias
› University of Zürich, Switzerland

Exactly 30 years after its start in Switzerland, teletext still enjoys huge popularity. Despite the proliferation of high-speed internet access and smartphones, 24 % of TV viewers use teletext services on a daily basis (Mediapulse, 2013). Moreover, teletext also remains a significant outlet for advertising (Stiftung Werbestatistik Schweiz, 2013). Apparently, in spite of its archaic technology and the availability of more modern alternatives, teletext is doing just fine. Additionally, teletext is trying to reinvigorate itself with the introduction of HbbTV. However, research has shown only limited interest in this "forgotten" medium. Few publications written shortly after the introduction of teletext aside (e.g., Aumente, 1987; Berg, 1980; Greenberg & Lin, 1988; Kulpok, 1991; Norwood 1990), teletext has been mainly neglected by communication scholars (but see Geese, 2008). With regard to Switzerland, only few studies focus on teletext (Juchli, 1982; Schneider, 2005a; 2005b; Böni, 2010). Yet it may well be argued that the introduction of teletext holds unexpected insights into the relationship between newspaper proprietors, public service broadcasting and media policy-making that promise to be highly relevant for answering questions about the role of public service in the digital era. The proposed paper thus aims at shedding some light on teletext in Switzerland. It argues that the introduction of teletext is a focal point in the relationship between the press and the public service broadcaster SRG SSR. This relationship often proved to be tense due to fears of newspaper publishers that the SRG would move into their territory. The paper raises the questions of how the position of the press was affected by the introduction of teletext, what role media policy played in settling this conflict of interests and what we can learn for today's disputes regarding the SRG's online activities. More specifically, by drawing on policy analysis and critical approaches to media policy-making, the paper will analyze the relationship between newspaper proprietors and the public service broadcaster SRG, showing how different political actors tried to influence the possibilities for development granted to the SRG. Methodologically, the analysis will make use of qualitative interviews with experts (Mason, 2002; Meuser & Nagel, 1991) and of qualitative document analysis (Mayring, 2010; Reh, 1995). Yet the introduction of teletext is just one incident that allows for scrutinizing this relationship between the press and public service broadcasting. Hence, the case of teletext will be contrasted with other instances of conflict, namely the permission of TV advertising in the 1960s and the current move from public service broadcasting to public service media. Preliminary results reveal that the political solution for the conflicts differed noticeably: While the SRG and publishers were forced to cooperate with respect to advertising and teletext, no compromise was reached regarding the SRG's online activities. As a consequence, government was forced to take a decision regarding the SRG's online remit. In sum, teletext offers lessons for the future development of the SRG into a public service media organization. Given the country's small, cooperation might indeed be a successful strategy for resolving conflict.

POSTERS

13 NOVEMBER

16:00 - 17:30

HALL 4, FIRST FLOOR

PROTECTION, INFORMATION, OR EDUCATION? THE ASSESSMENT OF COMMUNICATION POLICY ACTIVITIES AS A CONSEQUENCE OF THE PERCEPTION OF ONLINE MEDIA'S POLITICAL INFLUENCE ON YOUNG PERSONS

Dohle, Marco; Bernhard, Uli; Vowe, Gerhard
› University of Duesseldorf, Germany

The growing significance of online media has prompted a public debate about the consequences of this development. For instance, the perception that online media have a substantial influence on how especially young people view political processes is very widespread. Such perceptions could become manifest in the conviction that this influence must be met with measures of communication policy — e.g., because people believe online media to be unsuitable for political information or because they want to improve young people's competencies in using such media. Thus, on the basis of the influence of presumed media influence approach (IoPI; Gunther & Storey, 2003), it was examined which communication policy activities citizens support in reaction to such perceptions. The IoPI postulates that individuals' attitudes are influenced by what influence they believe media to have on other recipients: One consequence of the perception of strong media influences is the demand for regulation (Feng & Guo, 2012). Thus, it is assumed that the approval of control over online influence increases the stronger the political online influence on young people is thought to be (protection; H1). Additionally, as a consequence of these perceived influences claims for information or education could also come to mind. Thus, it is postulated: The stronger the political online influence on young people is thought to be, the more intense will be the claims for information about this influence (information; H2) and the more powerful will be the support of measures to increase competent use of online media (education; H3). To test this, an online survey was conducted in the context of the parliamentary election in a German federal state in 2012 (n = 485). The sample was approximately representative of the state's population with Internet access. The perceived influences of different online services (Internet in general, facebook, Twitter, party/candidates' websites) on young people served as independent variables. In order to measure the dependent variables, the respondents were asked to indicate how strongly they approved of 1. the Internet's political influence being limited (protection), 2. informing young people about the dangers of the Internet (information), and 3. having the competent use of the Internet taught in schools (education). Control variables were measured as well. The results mainly support H2 and H3: The perception of strong political influences of online media (Internet in general, facebook, Twitter) on young persons leads predominantly to an increased acceptance of information and education. An increased acceptance of restrictive measures (H1) has only been found as a consequence of a strong perceived influences from party/candidates' websites. Altogether, the study provides specific indications about which communication policy measures are thought to be appropriate under which circumstances. The benefit of those findings for communication policy is that the acceptance of certain processes, which could be implemented for society as a whole, has been tested on an individual level. In this specific case, one can conclude from the results that strong political influences of online media on younger generations should be countered using communicative and educational means rather than employing restrictions.

POLITICS, ECONOMY AND THE PUBLIC IN REGULATORY FRAMEWORKS OF PUBLIC SERVICE MEDIA IN EUROPE

Nowak, Eva

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Media regulation is determined by a triangle of political, public, and economic objectives (Seufert/Gundlach 2012). Autonomy in the sense of independence from external control and influence (Klimkiewicz 2013) is an important factor in every of these sets of objectives. However, the term autonomy has a different meaning from different points of view. In a media concept based on democratic theories autonomy is understood above all as a prerequisite for media independency of the state, the economy and other powers. This is seen to be important to fulfil a watchdog role as a fourth estate in a democratic society (MacNair 2009; Sanders 2009). In this concept of media the decisive factor is the public. Political and economic interests would rank behind. In the discussion about public value of media public service broadcasters play a central role in many countries, in some countries with an emphasis on the public, in others on the political factor or influenced by economic aims. Regulation concerning PSM is always a result of influences based on political, economic, historical and cultural structures and conditions. International influences gain importance, for instance through economic globalization and European regulation but national influences still prevail. While the regulatory frameworks for public service broadcasters in Europe was relatively stable during the last twenty years they are now subject to changes due to developments in media technology, in politics and markets. Regulatory frameworks for public radio and television have therefore been revised or are under discussion in many European countries. This paper analyses PSM regulation in France, Germany, Italy, Poland, Spain and Sweden. What determines the regulatory frameworks for PSM in the countries compared? Which factor is dominant: Politics, the public or economic interests? And what does that mean for the autonomy of PSM? In five of the countries in this study governments and parliaments decide on board members of PSM and/or supervisory bodies as well as finances. Self-regulation as a sign for political independency is relevant only in Sweden and Germany. Italy and Spain have a low level of regulation on PSM. Germany and Sweden, the countries with the most autonomous PSM in this study have a relatively high level of regulation and control by supervisory bodies. This might be a hint at the need for regulation to support freedom from external influence.

CONVERGING COMMUNICATIONS UNIDENTIFIED. NEW TARGETED BUSINESS MODELS FOR MEDIA ADVERTISING UNDER EXISTING AND FUTURE LAW

de Beer, Rutger[1]; Helberger, Natali[2]

› [1]University of Amsterdam, Netherlands; [2]Institute for Information Law (IViR), Netherlands

A challenge we face today and will increasingly face in the future is the fast and mercurial development of new media advertising business models that blur the distinction between editorial content and advertising, and that use data mining and targeting strategies to increase the effectiveness of their message. In the online realm, sponsored blogs, tailored stories and even sponsored Facebook 'likes' are examples of hidden influences of commercial third parties on editorial offers. Growing intelligence about the interests and preferences of individual users and the liberalization of content creation cause advertisers and publishers to explore the potential of new, potentially more effective forms of personalisation and fusions of advertising and information, whilst moving in a grey era between commercial communication and editorial content. This is a situation that creates legal uncertainty for media companies, advertisers, advertisement networks and users. The aim of this research paper is to address the yet open question of whether or not new personalised advertising techniques in the converging media environment are subject to existing obligations of identification and separation established by the current EU legal framework. The principles of identification and separation of editorial content from commercial messages have a long tradition in protecting consumers from confusion about the commercial intent of media messages. The first part of the paper consists of an overview of new advertising techniques on the internet. The second, third and fourth part analyse whether, and if so to what extent these new advertising techniques are covered by the EU regulatory framework of media law, e-commerce law and unfair commercial practices law. Insights into the legal framework of influential Member States of the EU, chosen for their progressive policy and broad polemic in these areas of law, will enrich the analysis with a comparative element. Expected is that new advertising techniques are not always bound by the existing EU principles of identification and separation and that this can differ when comparison is made to influential Member States. The paper ends with a multidisciplinary discussion on whether or not the results of this analysis call for an adaptation of the current EU legal framework so that these new advertisement business models meet existing standards and principles. Empirical evidence from behavioural sciences supports the propositions for future policy in this final discussion. Research question: "Are upcoming targeted media advertising techniques bound by the existing principles of identification and separation established under European lawn? Is the application of these existing principles to new advertising techniques desirable in the future?"

ABSTRACTS SECTION 5
DIASPORA, MIGRATION AND THE MEDIA

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 5. DIASPORA, MIGRATION AND THE MEDIA - MOBILITY, IDENTITY, YOUTH AND DIGITAL NETWORKS

› Room 1.04, First Floor

DIGITAL THROWNTOGETHERNESS. YOUNG LONDONERS ARTICULATING DIGITAL IDENTITIES

Leurs, Koen

› London School of Economics, United Kingdom

Digital throwntogetherness In this paper that considers everyday experiences of urbanity among young Londoners, grounded experiences of co-presence of we-ness and other-ness in digital platforms such as Facebook, Twitter and YouTube will be reconsidered using Doreen Massey's notion of the "throwntogetherness" (Massey, 2005, p. 11). Throwntogetherness refers to contemporaneous intersecting ethnic, religious and class multiplicities, among others, observable in contemporary global cities. The throwtogetherness of urban space, according to Massey is constituted by the "contemporaneous existence of a plurality of trajectories", sameness and otherness are both present in a "simultaneity of stories-so-far" (2005, p 11.). The notion of throwntogetherness, I propose, can be productive to give an account of general online experience. Contemporary online/offline urban multiculture juxtaposes entangled, internally heterogeneous axes of difference including gender, age, ethnicity, class, religion and urbanity. The question arises how users make do with a situation of throwntogetherness that can be said to characterize digital culture. Identifications performed on digital media platforms are tangible results of micro-political action, as one can make public whether one emphasizes difference or identifies with ethnic/religious/cultural others. More specifically on the topic of cultural diversity and digital practices, the decision to identify – or not – with others and otherness online can be seen as an example of "identity alignment": through practices of identification, the subject can align with or against this other. As Sara Ahmed argues "Thinking of identification as a form of alignment (to bring into line with oneself – the subject as 'bringing into line') also shows us how identifications involve disidentification or an active 'giving up' of other possible identifications" (2004, p. 354). The choice of aligning with some others can imply that one aligns against others, but not necessarily, as one may combine multiple overlapping alignments. Thus far, the ways in which diverse identities digitally encounter, contest, appropriate and negotiate one another remain understudied. Singular categories such as race or gender are often isolated, or considered as unitary, additive variables. I will address this cross disciplinary lacuna that includes media and communication studies, as well as gender and postcolonial studies of technologies. Empirical data was gathered among young people from working, middle and upper class families in the three distinct London boroughs of Haringey, Hammersmith-Fulham and Chelsea-Kensington respectively. The fieldwork consists of three phases, starting of with qualitative in-depth interviews with 90 young people between 12 and 18 years old (30 in each borough), secondly a virtual ethnography with a selection of 30 informants and thirdly a digital methods analysis that contextualizes the observed user patterns in larger 'big data'-sets. Based on informants reflections on the normalcy of diversity as well as racial abuse in their urban online/offline everyday life, this presentation will offer greater insights into whether intersecting identities performed across digital spaces corroborate growing pan-European sentiments of failed multiculturalism and ethnic segregation, or whether they showcase conviviality, cross-cultural exchange and cultural hybridization.

CONSUMING KOREAN MEDIA AND BUILDING ASIAN IDENTITY: A QUALITATIVE STUDY ON VIETNAMESE YOUNG ADULTS' TRANSNATIONAL MEDIA CONSUMPTION

Kim, Tae-Sik

› Masaryk University

Recognizing the lack of comprehensive academic study concerning the relationships between media consumption and the cultural identity of Vietnamese migrants in the Czech Republic, this study set several research questions: What kinds of media products do Vietnamese young adults mainly consume? Why do they consume those products? How do they identify those products? What does their media consumption mean to them? A total of 20 Vietnamese young adults, who either moved to the Czech Republic at a young age or who were born in the Czech Republic, participated in in-depth interviews that were analysed under the guidelines of the grounded-theory method. The present study finds three theoretically meaningful themes. First, the young Vietnamese migrants' daily media use is composed mainly of transnational media consumption, and multiple subthemes explain the reason for this consumption. First, not only are the migrants critical of Czech media products in terms of the quality and the variety of programs, but they also are concerned that their population is under- and misrepresented by Czech media. Second, while the young Vietnamese adults now heavily consume non-Vietnamese Asian media products, their first introduction to Asian media was mediated through Vietnamese media, including satellite television, illegal copies of DVDs, and Vietnamese Web services. However, their Vietnamese media consumption is now very limited mainly because of the low quality of the media products, so Instead, Korean media products have recently become popular among these Vietnamese adults. Third, the participants often identify Korean media products with Asian culture. Most participants point out Asian sensibilities and values, as well as the quality of media products, as the main reasons for their Korean media consumption, and these reasons have become important rationales for their heavy consumption of Korean media. The present study develops multiple discussions based on these findings. Technological availability and an unsatisfactory media environment in the host society triggered the young migrants' transnational media consumption. In addition, their homeland media introduced them to media sources of a third country. Shared cultural values and sensibilities, as well as the overall quality of the third country's media products, gratify their needs for alternative media sources. Because the Vietnamese population in the Czech Republic and Korean media products share cultural values and sensibilities, the cultural products have become important media that help distinguish the Vietnamese from the mainstream Czech culture and help them create distinctive identities as Asians.

INTEGRATION, CULTURAL BACKGROUND OR SOCIAL FACTORS? EXPLAINING MEDIA USE PATTERNS OF YOUNG PEOPLE WITH MIGRATION BACKGROUND IN GERMANY

Paasch-Colberg, Suenje; Heft, Annett; Fehr, Ada; Greyer, Janine
› Freie Universität Berlin, Germany

The media use of people with migration background is of great interest in the context of social integration and gains increasing political and academic attention. In theorizing the role of mass media in the context of migration and integration, communication scholars draw on different theoretical concepts (Bonfadelli et al. 2007, Trebbe 2009). One approach to assess similarities and differences in the media use of certain sub-populations is the uses and gratifications perspective (Rubin 2000). Following this model, the status of social integration can be seen as an independent variable that, next to socio-demographic factors, might explain why certain gratifications are sought. Research carried out throughout Europe offers valuable insights in the media use patterns of young people with migration background. One important finding of these studies is that majority and minority youth have similar media preferences that are age-typical (Bonfadelli et al. 2007, Trebbe et al. 2010). However, besides these similarities this research also found differences regarding the media access and media use of minority and majority youth. For example, studies indicate huge differences between majority and minority youth in their frequency of radio and newspaper use. Studies also show that minority youth is disadvantaged regarding "capital-enhancing" online activities, such as the search for information. The current state of research shows that the status of social integration is a relevant factor explaining the media use patterns of young people with migration background. However, research also highlights the importance of social factors, such as education, gender and age. This paper therefore addresses the research question to what extent differences in the use of television, radio, newspapers and the Internet by young migrants in Germany can be explained by their cultural background and their status of social integration on the one hand and their formal education, age and gender on the other hand. In this context, the role of language skills for media use and the language of media use are of special importance. Therefore, our analysis takes a differentiated view on the media use in German, Turkish and Russian language. This paper presents data on the social environment, social integration and the media use of German resettlers and people with a Turkish migration background aged between 12 and 29 years living in the German state of North Rhine-Westphalia. German resettlers and people with Turkish migration background constitute the quantitatively biggest share of migrants living in Germany. The data was gathered in 2008 in two representative standardized telephone surveys, each with about 300 respondents. First results of our analysis confirm that variables of social integration correlate with language-specific media use patterns of the minority youth. On the other hand, our data show that the media use of the respondents can also be explained by socio-demographic variables, and education in particular. Given that youth with migration background in Germany are often disadvantaged in their education, our paper will further assess whether education and other social factors or the cultural background and indicators of social integration explain more variance in their media use patterns.

MEDIA CELEBRITIES WITH MIGRATION BACKGROUND: CHARACTERISTICS, PRESENTATION AND PUBLIC IMAGE IN GERMANY

Sommer, Denise
› University of Leipzig, Germany, Germany

Although research on migration, diaspora and the media as well as research on celebrities both have a long tradition in communication studies, the connection of these two branches is comparatively rare. The paper attempts to integrate these fields in order to explore whether famous and popular people with migration background in Germany are primarily treated as celebrities or still seen as people with migration background. If both is the case — which role is decisive in which specific context? The investigation combines three major lines of argument: 1) Minority groups in general and people with migration background in Germany in particular have been depicted in a negative fashion in public communication, leading to a misrepresentation, the stabilization of existing prejudices and a considerable distance between people with migration background and the German media system. 2) Celebrities in general and celebrities from minority groups in particular are important role models. Especially young people tend to identify with famous and successful persons whom they perceive to be similar to them. A migration background or shared ethnic roots are important aspects for social comparison in this context. 3) Research on migration, diaspora and the media has demanded for more complex and differentiated ways of media coverage on migration. In addition, only an equal representation of different minority groups in media production provides for adequate role models that are accepted by various and heterogeneous audiences. Two case studies analyzed the characteristics of German media professionals with migration background exploring their presentation as celebrities: I) An exploratory inquiry of several official sources focused on structural aspects of discrimination. 13 TV presenters with migration background from four different TV stations were characterized: different categories measuring their 'integration status' and their representativeness for their minority groups were assessed. II) A qualitative content analysis (n=34) investigated the press coverage about two popular German TV presenters with a migration background in two prestige papers within three years (2009-2012). The results indicate that there are many limitations for accessing the media business in the first place. TV presenters with migration background represent a specific well-educated sub-group within their ethnic minority groups. However, as soon as media professionals overcome those barriers, minority membership does not seem to be specifically important: We find presenters with a large variety of multi-ethnic backgrounds of different ages presenting several popular formats. Apart from their names, their migration background mostly remains an implicit feature. In press coverage, TV presenters and celebrities with migration background are mainly framed in their professional contexts and assessed in terms of their professional action. These findings raise further important questions: Does this implicit way of dealing with media celebrities' migration background indicate acceptance or reservation? To what degree are journalism and PR strategies interfering in public communication about celebrities with migration background? Theoretical and empirical implications for the inquiry of celebrity as a relevant issue in research on migration, diaspora and the media are discussed.

"PRACTICAL IDENTITIES": MEDIATED NETWORKS AND THE RE-HABITUATION OF IMMIGRANTS IN THE HOST COUNTRY'S LABOUR MARKET AND PUBLIC SPHERE

Leppik, Marianne; Vihalemm, Triin
› University of Tartu, Estonia

Our paper contributes to theoretically and empirically informed discussions of the migrant agency in the context of media technological transformations and increasing mobility. The 90s approach that foresaw media technology as empowering people by transmitting images of other realities (Appadurai being the best-known author) has been placed in doubt by more recent migrant agency-oriented research (e.g. Levitt 2001; Smith 2006; Krotz 2008). Empirical research has suggested that the virtual and real worlds are intertwined (Turner 2007), and thus individuals' "real-life" socio-cultural resources and previous (ethnic) experiences accumulated during their lives also shape their "virtual" relationships and opportunities (e.g. Andersson 2013 and Diminescu 2008). In this relatively intensively researched field, our approach proceeds from media-related practices that intertwine with other social practices (Couldry 2004), reported empirically by several authors studying immigrants' media use (Andersson 2013; Bude & Dürrschmidt 2010; Livingstone 2009; Smith 2005). Based on empirical research on recent Russian and Ukrainian immigrants in Estonia, this paper discusses the role the media play in the re-habituation of immigrants in the host country's labour market and public sphere, and how immigrants' media use is shaped, on one hand, by networks of acquaintances in their new countries and, on the other hand, by the political loyalties and civic practises of the home country. Our analysis is based on media diaries and in-depth interviews with Russians and Ukrainians who had recently come to Estonia. The results indicate that the formation of immigrants' media repertoires were intertwined with the gradual building of new local personal networks. Other authors have also stressed the importance of local acquaintances

assisting in adaptation in both physical and virtual ways (Diminescu 2008), and the importance of "small media" (Hepp et al 2011), but our study has shown that acquaintances also shape consumed media content by virtually posted suggestions (links, commentaries etc.). As relationships with locals are often established on the basis of common daily concerns, professional interests or hobbies, suggestion-based information is mainly utilitarian and self-educational in nature, supporting daily accommodation but not particularly supporting participation in public life. Of the different ways the new media help to maintain relationships with home countries (Boccagni 2013), our study proposes the most powerful to be the "lens" of interpreting news flows. Authors have reported the news of the historic homeland being interpreted via the lens of migrants' current positions and the media culture of the host society (Adams & Ghose 2003; Robins & Aksoy 2005; Hepp et al 2011); our study showed that at least recent migrants interpreted the news of the host country via the "lens" of the civic and media practices obtained in their homeland: the latter formed a reception frame which diminished the newsworthiness of issues discussed in the host country's public sphere and distanced the informants from the regular monitoring of local national news flows. The question of whether, in the longer term, this may impede their socio-political involvement in the mainstream society and identity development remains open to discussion and further research.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 5. DIASPORA, MIGRATION AND THE MEDIA - THE LIMITS OF LIBERALISM: THE POLITICS OF MUSLIM REPRESENTATION

› Room 1.04, First Floor

'JOIN FORCES, SURPRISE AND ATTACK!': AN ANALYSIS OF THE COMMUNICATIVE STRATEGIES OF ANTI-RACIST NGOS AND CIVIC ENGAGEMENT GROUPS IN FINLAND AND SWEDEN

Haavisto, Camilla

› University of Helsinki, Finland

In the 1970s and 1980s, anti-racist endeavors were frequently accused of 'moralistic excess' and essentialism and their failure to change socio-economic inequalities. In the 1990s, Paul Gilroy even talked about the 'end of anti-racism'. However, recently media technological development, particularly social media, has offered new ways for participation and activism to occur, with new spaces for the construction of potentially inclusive communities in which politically and socially challenging agency can take form. At least in Finland and Sweden, this type of civil society-rooted anti-racism, which seemingly occurs spontaneously and is mainly performed in various online forums, seems to be on the rise. Simultaneously, on all levels of society, we can witness how nationalistic and xenophobic movements are pushing into the mainstream in an increasingly neoliberal political climate. In this context characterized by mediatized and ideological change, the paper engages in the scholarly project of redefining anti-racism. What characterizes Nordic anti-racism and how does (or do) Finnish and Swedish anti-racism(s) on a conceptual level relate to notions such as solidarity, hospitality and social cohesion? What about 'clicktivism','slacktivism'and other social media related phenomena that promote an illusion of agency– what kinds of challenges do these phenomena pose on anti-racist agency today? Empirically, the paper seeks to answer these questions by drawing on an ongoing multi-site action research conducted in online and offline milieus in Helsinki and Malmö. Eight anti-racist NGOs/civic engagement groups have been observed in order to target the main commonalities and differences in their communicative strategies. An analysis of the spreadability of anti-racist claims in the mainstream media has also been conducted in order to answer whether and why these claims tend to circle in semi-isolated sphericules without reaching more heterogeneous publics.

ILLIBERALISM OF LIBERAL THOUGHT: RACE, CLASS AND MEDIA

Williamson, Milly

› Brunel, United Kingdom

While internationally supplying democracy to Muslims by undemocratic means has been the order of the day on the international stage, domestically (within European borders) Muslims have been treated as a 'problem' which can only be solved by curtailing the very freedom that they apparently threaten. Meanwhile defending "the right to offend" has become the only right worth defending by media elites, and the vast majority of those who are treated as fair game in this demonstration of "tolerance" and "democracy" remain largely unrepresented and defenceless. In the current climate anti-Muslim racism is justified by liberal media and intellectuals as part of an attempt to preserve and promote liberal democracy. This paper outlines the deficiencies in the liberal conceptualization of democratic freedom in which the wholesale unfreedom of entire populations and groups was justified on the basis of race and class. Historically, the idea of racial/class superiority and difference has been a crucial aspect liberal democracies claims to freedom, and continues to play an important role in winning public opinion to the restrictions on liberty today. This paper further argues that the 35 years of social democracy after WWII has been an exception rather than the norm in capitalism, and that the extension of democracy in this period was the result of pressure from below. The challenge for democracy in the colonies and in western metropolitan centres came from outside of liberalism, rather than being something inherent to it. By making an analytical distinction between liberalism and democracy the paper suggests that it was not liberals but emerging radical movements that made those gains after forcing the liberals to retreat from their position which saw the law of the market as 'divine' law. The amplified anti-Muslim racism of liberals and their media once again show their utter contempt for democracy and for a broad conception of freedom.

POST-RACIAL POLITICS, MEDIA SPECTACLES AND FREE SPEECH EVENTS

Titley, Gavan

› University of Ireland, Ireland

Over the last years, new modes of media production and dissemination and the discursive circuits of 'comment cultures' (Lovink 2011) have prompted a reinvigoration of debates over the remit of the idea of 'hate speech', and concomitantly, of the limits of freedom of expression. In many influential instances, intensive, transnational public controversies have cohered around the putative conflict between Muslim 'sensitivities' and advocates of a robust, secular and liberal public sphere. It has been noted that, established legislation on hate speech and incitement in European countries notwithstanding, there has been a 'first amendmentization' of public discourse, whereby the question of free expression has become the over-arching ethical fundament to be defended. In the Nordic countries, France, Germany, the UK and elsewhere, for example, intellectuals and public figures on the right and liberal left have elevated the 'right to offend' to a civilizational and pedagogical duty, a form of tough love integration of the recalcitrant to the nation, and by extension, western modernity. This paper critiques this insistent cultural translation of 'first amendment' visions from two starting points. Firstly, it argues that the way in which freedom of expression has been mediated as a defining conjunctural principle impoverishes discussions on public ethics, as in practice any ethical consideration of the substance, context or ideology of expression is regarded as of secondary, rather than intersecting significance. As a consequence, this renewed politics of free expression reduces critical analysis to the question of prohibition and control, rather than expansive questions of public discourse and ethics. Secondly, this paper follows John Durham Peters' argument that debates about freedom of speech are recursive; the substantive issue in question is frequently subsumed to abstract(ed) debates about the remit and status of the first principles invoked. This recursivity is frequently structured around a 'threefold cast of characters' initiated by the protagonist who breaks a taboo, who is subsequently defended - in principle if not motivation - by champions of the open society, who come to regard the subjects that have 'taken offence' as '…deficient in comparison with the evident open-mindedness of those who tolerate transgression'. (2009: 276). It argues that this

mode of recursivity has been a key dimension of racialization in putatively post-racial polities. This triangulation is central to the generation of 'free speech events' – such as The JyllandsPosten cartoon controversy, the Innocence of Muslims viral film, Geert Wilders' film Fitna – that are politically orchestrated to focus public discourse on the second-order problem of 'the Muslim issue' – an issue that clouds otherwise achieved states of secularism and robust, rational publics, and that seeks cultural unity in a recognition of the deficiencies of the offended.

LIBERALISM, MULTICULTURALISM AND FREEDOM OF SPEECH: THE CASE OF GEERT WILDERS

Poole, Elizabeth

› Keele, United Kingdom

Representations of British Muslims in the British media are partly a construct of and contribute to the post-modern crisis of identity which has destabilized the project of multiculturalism in the UK related to wider political processes. However, the media also has a role in the formation of identities by providing a location for the articulation of particular values and priorities in relation to contested issues. Much has been written about the representation of Islam in recent years (Said, 1981, Poole, 2002, Richardson, 2004) and whilst the dominant discourses centre on terrorism and conflict, particularly in relation to global Islam, cultural relativism focussing on difference is a common feature in the coverage of British Muslims. This paper aims to show how in the political climate of the UK, post 7/7, debates about multiculturalism, identity and freedom of speech in relation to Muslims have played out in the public sphere through an examination of British news media coverage of the Geert Wilders case. Wilders, a far right Dutch MP, was refused entry to the UK in February 2009 for inciting racial hatred. He was invited to the UK by a British UKIP peer who wanted to preview his anti-Islamic film, Fitna, in the House of Lords. In this paper I will examine news media (newspaper, broadcast and Internet) coverage of this event to demonstrate the struggles around identity taking place amongst various social, political groups in the UK. I will show how Islam, in particular, is currently central to these discursive debates and how different groups' interpretations of the event attempt to assert ideas of 'Britain' and 'Britishness'. The representation of this case shows us how conservative groups use such events to criticise liberal policy and 'double standards' in relation to issues such as freedom of speech whilst reinforcing Christian values and the link between Christianity and the state. The case provides, for them, an opportunity to criticise government, liberalism, multiculturalism and the values of equality and diversity. For liberal groups, the case allows for the defence of the liberal values of freedom of speech and other liberties which can result in an exclusive liberalism in their critique of religion. This paper examines these issues in their complexity and considers the consequences for Muslims living in the UK whose voices are largely excluded from these debates.

HOMELAND AND THE IMAGINATION OF NATIONAL SECURITY

Kumar, Deepa

› Rutgers, United States

US government agencies have a long history of seeking to influence cultural representations of national security. While scholars have noted the ways in which Hollywood's cultural products have been shaped by interaction with the Pentagon and the CIA, less examined in the War on Terror is the role of the culture industry in creating a climate of acceptability for Islamophobia and human rights abuses which, in turn, feeds back into the making of national security policy. This presentation explores the nexus between the culture industry and the national security state, taking the television series Homeland as a case study. It is argued that, while the television series 24 embodied the ethos of the early War on Terror, Homeland indexes the Obama administration's approach, embodying the tensions of a "liberal values" security discourse in which there is a subtler but still powerful racialization of the "enemy." Within this framework, the Muslim voice can only ever emerge as the "extremist."

17:30 - 19:00

PARALLEL SESSION 3 - 5. DIASPORA, MIGRATION AND THE MEDIA - THE MEDIATED POLITICS OF INTEGRATION AND EXCLUSION

› Room 1.04, First Floor

THE SECRET OF SUCCESS? COMPLIANCE WITH VS. RESISTANCE TO NEOLIBERAL DEMANDS IN DIVERSITY MEDIA

Ratkovic, Viktorija

› Alpen-Adria-Universität Klagenfurt, Austria

Research in media and communication studies dealing with migration has shown that the representation of migrants in the mainstream media is not only highly stereotypical but also mostly negative. Migrants appear as mere objects, not only in mainstream media but also in research. This is not the case in what I define as Diversity Media, that is, media that shows sensibility in dealing with categories such as 'race', gender, class and ethnicity. Such media is hardly acknowledged by the scientific community, and tends to be defined as 'Ethnic Media' – thus implying that ethnicity is something that only 'the Others' have. In this paper, results of an analysis of the Austrian magazine das biber. Stadtmagazin für neue Österreicher (which is mainly produced by and directed at migrants) are presented. The analysis shows that while the authors of das biber are aware of discourses that define migration mainly as a field of problems, positive articulations of migration prevail. Thus the culture of migration appears as mostly focused on success, political awareness and a broad variety of experiences, accordingly challenging existing notions not only in public debates but also in research. As this portrayal very much matches what the migration management approach defines as the 'triple-win' of migration (the belief that migration can be governed and utilized in a way that holds benefits for the destination countries, the countries of origin as well as for migrants themselves) the question arises whether das biber can be seen as a platform for critical migrant perspectives or as a mere extension of neoliberal governance. The existing ambiguity is observable in one dominant discourse thread in das biber which focuses on white non-migrant men who are presented as successful managers and e.g. share their 'Secrets of Success' with the das biber's readers. In my paper, I argue that on the one hand, these men are meant to serve as role models for the readers of das biber while at the same time being perfect embodiments of what Raewyn Connell (2010) describes as white managerial masculinities and which are thus by definition unattainable by those who do not fit its parameters (poor, non-white, female etc. subjects). On the other hand, the authors of das biber also present the experience of migration as an important factor for success, e.g. by portraying migrant business owners who attribute their success to the know-how they gained during the process of their migration. Accordingly, the readers of das biber are being encouraged to aspire to become successful managers of their own, while at the same time using their migration experiences to do so. This paper comes to the conclusion that while a certain acceptance of and aspiration to comply with neoliberal demands towards migrants can be traced, at the same time moments of resistance are visible as well. Connell, Raewyn (2010): "Lives of the Businessmen. Reflections on Life-history Method and Contemporary Hegemonic Masculinity", in: ÖZS 35, 54-71.

EMERGING CULTURES OF RESISTANCE AND DIGITAL BORDER POLITICS: THE EXAMPLE OF THE REFUGEE PROTESTS IN EUROPE

Witteborn, Saskia
› Chinese University of Hong Kong, Hong Kong

Responding to the topic of this year's ECREA, the presentation discusses the intersections between digital border politics and surveillance in Europe and the emerging culture of refugee resistance. Based on a three-year, funded ethnography, including personal interviews with 176 asylum seekers and refugees in Germany and several months of participant observation during the political protests in Germany in 2013, of digital technology use by the people, demonstrations against border politics, plenums, conferences, and discussions with politicians in the capital Berlin, I will show how forced migrants such as refugees have started engaging and constituting a culture of resistance against border politics and surveillance through creative use of digital communication. Research on media and transnational migrants has often focused on a description of media environments of migrants and how they shape integration, exclusion, or connection between migrants and other groups (Pieper, Kuster, & Tsianos, 2011). Some scholars have emphasized the media environments of migrants and the uses and effects of those on the migrant, reinforcing a media-centric approach, which is dissociated from the economic and political structures, which shape media uses and their consequences. Concurrent with Pieper et al. (2011) the paper does not assume media and technologies as just another variable in migratory processes. Instead, the paper illustrates how digital technologies have become part of the logics of border politics by states (surveillance and selective exclusion) as well as the logics of movement of migrants. This study takes an autonomy of migration perspective (e.g., Moulier Boutang, 1993; Mezzadra, 2011), which assumes that migration itself has the potential for transforming societies and social practices (Karakayali and Tsianos 2007). Refugees are part of these transformation processes as they start identifying with a growing culture of resistance of "non-citizens" against border politics in general and digital surveillance in particular. Through this culture of resistance, refugees creatively learn how to use the digital for their own political and legal purposes, to receive and share information to plan flight routes and get jobs, protest against failing support systems and perceived injustices in the legal system, undermining residency laws by traveling across national European borders, and documenting those acts of resistance in the digital domain. Within the framework of the autonomy of migration, this paper contributes to understanding the communicative practices which migration evokes and how those practices constitute an emerging culture of resistance with its own digital logics. The work described here was fully funded by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (RGC Ref. No. CUHK456010).

RECENT TRENDS IN GERMAN INTEGRATION DISCOURSE - FROM THE SARRAZIN CONTROVERSIES TO THE DECLINE OF POLITICAL CORRECTNESS

Abadi, David; d'Haenens, Leen; Koeman, Joyce
› University of Leuven, Belgium

Thilo Sarrazin sparked a heated discourse on German immigration and integration policies with his disputed but bestselling book "Deutschland schafft sich ab" published in 2010. While initially branded as an arsonist of the integration debate causing eclat, resentment and press furore, his controversial views have nevertheless generated a productive and taboo-breaking debate as reflected in a variety of involved actors and platforms. This study examines the attributes used by Sarrazin in his book, while categorizing the German in-groups and the non-German out-groups, such as Muslims. Using a template analysis (qualitative data analysis) on preselected textual data, themes and actors within the integration policy debate are identified. Sarrazin's differentiation between in-groups and out-groups is evaluated, while religion, culture and social class are pivotal factors. Moreover, prescriptive and descriptive characteristics used for his distinction are identified. Based on social identity theory, the group membership and the prototype concepts (in-group prototype) are applied for this purpose. Finally, the concept of stereotyping is used to explain the relationship between the in- and out-groups. As out-group members are mainly Muslims the assumption is confirmed that Islamic religiousness presents an exclusion criterion for the in-group membership. While the in-group membership is categorized based on a hierarchy of criteria, Muslim actors can belong to the in-group as long as they fulfill certain in-group benefits and attitudes, demonstrating in-group favoritism. It is concluded that Sarrazin stereotypes Muslims, depending on their economic value and their sociocultural compatibility to Western civilization. As part of a larger research project, which investigates the interplay between on- and offline discourses about the multicultural society in Germany, this paper provides an insight into the complex network around Sarrazin and his critics, shaping the current integration discourse until today. In a later stage, the role of the mainstream media, political blogs and their categorization mechanisms will be examined by a multi-methodological approach encompassing both content analysis and social network analysis (SNA). It is aimed to identify opinion leaders, to examine the role of social media in the empowerment of minorities and how social capital is brokered.

LIMITS TO EMPOWERMENT: OBSERVATIONS ON EUROPEAN MEDIA POLICY AND THE ROMA

Metykova, Monika
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This paper explores European media policy making and opens with a consideration of the limitations of market-based and citizen-based approaches to media regulation. At European level market-based regulatory principles are reflected in competition policy, an important area in which the European Commission has jurisdiction. The underlying rationale of such policy is that equal and fair competition will lead to benefits for consumers, businesses and the European economy as such. In comparison, public service broadcasting can be understood as an outcome of a nation-centric, citizen-oriented regulatory approach based on principles such as universal accessibility (geographic) and appeal (general tastes and interests), particular attention to minorities, contribution to a sense of national identity and community as well as distance from vested commercial or political interests. The paper argues that both approaches have serious limitations when we take into account the roles of media in democratic societies and empowerment in particular. Competition policy regulates markets rather than cultural or social roles that media have. Public service broadcasting – in contrast – has a role in building a national community and a national culture and although it should cater for the needs of minorities, in some cases it merely gestures in this direction. Transnational migrants and minorities that do not have a nation state in which they form the dominant ethnic group (such as the Roma) are particularly under-served by both market-oriented media and public service broadcasting. The paper uses the example of the Roma and policies developed by the European Union to argue that minorities like the Roma are beyond the radar of European media policy makers largely due to the nation-centric approach to media policy making. The paper then considers national examples of media policies – mainly relating to public service broadcasting – specifically set up to cater for the needs of minorities, including the Roma. These case studies are from central European countries such as the Czech Republic and Hungary. However, in these cases we find that the funding and provision of Roma-related media programmes are limited and moreover the types of representations and roles that media for the Roma (and by the Roma) are assigned mainly tend to be linked to better social cohesion rather than empowerment of the Roma. The paper is based on the analysis of media policy documents (developed by the European Union, the Czech Republic and Hungary) and interviews with civil servants working at the Competition and Media Directorates of the European Commission and Roma programme makers working for public service broadcasters in central European countries.

THROUGH WHOSE EYES? NEW MEDIA AND THE STRUGGLE FOR CONTROL OVER THE IMAGE OF MINORITIES IN HUNGARY

Szakacs, Judit[1]; Bognar, Eva[2]

› [1]Central European University, Hungary; [2]Center for Media and Communication Studies, School of Public Policy, Central European University, Hungary

The proposed paper is following up on previous research on the subject of minorities and their online spaces (presented at the 3rd ECREA conference in 2010). The results of this research suggested that in the case of the examined online spaces produced for the Jewish, the Roma and the LGBTQ minorities (judapest.org, zhoriben.net and pinkvanilla.hu, respectively), the minority users enjoyed primarily the boundaries set up by the site. Regardless of the site producers' original intent, users viewed these sites primarily as a "safe haven" where technology allowed them to take control over the space and perform their identity shielded from the constant gaze of the majority society. They felt empowered by being in charge of their image. This paper builds on these findings, particularly on the desire to control not only one`s online space, but the image as well. By image we mean both the way members of a minority group are perceived by the majority, and self-image. We propose to examine some recent online media projects and initiatives carried out in Hungary, aiming at changing how minorities are perceived in an environment where the representation of minorities in mainstream media is stereotypical at best (Munk et al. 2012; Bodrogi 2012). While these new initiatives do away with the "safe haven" concept and target the majority population as well as the minority, they provide a way for minorities to challenge the image of them put forward by mainstream media. By interviewing producers and funders, as well as conducting focus groups with participants and targets of projects such as Knowledge is power — Romani slam poetry contest or Buvero, a project aiming to teach young Romani women how to produce media content with digital technology, we aim to tackle the following questions: what do producers try to achieve with these projects? How do they perceive the role of the medium and the technology in achieving their goals? What do viewers and participants see in these initiatives? Do their interpretations of the project coincide with those of the producers/funders? With the in-depth analysis of the cases, our goal is to shed light on the struggle for control over a minority group`s image and the role new media plays in it.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 5. DIASPORA, MIGRATION AND THE MEDIA - THE POLITICS OF DIFFERENCE, DISTINCTION AND AVERSION

› Room 1.04, First Floor

AMNESIA, NOSTALGIA, APHASIA? MEMORY AND 'FORGETTING' OF GERMANY'S COLONIAL PAST IN THE MEDIA

de Wolff, Kaya

› Leuphana University Lueneburg, Germany

It is widely argued that, after the Second World War, Germany's colonial past had been subject to a collective amnesia. However, within the last decade, the question of German colonialism and its legacy has gained growing academic interest and public attention due to broad media coverage on different occasions: The popularity of this 'chapter' of German history in mainstream television productions, as well as the continuous engagement of civil society initiatives show that memories of Germany's colonial past are indeed accessible and virulent in different media at present. Above all, the ongoing struggles of representatives of the Herero people in present-day Namibia for recognition and reparations of the German colonial war have caused public controversies and intensified coverage in news media over the last decade. Departing from a theoretical perspective that combines cultural memory studies, media studies, postcolonial studies and discourse analysis, this paper examines the myriad ways in which memory and 'forgetting' of the colonial past are being negotiated in the contemporary public media dis-course. Drawing on Ann Laura Stoler's notion of colonial aphasia, I suggest that mediatised col-lective memory of German colonialism has become a highly contested field in which various voices are fighting for recognition of their competing versions of the past. I argue that due to this conflicting polyphony there cannot be a coherent memory narrative in the present discourse but a temporary state of aphasia. As Stoler (2011: 125) outlines in her exploration of the 'blocked' memory of colonialism in France, as a metaphorical concept aphasia emphasizes "both loss of access and active dissociation. In aphasia, an occlusion of knowledge is the issue. It is not a matter of ignorance or absence". Following Stoler, I will adapt the concept to the study of present memory of colonialism in Germany and stress the argument about a colonial amnesia. Based on my empirical research on mediatised public struggles over the memory of Germany's colonial past, I will illustrate that the issue is not amnesia but conflicting, hence mutually 'disabling' memories. For this discussion, I will focus on a qualitative discourse analysis of the print media discourse between 2001 and 2013 and the question of how Germany's colonial past is remembered in German media i.e. medially constructed. A particular emphasis will be on the colonial war against the Herero and Nama in the former colony of German South-West Africa and the question of recognition: In which ways is the memory of the Herero people being recognized in public media discourse in Germany? Which memories are being heard in the public arena and which knowledge about the colonial past is rather being occluded? The results of my analyses will elicit both 'occlusion' and recognition of memories of colonialism in the present public media discourse in Germany in terms of amnesia, nostalgia and aphasia and offer a starting point for a postcolonial media ethics.

PRIVILEGED MEXICAN MIGRANTS IN EUROPE: DISTINCTIONS AND COSMOPOLITANISM ON SOCIAL NETWORKING SITES

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› [1]Western Institute of Technology and Higher Education (ITESO), Mexico;[2]Nottingham Trent University (NTU), United Kingdom

This article examines the ways in which classed distinctions are related to the construction of increasingly cosmopolitan identities on Social Networking Sites (SNSs) amongst Mexican migrants from relatively privileged backgrounds living in Europe. It centres on the ways in which user demographics shape many of the concerns and outcomes pertaining to the use of SNSs. It considers some of the implications of the fact that SNSs are predominantly used by a demographic considered as non-marginalised, mobile and as possessing relatively privileged economic, cultural and social backgrounds. It analyses the ways in which online identities are constructed on SNS profiles using multimedia content to represent specific lifestyles and cultural practices which are used to make distinctions amongst participants, and are related to social, cultural and economic capital. A critical analysis is presented as to how users represent cosmopolitan identities online through the display of tastes and lifestyles in SNS content, and into how these representations relate to users' privileged positions in Mexican society. This is a critical study into the ways in which distinctions of class are intertwined with the social, cultural and economic backgrounds of users. Bourdieu's concept of distinction (1984) is used here to emphasise the utility of considering different forms of capital (Bourdieu, 1986) in analysing the use of SNSs and profile content generated by a specific demographic. This article demonstrates how the analysis of SNS use may contribute to an understanding of how classed distinctions are made based on this use, and of how users negotiate the posting of profile content according to these distinctions and manage (select, edit and share) their self-generated representations. This article explores how SNS users make distinctions based on what they share and view on their personal networks. With reference to Goffman's impression management, cosmopolitanism can also be seen as a form of self-identification which SNS users often seek to represent to others online. The theoretical framework combines concepts drawn from the fields of sociology of culture; globalisation, technology and connectivity; migration and cosmopolitanism; and cultural and media studies, in particular those related to migrants' cultural practices and media use. Many of the communicative practices

observed on SNSs may be understood as related to users' awareness of social differences and cultural distinctions. These differences shape the ways these Mexican migrants construct, assemble and use their profiles on SNSs, and the ways in which they read and interpret others' profile content. The style of self-representation presents the user as affiliated with a certain segment of society, or indeed as being of a certain class.

HOPES OF HOSPITALITY: GEOGRAPHICAL IMAGINATION AND REFUGEE POLITICS IN SOUTHERN ITALY

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The on-going arrival of asylum seekers to Europe caused by political unrest and economical struggles has shaped the border areas of Europe, resulting in the emergence of new political movements, social structures and policies targeted to manage the arriving populations. The paper investigates how the issue of arriving asylum seekers has been addressed with 'politics of hospitality' in a small Italian village on the Mediterranean coast. It is based on empirical research conducted in the course of 14 years in Calabria, Southern Italy, in a village that in 1997 decided to host over 300 refugees that shipwrecked on its coast. By welcoming refugees the village, Badolato, appropriated politics of hospitality to gain new cultural and economic value to the village that was suffering from high unemployment rates and aging population. The story, exceptional as it was, soon attracted international media to cover the story of Badolato. With the method of multi-local fieldwork (Hannerz 2002) the paper examines the complex and contradictory implications of the media publicity for the local politics and the conditions of refuge from 1997 to 2011. The material consists of media archive with 106 news stories and 127 other documents, interviews and observation. The paper discusses the significance of the mediated imagery of a place as hospitable (Derrida 2001, Silverstone 2007) for the refugee politics in contemporary Europe characterized by harsh economic values and demands of efficiency. The research points out the possibilities of geographical imagination (Harvey 1973/2009) and the ways it may expand understanding of responsibilities and capacities to act in the world. However, it also critically shows that there are limitations to what imaginations can do: even if imaginations strive for social justice, without connection to lived reality, they may end up enhancing inequality. — References: Derrida, J. (2001) On Cosmopolitanism and Forgiveness. London & New York: Routledge. Hannerz U. (2002) Among the Foreign Correspondents: Reflections on Anthropological Styles and Audiences. Ethnos 67(1): 57-74. Harvey D. (1973/2009) Social Justice and the City. Revised edition. Athens, GA: University of Georgia Press. Silverstone, R. (2007) Media and Morality: On the Rise of the Mediapolis. Cambridge: Polity Press.

POLITICS OF DIFFERENCE IN THE MEDIATED CITY

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The powerful synergies between media and the city play a key role in the ways difference is imagined, lived and contested in culturally diverse urban societies. As claims and challenges to claims for presence and recognition increasingly take place at the meeting of media and the urban street, cities invite us to reflect on a range of critical questions about the politics of difference. The contradictory representations of difference in the media, which range from the cinematic urban glamour to the city of protest, will be in the core of this paper. These diverse representations of difference, it is argued, share a celebratory recognition of cultural diversity but, at the same time, reflect very different ideological frames for understanding the city as a site of protest, recognition, participation and exclusion. With reference to different empirical material from a range of (self-)representations of urban dwellers and their cities, I demonstrate that the growing visibility of cultural diversity across media platforms reflects real political struggles around recognition and exclusion of difference. I propose an interpretative framework that starts from highlighting the significance of cosmopolitan imagination in advancing the recognition of difference as a necessary quality for creative, exciting and communicative cities. I then move on to break down cosmopolitan imagination into three ideological frames that have distinct and rather different consequences for politics of difference. I refer to these different frames as neoliberal cosmopolitanism, vernacular cosmopolitanism, and liberatory (Harvey 2009) cosmopolitanism. Neoliberal cosmopolitanism's celebration of difference, as reflected in many mainstream media narratives of urban diversity, tends to strip cultural diversity from its rich, sometimes conflictual and often contradictory qualities. Vernacular cosmopolitanism, as primarily reflected in urban creativity that ranges from urban music to graffiti, reflects the powerful and contradictory qualities of cultural diversity and hints towards the possibilities for representation of difference outside the mainstream political stage. However, it lacks the political vision that liberatory cosmopolitanism presents. Liberatory cosmopolitanism, expressed in a range of media, presents visions of urban societies where critical questions about how we live together in difference and how we can reimagine citizenship through diversity become visible and urgent.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 5. DIASPORA, MIGRATION AND THE MEDIA - TRANSNATIONAL MIGRANT MEDIA IN SOUTHERN EUROPE: NEOLIBERALISM, CRISIS AND THE POLITICS OF CULTURAL REPRESENTATION

› Room 1.04, First Floor

CITIZENSHIP AND MEDIA REPRESENTATION OF MIGRANT MINORITIES: A CONCEPTUAL PROPOSAL FOR A POLITICALLY ORIENTED ACTION.

Suárez-Navaz, Liliana
› Universidad Autónoma de Madrid, Spain

This paper offers a preliminary analysis of the burst of specialized media produced, distributed, and consumed by migrant communities in Spain in the last decade, looking at the way identity and politics are represented in these media and asking about their prospects to open up new avenues for democratization of Spanish mediascape. We build on extensive and long-term research on the processes of settlement of immigrant population in the country since its inception in the early 90's (Suárez 2004), in order to analyze these media within the sociological context in which they have arisen and to explore issues of representativeness and accountability towards the collectives they are oriented to. Do journalist working in these new media posit their practices as transforming hegemonic public space, and in what ways? Is their perception shared by migrant population, do they think migrant minority media reflect their interests and identity thus reverting a widely felt opinion that media reproduce stigmatization of migrants in the country? To what extent commercial and economic interests imbued in specialized media enterprises "maximize their clientele by neutralizing their product" (Bourdieu 1984:442), and how the new "ethnic" labels thus constructed empower and/or endanger a more democratic public sphere? This methodological perspective is inspired by a conception of public sphere where tensions between market and citizenship should be explored, rather than assumed. In a context where marketing strategies actively construct target audiences based on the accommodation of difference, we depart from the tendency to use categories such as "ethnic", "diasporic", or "transnational" media as a standpoint of our research. The Bourdieuan theory of social fields as arenas of political struggle not reducible to economic principles and its application to journalistic field (Bourdieu, 2005, Benson and Neveu 2005), allow us to show these categories more as an effect of journalistic field in the context of transnational migration than a primordial feature of migrant population and of these new minority media. Based on extensive empirical information, we suggest in this chapter three ideal types of journalistic practice vis à vis the audience they claim to represent, that is, the migrant communities settled in Spain. Thus it is the

positioning of several actors in the field and the use of different forms of capital they possess (economic, social, cultural) what ultimately conditions the possibility to open up new avenues for participatory democracy. Beyond the dominant ideal type described here, the commercial or instrumental enterprise, we describe two others which are specific of the migrant media: the clientelistic and the organic one. Both of them will be carefully explored as they may give us guidelines for imagining alternative reformulations of the frameworks of recognition and claims to citizenship from a transnational, subaltern position.

MIGRANTS REPRESENTATION IN MIGRANT AND MAINSTREAM MEDIA. COMPARATIVE RESEARCH

Martínez Corcuera, Raúl
› Universitat de Vic, Spain

The academic interest in the relationship between media and migration in Spain has been centered on the analysis of the mainstream media. The results affect linking immigration with economic and social conflict, poverty, lowering wages, social problems... creating an image of homogeneous groups, causing problems, no interest in participating and/or social integration, ie , being a danger to a normal social life. This unique perspective to the media away from its role as a vehicle in a truthful, rigorous and professional information that reflects the complex social reality and diverse fruit of sharing and coexistence of citizenship with social, geographical and ethnic backgrounds. The aim is to promote intercultural pedagogy. The last decade was a context favorable to the implementation of diasporic media initiatives. The begginning was the consideration of migrants as consumer. It was the opportunity to see if these new specific media are spaces for alternative discourses or to see the presentation of migrants as main characters in the media not only linked with conflict. This was the basis of the "Political representation in transnational migrant camps" that we are presenting. The specific characteristics of general and specialized media in minority involve a challenge in the design of a methodological approach to a systematic and rigorous comparative analysis. Three global newspapers: El Mundo, El País and La Vanguardia, and two weekly publications for migrant groups; Sí se puede and Latino, were selected responding to the ratings. The quantitative statistical analysis allow to identify patterns and trends prevailing political representation in mainstream media and minorities. Qualitative analysis show three main themes: transnational migrant political participation, political representation of cultural identity, and the third, transverse, wonders about the politics of representation of gender in specialized media . The formal and content on different media, general and specialized features, creating difficult parameters to measure and collect their specificities: frequency, quantity and quality of content, thematic distribution of each half... Study's findings show hegemony of government and institutional sources, both in general and specialized media, and invisibility of ethnocultural minorities. These findings contradict the need for rigorous and professional presentation of minorities in the media. The frequency of references to the ethnic affiliation of minorities and the issues to which they relate is also reported.

MIGRANT MINORITY MEDIA: POLITICAL ACTORS IN THE MIGRATORY TRANSNATIONAL FIELD

Ferrández Ferrer, Alicia
› Universidad Autónoma de Madrid, Spain

At the beginning of the XXI century, it is possible to state the absolute relevance of media in the migratory transnational field. Media produced by and for migrant minorities are not only providing information of interest to their public, but, more importantly, playing a role in the defence of the interests of migrants in Europe. Migrant minority media represent migrants neither as victims nor as criminals, but as citizens; furthermore, they are themselves important political actors involved in the struggle for visibility and recognition of migrants that has been taking place in Europe for decades. Here, two different contexts where this struggle has been taking place recently - Spain and the UK-, are compared through the campaigns for recognition and extension of rights staged by the Latin American collective and supported and fueled by the migrant minority media produced and distributed within these two countries. In the UK, Latin American minority media were actively involved in the promotion of the 'three 's' campaign -that is, 'Recognition, Respect and Regularization', organized by the Alianza Iberoamericana Platform- and played an important role both in promoting the different activities set off by Alianza Iberoamericana, as in summoning Latin Americans living in the UK to join the march on May the 4th, asking for a massive regularization of immigrants. In Spain, Latin American minority media also took part for the immigrants in the debate for the Aliens Law reform or against the police illegal raids developed during 2008-2009. Based in an ethnographic methodology encompassing participant observation and interviewing with media managers and political leaders in London and Madrid, it will be shown how the implication of migrant minority media was very different in each case, as a consequence of a different diversity management policy but also due to a different positioning of migrant media within the media market. The different social, economical and political conditions in each case generate differences in the kind of journalism that is produced, as in the relations between the grassroots and the media. Whilst in the UK migrant journalists share with their peers a subaltern position, in Spain there exists a break between the grassroots and the media, and an 'instrumental' relation predominates. Results here discussed are part of a broader research financed by Spanish Ministry of Science and Innovation, 'Políticas de representación en campos migratorios transnacionales. Producción, difusión y consumo de contenidos mediáticos en el contexto migratorio' (CSO2008-03022), directed by Dr. Liliana Suárez Navaz (Universidad Autónoma de Madrid).

AN APPROACH TO THE 'LATINO MEDIA' THROUGH A POLITICAL ECONOMY PERSPECTIVE

del Arco, Víctor
› Universidad Autónoma de Madrid, Spain

The research that I am going to present is part of the project: "Policy of Representation in "transnational migratory fields": production, distribution and consumption of media productions (CSO 2008-03022)" directed by Liliana Suárez. The main objective of my focus is to analyze the principal economic strategies of migrant media and the impact that has the international economical and financial crisis on these strategies. The case study has been the media initiatives (press and radio station) directed and/or produced to/by migrants in Madrid from 2000 until 2012. Alongside with the members of the project, we conducted ethnographic fieldwork in Madrid from 2008 until 2011 and realized over 100 interviews to managers and journalists from around 30 media. To understand the media strategies and the impact of the crisis, I adopted a political economy perspective and analyzed the areas of media production and distribution. In order to present my principal arguments, I will discuss issues related to social history as well as the way that media have gone through changes in their strategies. I will pay special attention to how migrants themselves have been promoters of these changes and I will explain, from a transnational perspective, how these changes have been intertwining with the national and international financial and corporate market. Using different variables identified along the ethnographic fieldwork, I build categories of analysis that permits me to understand the complexity of the linkages between finance, audience/distribution and media representation. These categories are: ownership of the media, funding mechanisms and strategies adopted. Positioning these categories in relation to (1) the structural joints that impacted media during the economic crisis and to (2) the changes in the technological paradigm, I highlighted common consequences as: crisis advertisers, media paradigm change, concentration of initiatives, processes etc digital convergence. Finally, my main findings are: first, that the media studied operate as businesses companies; second, that mainstream and migrant media have followed similar paths in their struggle to adapt to the situation of economic crisis and changing media paradigm. More specifically, the adaptation to lower incomes from private and institutional advertising has meant the closure of initiatives and the conversion to cheaper formats such as virtual platforms and web portals.

AN APPROACH TO THE "TRANSNATIONAL MIGRANT FIELD" FROM THE "LATINO´S" RADIOS IN MADRID

Ruiz Trejo, Marisa
› Universidad Autónoma de Madrid, Spain

This work is related to the study of "Latinization" in Spain and is an ethnographic approach to the construction of the "Latino" identity. From a transnational anthropological perspective, we explore the nuances of a social and cultural practice: the experience of Latin American migrants who use the radio. They produce and consume it as a mode for living away from their homeland. The "Latinos" radios appeared in the Madrid media sphere at the end of nineties (21th. century). At the same time, migration flows increased between Spain and Latin America. From the begin, Latino's radios have been spaces in which journalists, reporters, broadcasters and listener's networks interact with their families, friends or with the government authorities of their homelands. In my ethnographic approach, the "Latinization" of the radio landscape in Madrid is shown to be more complex than appears: different forms of identification come about at various levels of transnational life. Given this complexity, we wonder here whether the "latin" radios can be considered a communication tool for the circulation of people, goods, symbols and information in what the research team conceptualizes as a "transnational migrant field". And also how this particular media, as a social and cultural practice, help us to think Latin America in transnational terms. My proposal is that some transmigrants make use of radio trying to counteract their situation and engage transnationally, with the country of destination (Spain) and simultaneously with the place of origin (Latin America). Radio serves to maintain lives, dreams, desires, wishes, political demands, among other things, interconnected. My objective in this paper is to analyze the political, social and cultural forms that are generated in the "transnational migrant fields". I have used in this work a qualitative methodology and completed several periods of multilocal fieldwork since 2010. I have used ethnographic techniques that allowed me to know how the public image of the "Latin" communities in Spain is produced and how transnational and social uses of the radio occur. In this paper, I will explain the process about non-mainstream or specialized radios. These kinds of radios have a variety of forms, purposes, and objectives highly heterogeneous, in which the Latin American and Caribbean voices are predominant. Its contents and programs are broadcasting in their places of origin in Latin America through Internet and local stations. The "Latino" radios are not an object of study, but an object of observation that allows me to explore the processes of transformation of the dominant model of citizenship and the political culture (Suárez Navaz, 2011).

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 5. DIASPORA, MIGRATION MEDIA - THEORIZING RACE AND ETHNICITY IN THE NORDIC CONTEXT

› Room 1.04, First Floor

RACE, ETHNICITY AND MIGRATION IN EUROPE: VIEW FROM SWEDEN

Christensen, Miyase
› Stockholm University, Sweden

Race, ethnicity and migration are contested terminologies involving complex frames, and multiple disciplines and scholarly traditions. The ways in which race and ethnicity are defined and enumerated raise crucial social questions and are integral to international politics and global regimes of managing migration. Taking the past decade as the time frame, the purpose of this paper is to interrogate how race and ethnicity socially, politically and legislatively constructed in Europe in general, and in Sweden in particular. Sweden, which has a long history of transnational migration, is taken as a case in point. Against the backdrop of global mobility and influx of migrants to European Union member states, the paper 1) will offer an overview of the legislative framework and parliamentary debates that revolve around race, ethnicity and migration both at the EU supranational and Swedish national levels; and, 2) analyze mediated public debates.

A COLLABORATIVE AUTO-ETHNOGRAPHY OF RESEARCH ON DIFFERENCE IN A NORDIC CONTEXT

Mainsah, Henry
› Oslo School of Architect and Design, Norway

During the past decade we have seen a gradual increase in the volume of research on migration, race, ethnicity, and gender in the emerging Nordic multicultural societies. This volume of research has produced valuable insights on how these specific expressions of difference and diversity have configured the social and political landscapes in the Nordic countries. However, there has been little reflection on the conditions under which this research comes about and the subjective locations of the researchers as producers of this knowledge. In this paper we explore how collaborative autoethnography, as a useful methodological device, can help to shed light on research processes on race, ethnicity, and gender through research in the Norwegian context. This approach encourages us to challenge the view of research as unlocated and/or transparent; it adds complexity to our analytical reflections and; it situates knowledge claims we make based on our research within wider social and historical relations. We argue that autoethnography gives voice to these two worlds of research and living in a way that rarely seems to be articulated in research on difference in the Scandinavian context. By choosing collaborative autoethnography as a method to reflect on research on difference in the Norwegian context, we are building on debates in qualitative research about what counts as knowledge, the location of the researcher, a questioning of neutrality of language, and representational practices in research. We argue in favour of considering the body, specifically the body of the researcher as a privileged site of knowledge production about cultural identities in the Norwegian context. We also suggest that autoethnography can serve a means of employ writing not only as a tool for presenting research but also as a method of inquiry in itself. Through e-mails, text files, and SMS text messages we exchanged over this period we question, discuss, and map our individual and shared stories as a way of making sense of the knowledge about race, gender, sexuality and new media that we had previously built. This writing has served as a dialogical form of reflexivity; reflecting and interrogating our understanding of issues such as our experiences as scholars of colour in white-dominated Norwegian higher education, and how life and research intersected in our knowledge of our subject.

THE ICELANDIC IMMIGRATION CHALLENGE

University of Iceland, Iceland
› Skaptadóttir, Unnur

Ideas of homogeneity and national protectionism are prominent in the construction of nationality in Iceland. The national discourse centers on conceptions of purity, nature and preserving the Icelandic language and culture. Until recently foreign residents were primarily from other Nordic countries. Following the economic boom Iceland became an attractive destination for many migrants coming from further away, and in 2007 migrants accounted for almost ten percentage of the workforce. A decreasing need for workers and unemployment among foreign citizen due to the economical crisis in 2008 poses new and unforeseen challenges. The Icelandic legislation regarding foreigners entering the country has been first and foremost based on the need of the economy. That viewpoint – participation in the job market - is made clear in its first governmental policy regarding immigrants, formulated in 2007, in addition to strong emphasis on proficiency in the language which is considered the key to successful integration. After the crisis a large proportion of the migrants do not fulfil either of these requirements. Furthermore they are now required to know the language unlike before the crisis. These are the factors they emphasise in explaining the experiences of exclusionary practises in Icelandic society. In this paper we will present results from our study among unemployed foreign citizens

and media coverage before and after the economic crisis that revealed that immigrants were only provisionally integrated to a segmented labour market when there was demand for workers. In addition our study shows that the media coverage was mainly about employment issues before the crisis, but third of all coverage about foreign citizens was about foreign workers. The exclusionary practices is reflected in reduced media coverage, and beside lack of interest in immigration matters, immigrants are inconspicuous in the Icelandic mass media.

THE FINNS, IMMIGRANTS – AND THE SOCIETY: DIVERSE DISCOURSES OF INCLUSION IN THE INFORMATION BOOKLETS OF THE OFFICIAL FINLAND

Bodström, Erna

› University of Helsinki, Finland

The paper looks at discursive constructions of inclusion in images and texts of information booklets intended for immigrant readers and produced by the public officials in Finland. Immigration in Finland is still a fairly recent phenomenon, and many questions of societal inclusion are yet to be answered. Previous studies have acknowledged the important role public officials play in producing ideas and ideals on migration, but there still exits little research in Finland focusing on how they discursively contribute to those. In this study social differences are looked at in the framework of inclusion. According to Young (1990, 1996, 2000), inclusion can be seen as a social group's possibility to influence matters that affect its members. The main group of interest here is that of ethnic social groups, understood as fluid and relational (see ibid.), and ethnicity is understood not only as a characteristic of the minorities but also as that of majorities. However, whereas Young's interest in inclusion seems to specifically be on the level of democracy models, this paper is more concerned with inclusion on a discursive level, although presupposing that texts both reproduce and construct the societies around them. Thus, the question the paper sets out to answer is: How is the relation between ethnicised participants and the society discursively constructed in the information booklets produced by the official Finland?
The objective of this qualitative study is to analyse texts and images of eight information booklets produced by ministries in Finland between years 2000 and 2011 by using Fairclough's (2003) critical discourse analysis and Kress and van Leeuwen's (1996) social semiotic approach. As the aim of the booklets has been to inform immigrants settling in Finland about the country, its people and culture, they form an interface in which the almost invisible believes and routines about ideals, differences and being part of the Finnish society are performed. Preliminary results show that discursive construction of inclusion is a complex and not always consistent matter produced on several levels of discourse. Furthermore, texts and images do not only apply different means but also entail diverse meanings of inclusion; whereas the Finns and immigrants are clearly distinguished in the text, this does not hold in images, and although in images internal interactions are usually between human participants, in texts the co-participant of the immigrants is often not the Finns but the Finnish society.

DIVERSITY IN THE NEWSROOM: AN ETHNOGRAPHIC STUDY OF JOURNALISTS COVERING MULTICULTURAL SOCIETY

Bjornsen, Gunn

› Volda University College, Norway

Several studies have documented how ethnic minorities are stereotyped and narrowly presented in the news. We know less of the social and editorial 'othering' processes leading to this, and of the processes of inclusion. What does 'the multicultural challenges in journalism' and 'diversity in the newsroom' mean in practice – seen from the journalists' point of view in their day to day work in the newsroom? How do journalists understand issues relating to diversity in general and ethnic diversity in particular as part of the communication and negotiation processes in the newsroom? And what experiences and understandings do journalists (of multiple backgrounds) in main stream media have of their professional role in multicultural society? Should, for instance, journalism actively contribute to 'integration' and tolerance and/or mainly represent an arena for critical debate? I analyse these and related questions based on a four month fieldwork including ethnographic interviews with twelve journalists in a local newsroom in NRK. The journalists have different positions in the newsroom including both radio- and TV-journalists, magazine- and newspaper journalists, reporters and editors. The interviews thus represent views from different positions in this editorial landscape. I analyse journalism as an interpretative and meaning making process in the light of theories of newsroom cultures and inclusion/exclusion processes.

ABSTRACTS SECTION 6
DIGITAL CULTURE AND COMMUNICATION

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - JOURNALISM AND PUBLIC ENGAGEMENT

› Room 5A, First Floor

READER DISCUSSIONS ON NEWS WEBSITES AND FACEBOOK. HOW DO PLATFORM CHARACTERISTICS INFLUENCE DELIBERATIVENESS?

Schweiger, Wolfgang

› Universität Hohenheim, Germany

Most media today offer discussion opportunities on their websites and on social networks such as Facebook. Do these platforms stimulate deliberative discussions, i.e. rational and productive discussions among participants in the sense of Habermas' (1984) theory of communicative action? Or do they just trigger chattering and pastime conversations? The assumption is that different platform characteristics share different communication conditions on news websites and Facebook, which lead to more deliberative discussions on websites. Consequently, a theoretical analysis of platform characteristics was conducted. Combining it with a three-level deliberativeness model by Wessler (2008), led to the following research questions and hypotheses. Hypothesis 1: Compared to Facebook, discussions on news websites are more often dominated by dissent and contain more comments with inter-ideological references to other comments. Hypothesis 2: The rationality and reflexivity of discussions on news websites is higher than on Facebook. Research question 1: How does the civility of reader comments on Facebook differ from comments on news websites? Hypothesis 3: On news websites, there are more discussions with commentators co-constructing common knowledge than on Facebook. Sampling was accomplished in three steps. First, we constructed a stratified sample of widely circulated and comparable news websites in the US, the UK, and Germany. The websites belonged to national newspapers, weekly news magazines and tabloid media. Two titles per country and media type were chosen (n=18). Second, we identified four political news issues which were heavily reported and discussed during the period of data collection (summer 2012) in all analyzed countries and media. The news issues were: Joseph Kony and the 'Lord's Resistance Army' in Uganda, elections in Russia, the trial of Anders Behring Breivik and rising oil prices. The third step was finding articles that were published on the media websites and Facebook fan-pages at the same time and triggered reader discussions of at least five comments. As not all media reported on all topics both on their websites and Facebook fan-pages, the net sample consisted of n=81 discussions and n=5,333 comments. A quantitative content analysis of articles and comments comprised three levels of deliberativeness. On the discussion level, media and article characteristics were registered. Additionally, coders captured some holistic discussion characteristics: Do commentators co-construct knowledge? Is the discussion dominated by dissent or consent? Does the discussion contain one or more dialogs between discussants? On the comment level, each comment was coded separately. Besides formal categories, most content categories referred to throughput criteria of deliberativeness (rationality, reflexivity, and civility). On the reference level, each explicit reference to other commentators, comments or groups within the discussion was coded concerning the target and the function of reference (e.g., recommend, agree, disagree, attack). The overall results supported the hypothesized superiority of news websites, regardless of country, media type, or news issue. The contribution will present and discuss the basic results and methodical learning of the study. References: Habermas, J. (1984). The Theory of Communicative Action. Boston: Beacon. Wessler H. (2008) Investigating Deliberativeness Comparatively. Political Communication 25: 1-22.

THE MEDIUM, THE FAN, AND THE EQUITY BRAND. SPORTS FAN BEHAVIOUR IN ONLINE DISCUSSION

Lopez-Gonzalez, Hibai; Guerrero-Solé, Frederic

› Pompeu Fabra University, Spain

The development of the citizen journalism in the last decade has involved major changes in the media-reader relationship. One of the many consequences has been the media strategy of encouraging readers to write on the comments section of the online news. The medium has offered the readers free discussion space and a community of pairs to socialize with, and in return for this it has obtained their engagement to the company, and more pageviews and time connected, potentially convertible into money in the end (Deuze, 2009). Ironically, though, this engagement poses a threat as well as an opportunity. The threat derives from the fact that online comments more often than not contain derogatory language, verbal violence and in general a low quality of conversation (Ruiz et al., 2011), associating the company with undesirable contents and participants. That means that the media have to balance the good aspects of the user engagement against the damage for the brand equity (Lopez-Gonzalez & Guerrero-Solé, 2014). This is particularly so in the context of online sports discussion. Hateful, violent, sectarian and aggressive speech permeates the sports conversation and ominously evokes the fans' behaviour at the stadium terrace in the 1980s (Boyle, 2012). The media endeavour to moderate the dialogue between the fans but by doing so, censoring comments and users, provokes a backlash. The fans argue in favour of their freedom of speech while the media defend the deletion of the comments in the name of legal responsibility and mutual respect. In this article the authors want to explore the interaction between the medium and the readers/fans, and specifically reflect on conflict generated by the readers' violence and media censorship involved in those interactions. Our study is based on an empirical examination of the comments posted on marca.com. Marca is the most read newspaper in Spain and arguably the most influential sports newspaper written in Spanish in the world. Between 0.8 and 1.2 million comments are posted every month on its website and the Marca Community, the social network created by the newspaper, accounts up to 450,000 registered members. We have analyzed a sample of 317,000 comments, including either deleted or published messages, to observe how the media curb the non-appropriate behaviour of the readers and how these react to the censorship of their comments. The dataset offers valuable insight on the sports fans' attitudes and behaviour as well as deep implications for the media industry interested in mediating the socialization of individuals through their digital platforms.

THE PRODUCTION OF IDEAL USERS IN JOURNALISTIC MEDIATION OF TECHNOLOGICAL INNOVATIONS

Saariketo, Minna
› University of Tampere, Finland

Mobile devices have quickly become an inseparable part of everyday life in the Western world. ICT companies constantly develop new gadgets for the assumed needs of consumers. At the same time, the aim is to perpetually produce new needs. Media have a central role in informing consumers of new products and creating visions of the affordances. Already prior to the actual launches of new products, information concerning them is spread in news and blogs, and companies themselves leak photos and pieces of news to create interest. Competition to win consumers on one's side is ruthless, and media are an important forum for image-building for companies and their new devices. One of the new gadgets creating vast interest at the moment is Google Glass, a wearable computer with an optical head-mounted display, expected to be launced in 2014. In the website of Google Glass, "the explorers" share in short video stories how it feels like to use the Glass. A fire fighter, music producer/DJ, professional tennis player, teacher and paralysed camper describe and show how the Glass has made their everyday life easier and opened up new possibilities. Google aims at creating a discourse in which the new innovation equals convenience, utility, productivity and play. In other words, it is argued that the Glass opens new possibilities of agency for individuals and the entire society. In this presentation, I will explore the role of news media in domesticating Google Glass. Firstly, I will ask what kinds of actor roles are constructed in the news on Google Glass in Finnish media before the launching. Secondly, I will analyse what rhetorical means are used to build a relationship between consumers and the new gadget. The theoretical question in this study is how media support or possibly challenge the ways in which companies interpellate people to be consumers of their products. The data consist of news from the biggest national newspaper Helsingin Sanomat and from a Finnish online news portal ampparit.com. The collection of data was started in March 2013 and it will continue until the Google Glass is officially launched. Sofar, the data consist of more than 250 pieces of news. The tools of narratology and narrative analysis will be used. Especially narratological theories of an implicit reader are useful, since the ideal users of news stories can be juxtaposed with the implicit reader. Methodologically, I believe that tools from the research of fictive narratives will offer interesting and prolific possibilities also when applied in the analysis of news.

MEDIATIZATION OF SPORTS - AN ORGANIZATIONAL APPROACH TO THE ROLE OF DIGITAL MEDIA

Frandsen, Kirsten
› Aarhus University, Denmark

The overall aim of the paper is to address the role of digital media in mediatization of sport. In relation to the field of sport digital media hold a particular strong potential to erode television's current hegemonic status as they offer sport historically new opportunities to communicate their activities directly to the public and other stakeholders (Billings 2011, Hutchby & Rowe 2009). And both celebrity athletes' in major, highly professionalised sports and sports journalists' use of digital media have already proven to challenge and change well established patterns of communication (Sanderson 2011, Boyle & Haynes 2012, Steensen 2012). Some of the questions that remain and which will be addressed in this paper are to what extent and how sport in general has responded to this situation? And in what respect can the response be seen as part of a mediatization process which until recently has mainly been seen as a influence from collaboration with commercialised television(Frandsen 2014)? This has been explored in a comparative study of the response to digital media among a wide range of Danish National Sports Associations, where a quantitative survey has been combined with qualitative in-depth interviews. The paper thus aims to contribute to discussions of the usefulness of the concept mediatization that has been caused by digital media. This is achieved by 1) exploring the role of digital media in relation to sports and 2) by taking a comparative and organisational approach. Mediatization is generally conceptualized as a dual process where media is acquiring a status of an institution in its own right and at the same time become more and more integrated in everyday practices of other institutions (Hjarvard 2008). In particular the latter aspect becomes relevant when the object of analysis is digital media. Accordingly, mediatization is considered a mutual process – or an interrelation between changes in the media system and other social and cultural fields (Hepp, Hjarvard & Lundby 2010). In particular Patrick Donges' (2008) organizational approach to mediatization constitutes the conceptual framework for the study and analysis. Thus digital media will be analysed and evaluated as agents of change on an organisational level in three relevant and observable dimensions: 1) The organisations' attention to and acknowledgement of media and mediated communication as relevant for them, 2) Actions taken within the organization in response to this, and 3) The Communication Output. It will be argued that digital media are forcing processes of mediatization in a rather complex way as they in new ways bring media right into the center of organisational life. This implies that they knit together with logics in sport it-self and logics stemming from other influential institutions around these organisations. Accordingly, the analysis also opens up for a concluding critical discussion of the relevance of the study. To what extent does the chosen organisational approach contribute to our understanding of mediatization of sport? Will the observed responses and actions within these established, traditional organizations on a long term basis lead to wider changes in sporting activities and culture?

ONLINE USER COMMENTS: EXPLORING THE DISCOURSE ARCHITECTURES OF NEWS WEBSITES AND THEIR RESPECTIVE FACEBOOK SITES

Ziegele, Marc; Quiring, Oliver
› University of Mainz, Germany

The design of CMC settings can significantly affect the structures, contents, and outcomes of public-interpersonal online discussions (e.g., Wright & Street, 2007). This is also true for user discussions within the comments sections of news websites. With more and more news media outlets becoming active on social network sites (SNSs) such as Facebook, there are also new possibilities for citizens to publicly engage with news in a more "social" environment. Yet, it is uncertain which elements of the design of different CMC platforms affect the public news discussions in which ways. Based on the sociability and usability-framework by Preece (2001), our present study used qualitative content analysis and qualitative interviews to identify elements of the so-called "discourse architecture" (Jones & Rafaeli, 2000) of news websites and SNSs that influence whether users participate in online news discussions. For this purpose, we conducted 25 in-depth interviews with users who comment on the news occasionally and regularly. Simultaneously, we analyzed the functionality of the comment sections of six national news media websites and their respective Facebook sites. We then integrated the findings of both studies. Our results show that different aspects of the usability and the sociability of discussion platforms can stimulate or reduce a user's willingness to write a comment. Regarding the usability, we identified elements that users connect with a disproportional high effort (e.g., the need to register, the number of registration ways, and the number of clicks needed to publish a comment), speed (e.g., the latency between sending a comment and seeing it published on the web page), and transformation rules (e.g., the possibility to "reply" to the comments of other users, the availability of notifications when other users reply, and the conversational structure of the discussions). The qualitative interviews show that while high usability generally increases the willingness of users to write a comment, it can also decrease the quality of the comments because it facilitates careless and impulsive writing. Aspects of the sociability concern the communication conventions between the participating users (e.g. anonymity, social and professional expertise), the policies of the website (e.g., existence of a netiquette, restrictiveness of journalistic moderation), and the advertised or perceived purpose of a news discussion community (e.g., discussion forum, social meeting point, critical media observer). The qualitative interviews show that users often align their commenting behavior on how friendly and "personal" they perceive the news discussion community to be. However, particularly on Facebook, users perceive that their closer social

network might critically observe their commenting activities on the respective news sites which reduces their willingness to comment. Apart from this, the users generally perceive that active journalistic engagement in the news discussions would improve their quality and increase user-to-user interactions. In sum, our two studies apply the concept of discourse architectures to discussions about the news on news websites and their respective Facebook sites. This analysis can serve future studies as a starting point to explain different quantities and qualities of the user comments posted to news articles.

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - BIG DATA UNDER THE LENS

› Room 5B, First Floor

BIG DATA AND THE ONTOLOGY OF MEDIA USE. THE SOCIAL AND DIGITAL SELF IN DATABASE ECONOMIES

Bolin, Göran; Andersson Schwarz, Jonas

› Södertörn University, Sweden

Intelligence on audiences in the age of the mass media was founded on representative statistical samples (surveys) or people meters, analyzed by statisticians at the market and research departments of media corporations. The techniques for aggregating data on media users in the age of pervasive and ubiquitous personal media (laptops, smartphones, but also credit cards/swipe cards and RFID), build on large aggregates of data analyzed by algorithms that transform data into commercial action. While the former built on socio-economic variables such as age, sex, ethnicity, education, and media preferences, the latter build on consumer choice, geographical position, Web movement, and pattern recognition (detection of non-representational correlations), privileging relational rather than social qualities. While there seems to be tenacious structures within the advertising industries (and their customers among producers of consumer goods and services) that prevent abrupt shifts where the technological capacities are not taken advantage of in full, we can indeed se a shift towards 'database marketing' within the surveillance industry. In te wake of these marketing techniques we need to ask which consequences this has for the ontology of the audience (as statistical, algorithmically generated aggregate) and the media user (as social subject). Based in qualitative research on media users (focus groups) this paper will discuss the implications of perpetual surveillance of the media user as a 'digital consumer' in public as well as private spaces, and how the 'digital self' produced by user movement in digital space gets increasingly separated from the social subject engaging in produsage through smartphones, tablet computers, kindles, and connected media use more generally. What are the changed perceptions of media users implicated by this increased knowledge change in data gathering for the media user him/herself? What consequences would this have for the perception of self as citizen and/or consumer? In what ways does algorithmic and geo-located surveillance impact on our understanding of our selves in social and digital space?

MAPPING A NATIONAL TWITTERSPHERE: A 'BIG DATA' ANALYSIS OF AUSTRALIAN TWITTER USER NETWORKS

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› Queensland University of Technology, Australia

Twitter research to date has focussed mainly on the study of isolated events, as described for example by specific hashtags or keywords relating variously to elections (Larsson & Moe, 2012), natural disasters (Mendoza et al., 2010), entertainment (Highfield et al., 2013) and sporting events (Bruns et al., 2014), and other moments of heightened activity in the network. This limited focus is determined in part by the limitations placed on large-scale access to Twitter data by Twitter, Inc. itself. By contrast, only a handful of studies — usually by researchers associated with commercially funded research organisations or with Twitter, Inc. itself — have utilised the Twitter 'firehose' or similar more comprehensive sources of data to explore broader patterns of traffic flows or follower connections on the platform (e.g. Leetaru et al., 2013). This project builds on a long-term, large-scale analysis of the global Twitter userbase which has managed to identify within the over 725 million global registered Twitter accounts some 2.5 million Australian accounts (by matching profile details such as location, description, and timezone against a set of relevant criteria). Further, we analysed the follower/followee connections of these 2.5 million accounts and from this developed a first comprehensive map of account relationships within the Australian Twittersphere. In-depth network analysis of this map reveals the existence of a range of clusters of especially tightly interconnected users, linked to each other by other accounts acting as bridges between the clusters. In turn, qualitative exploration of the leading account's profiles in each cluster provides an indication of the various areas of thematic focus which have determined the formation of these clusters, and their association with other clusters in the same network vicinity. Further correlation with other relevant profile data (including the creation date for each account, its level of tweeting activity, and the date of the account's last tweet) offers additional opportunities to trace the emergence and growing complexity of the Australian Twittersphere over time, from the earliest adopters of the platform to its most recent users, and to filter the overall network for the most active and most persistent users. This study represents the first ever comprehensive investigation of the development of a national Twittersphere as an entity in its own right. While the global nature of Twitter as a social media platform means that Australian accounts will also be connected with their counterparts in other countries, it is still to be expected that shared interests and identity lead to the majority of connections between accounts to occur within the same national user population, and our analysis of these connection patterns provides an important indicator of the themes around which these connections crystallise, as well as of the longitudinal development of these clusters of interests. Bruns, A., Weller, K., & Harrington, S. (2014). Twitter and Sports: Football Fandom in Emerging and Established Markets. In K. Weller, A. Bruns, J. Burgess, M. Mahrt, & C. Puschmann (Eds.), Twitter and Society (pp. 263—280). New York: Peter Lang. Highfield, T., Harrington, S., & Bruns, A. (2013). Twitter as a Technology for Audiencing and Fandom: The #Eurovision Phenomenon. Information, Communication & Society, 16(3), 315—39. doi:10.1080/136911 8X.2012.756053 Larsson, A.O., & Moe, H. (2011). Studying political microblogging: Twitter users in the 2010 Swedish election campaign. New Media & Society, 14(5). doi:10.1177/1461444811422894 Leetaru, K., Wang, S., Cao, G., Padmanabhan, A., & Shook, E. (2013). Mapping the global Twitter heartbeat: The geography of Twitter. First Monday, 18(5). doi:10.5210/fm.v18i5.4366 Marcelo Mendoza, Barbara Poblete, and Carlos Castillo. (2010) "Twitter under Crisis: Can We Trust What We RT?" Paper presented at Social Media Analytics, KDD '10 Workshops, Washington, DC, 25 July 2010. Available from: http://research.yahoo.com/files/mendoza_poblete_castillo_2010_twitter_terremoto.pdf

DATA ACTIVISM: THE POLITICS OF 'BIG DATA' IN THE THROES OF CIVIL SOCIETY

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How do citizens and social movements use data, data-based narratives and data-crunching tools to promote civic engagement and foster social change? This paper explores the implications of the diffusion of 'Big Data' for the organized civil society, focusing in particular on forms of social organizing and tactics for policy advocacy in the information policy realm. We live in a time of data abundance. The contemporary 'information explosion' generates exabytes of data every year. These 'Big Data', as they became known, include, for example, databases and documents generated by government agencies in their functions, and the wealth of digital objects (video, text, links, tags...) resulting from digital creation and archiving. They also include transnational data, generated by human

and machine interactions, and data resulting from the process of "datafication", that is to say the "ability to render into data many aspects of the world that have never been quantified before" (Cukier and Mayer-Schoenberger, 2013, 29). The business community has long acknowledged the economic value of big data; so did governments and their national security and enforcement agencies. For the organized civil society, big data is both a challenge (to the users' privacy, for example) and an opportunity. Data, however complex, typically show patterns and tell stories — and groups and individuals are progressively acknowledging the potential of such stories for civic engagement, policy advocacy, and campaigning. In particular, data, in its quality of evidence that goes beyond anecdotal reasoning, can strengthen civil society demands. These emerging practices fall under the umbrella term of 'data activism'. Data activism indicates the series of social practices that at different levels, in different forms, and from different points of departure are concerned with a critical approach to big data and/or with an active engagement with data. Data activism represents a form(s) of social organization around technology and information as the basic commodity/core business of contemporary societies.Growing out of existing sub-cultures such as the Do-It-Yourself, the open-source and the hacker culture, and on the idea that access and transparency equal empowerment, these emerging citizens' practices are expanding the possibilities for participation and activism, and redesigning the notion of civic engagement and policy advocacy in particular. This paper offers a typology of data activism, as a heuristic tool to understand the phenomenon, and positions it in the contemporary social movement ecology. It looks at data activism in democratic countries, combining a political sociology perspective with elements of the epistemology of cyberspace, with special attention to the transformation of policy advocacy. Data activism is seen as 1) a "new" data epistemology; 2) a (set of) new form(s) of civic participation; 3) a (set of) data journalism practice(s); and 4) a new form(s) of social organizing, leading to unprecedented rhizomes combining social actors who would typically not interact.

THE SOCIAL CONSTRUCTION OF BIG DATA. A STUDY ON THE FRAMING OF AGGREGATE MOBILE PHONE DATA IN GERMANY

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SUMMARY: The paper explains the process and presents the results of a discourse analysis of the 2011 "Handygate affair" in Germany. It has two aims: firstly, the paper develops a methodical approach to investigate into the multimodal and transmedia communication constitutive of digitally networked discourse. Building on that, the paper secondly outlines the frames employed to establish 'big data' as a phenomena and a problem. To this end, news reporting and messages from online sources were analyzed that related to the so-called Handygate affair. There, state authorities collected mobile phone data during the commemorative events of the Dresden bombings in February 2011. FIELDS OF RESEARCH: The paper contributes to two fields of research. On the one hand, it starts from the increased presence of big data in all social arenas posing a topic and a problem for media and academia. The paper thus looks at how big data is framed in public discourse as an effective though unfathomable socio-material fact presenting threats and chances to social well-being as well as to private and public security (boyd & Crawford 2012; Mayer-Schönberger & Cukier 2013). On the other, it looks at discourses emerging from professional and amateur types of communication in varying publics. In this regard, the paper presents a method that allows reconstructing discursive patterns from digitally networked discours encompassing print articles, television news reporting, journalistic online content and social media (Thurlow & Mroczek 2011, Herring 2013). METHOD: Given the emergent fields of big data analytics and transmedia discourse, the paper develops a qualitative approach that combines a linguistic analysis of frames with a sociosemiotic analysis of multimodality in the procedural framework provided by Grounded Theory. First, Grounded Theory's theoretical sampling allows for systematically collecting decentralized and dynamic material so to form a conceptually representative corpus (Altheide & Schneider 2013). Sampling criteria used were (a) the register of topical perspectives, (b) the spectrum of modes of communication, (c) the range of speakers and (d) the dates of publication. Second, linguistic frame analysis was employed to establish a heuristic coding scheme for verbal material (Fillmore et al. 2003). Third, the analysis referred to sociosemiotics for a coding scheme for visual material (Kress & van Leeuwen 2006). The analysis ran through all three recursive steps of open, axial and selective sampling and coding so to arrive at two main competing frames. Hence, in the debate big data was either framed as illegal and extensive instrument of state surveillance or as an efficient and accurate tool to enforce law and for targeted prosecution. DATA: The sample included material from print and online issues of all four local Saxon (Sächsische Zeitung, DNN, Freie Presse, LVZ) and two national German newspapers (SZ, FAZ) in addition to administrative documents, official statements and press material as well as messages from Twitter, videos and comments from YouTube and Facebook posts and comments. Overall, 361 documents with 3.031 coding elements (single articles, videos, comments, posts, or tweets) were sampled starting 23 Feb 2011 and ending 21 Oct 2011.

CIVILIZING (BIG) DATA. AN ANALYSIS OF THE DISCUSSION ABOUT BIG DATA ON TWITTER

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There is little doubt about the fact that Big Data has become the new paradigm in many fields of human research, from biology and genetics to communication and humanities. Many scholars have faith that big data analysis will transform our world, and state that we are in the dawn of a new revolution that will shape our future lives (Mayer-Schönberger & Cukier, 2013). Big Data will help us cure cancer and other fatal diseases, will predict when a crime is near to happen allowing us preventing it, will help companies to know not only our present tastes and desires, but what we will desire in the future, and will answer a countless number of questions that nowadays remain still unsolved. In this sense, Big Data is supposed to transform our civilization, that will become more and more technology dependant. However, there are many scholars and researchers that doubt about the effectiveness of the use of all the data to predict certain outcomes, arguing that more is not always better, and that Big Data analysis can lead researchers, companies or institutions to take wrong decisions (boyd & Crawford, 2011; Gayo-Avello, 2013). Our work has two main objectives. Firstly, we test a method to civilize and order the information posted in Twitter about Big Data, drawing on the distribution of users' influence in the microblogging site (Cha et al., 2010; Conover et al., 2011). Secondly, this method permits us to uncover what are the leading actors of the conversation about Big Data in Twitter, and what is their discourse about it. We analyze three independent samples of more that 400,000 tweets containing the hashtag #bigdata or the term "Big Data", collected from November 2013 to March 2014, to show who are nowadays the most influential users in Twitter in relation to Big Data. The preliminary results of the research show that economical and technological newspapers and magazines such as Forbes, Financial Times, Fortune, Harvard Business Review, Business Insider Tech or Wired, and software companies such as IBM, HP or Oracle are leading the conversation about the application of Big Data analysis. On one hand, our first conclusions is that top-ranking business newspapers consider Big Data as a great opportunity for business, a way to improve companies' marketing, selling and hiring strategies, to predict future outcomes and to take advantage of the knowledge coming from data analysis. On the other hand, Big Data is also seen as a real threat to privacy and as a tool for discrimination. In this sense, there are also maverick actors that post on Twitter their doubts about the usefulness of Big Data. Whatever their opinion is, what seems clear is that the future of our technological civilization will depend every time more on Big Data analysis, and as we observe, the technological and economical sectors will fundamentally shape our futurity.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - ACTIVISM AND POLITICAL ENGAGEMENT

› Room 5A, First Floor

REPRESENTATIONS OF CONFLICT ONLINE: THEORETICAL CONSIDERATIONS AND AN EMPIRICAL TYPOLOGY

Springer, Nina; Krämer, Benjamin

› Ludwig Maximilian University, Germany

To some commentators, the Internet is a place where anonymous masses gather to defame innocent third persons (e.g., Suler & Phillips, 1998; Graff, 2010; Hlavach & Freivogel, 2011) while to others, the Social Web fosters a sense of community, friendships, and a culture of care and sharing (e.g., Ellison, Steinfield & Lampe, 2007; Barnes, 2013; Meyer & Carey, 2013). Research on representations of harmonious or cooperative social structures on the Internet is available, and likewise, we find many analyses of particular types of conflict behavior online (such as flaming or cyberbullying by individuals, or collective protest behavior). However, we lack a typology of antagonistic structures that exist online, and particularly of the ways they are represented on websites. The representation of social structures can be formal (manifest) or informal (latent or in open verbal form)—a distinction that, in our view, has not received much scholarly attention in the analysis of computer-mediated communication. Positive or negative evaluations can formally be represented by buttons to "like" or "dislike" items on a website (thus through algorithms and data structures). Other examples for antagonistic representations include the automated enforcement of norms (e.g., the detection and removal of offensive content) or technical structures that allow for differentiated roles with power of discipline (e.g., content moderation). Conflicts are also expressed by open verbal statements and regulated by verbalized or informal norms. In this paper, we investigate formal and informal representations of consent or dissent. Thus, we are able to conclude which types of structures are left unrepresented by different types of websites. In order to account for the varieties of antagonistic structures, we consider types of normative dissent (conflicts over claims), types of competition (conflicts of interest where parties strive for the same resources, but do not necessarily enter into direct interaction) (cf. Schmidt & Kochan, 1972), and complement them with mixed types and other borderline cases. This allows distinguishing sites that enable users to create profiles (so that conflicts can be personally addressed) and websites where dissent is only expressed in (successive) statements that cannot necessarily be attributed to personae. Other dimensions concern, for example, the difference between antagonisms within the framework of one platform and those that refer to external actors and circumstances, and the distinction between attempts to resolve conflicts by negotiations or repression. In considering empirical examples, we find that some websites such as Facebook tend to formally represent social structures in a euphemistic way: Disagreement, negative evaluations, the breakup of social relations, non-playful competition, etc. cannot be communicated explicitly via standardized templates. On other platforms (e.g., news websites allowing for user commentary), negative ratings and open criticism are possible, but rules concerning offensive verbal statements apply (especially in countries where hate speech is illegal). We conclude by giving cultural and other explanations and by identifying consequences of the differences in the selective representation of antagonisms on the Web. Our contribution can thus be considered as a framework for a research program.

NEWS MEDIA AND PARTICIPATION ON TWITTER. THE CASE OF TUNISIA'S ACTIVIST BEFORE THE ARAB SPRING.

Perez-Altable, Laura; Perez-Altable, Laura; News Media and participation on Twitter. The case of Tunisiaâ€™s activist before the Arab Spring.

› Universitat Pompeu Fabra, Spain

Recently there has been a growing interest in the role of social media during the Arab Spring. The ongoing Arab Spring Revolutions of 2011 have forested a budding dialogue about the role of social media as a tool for political mobilizations. There is a large body of literature about this. I take as my starting point some recent research contributions but without claiming complete coverage. We think it is necessary to know the precedents, for this we present a research about the digital activism, specifically on Twitter, during the months previous of the Arab Spring in Tunisia. This paper describes the information flow in Twitter before the 17th December, when the Arab Spring started in Tunisia. Strategies used include the analyses of data from the following hashtags: #free404, #ammar404, #manif22mai and #tunileaks. Data were gathered in the period from April, 2010 to December, 2010 and it was collected using the online tool Topsy Pro. Later, we analyze the data to establish the network with the free software Gephi and also we analyze the links on the tweets to identify and describe the information flows. On the other hand, with this research we want to establish a methodology for future research on Twitter with others studies cases. For this we suggest a model that is based in a codebook with 78 variables for a tweet. These variables are divided into three parts: the first part includes some aspect related to the users (name, origin, genre...), the second part is about the tweet content (for example, if the tweet containing a link, photo or video) and the last part connects these parts with the interaction. First we analyze the interaction of the user with other users and, on the other hand, we analyze the interaction of the users with this user. Some preliminary conclusions show some accounts in the network which could identify, following the method Two-step flow proposed by Katz and Lazarsfeld, as the opinion leaders'.

THE SELF-CELEBRIFICATION AND DE-CELEBRIFICATION OF POLITICAL LEADERS: THE CASE OF GADDAFI

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Political leaders are represented and remembered in photographic icons, which epitomize their power as well as the regime and historical epoch they personify. Power struggles often lay behind the representations due to the many vested interests in controlling the values and symbols projected. In the digital media age, the meticulously staged self-representations and visual performances of political leaders are further challenged by the global circulation of non-professional images giving access to representations beyond elite control. Political leaders are met with the ever-present cameras not only of the press, but also of citizens ready to take snapshots of public figures in off-guard situation and even when they are physically attacked (Kristensen and Mortensen 2013). This paper concerns two paradigms for depicting political leaders in the current media landscape, self-celebrification and de-celebrification. The two paradigms are exemplified with representations of the life and death of Libya's former leader, Muammar Gaddafi. On the one hand, Gaddafi's extraordinary visual self-orchestration reflects a process of self-celebrification. The many official pictures of him in striking poses and clothing extravaganza may be considered willful front stage projections of his public persona as a powerful head of state; the prototype of charismatic authority

(Weber 1978). In this manner, Gaddafi personifies what has been coined 'celebrity politics', that is, seizure and performances of power in a 'profoundly mediated context' (Van Zoonen 2006: 288, Street 2003). On the other hand, a process of de-celebrification was caused by the amateur images breaking the news of Gaddafi's death in 2011 by showing his capture and killing from a backstage perspective. Within a short time of his death, footage of his violent end produced by non-professionals was distributed via social media and entered the professional news media. Due to this flow of non-professional images, his loss of political and military power also involved a definitive loss of power over his carefully crafted public image and visual performance. Based on quantitative and qualitative analyses of visual representations of Gaddafi in selected newspapers (print and online) during his 42 years as Libya's ruler (1969-2011), this paper examines the self-celebrification and the de-celebrification of political leaders. Methodologically, this study aims to further develop visual framing analysis. Drawing on Entman (1993) and Rodriguez & Dimitrova (2011), we argue that media and journalism research has neglected this branch of visual analysis in favor of framing analysis of media texts.

MODALITIES OF PLACEMAKING: COMMUNITY MEDIA, LOCATIVE NARRATIVES AND CIVIC PLANNING

Alevizou, Giota
› Open University, United Kingdom

Recent approaches to placemaking (Silberbergh et. al., 2013) highlight the importance of civic creativity and social capital, pointing to the interlocking and complex networks of groups, individuals and cross-sectorial alliances. This is intensified by the public realm of communication and mediation — marked, assumingly — by an era of instant communication, locative and social media, crowd-sourcing and rapid prototyping. The emphasis here is that utilising creative community narratives (including digital storytelling), may play a significant role in shaping community engagement strategies towards urban planning. This approach may be closely linked to research in new media, which has argued that the emergence of alternative, hyperlocal reporting and neighbourhood media represent a multiplicity of voices and debates coming to reinstate 'the local' in the midst of the global (Hearn et al., 2008, Flouch and Harris, 2010; Lievrouw, 2011; Atton, 2008). Certainly, place is a catalyst for connecting people in diverse and creative ways. This paper aims to unravel some of the creative modalities of place-making by looking at cases of participatory planning/design in London and hyperlocal reporting around Birmingham and London. It pays particular attention to actors, topics and stories of "local-ness" putting forward issues of memory and heritage, but also expressions of local pride and opinion linked to creative opposition, local campaigning, activism or dissent. It points to cases of "user-led innovation" (Hartley, 2009: 162) and highlights notions of 'process, emotion and visibility' with the potential to eventually reshape and even question official models of planning and gentrification. It takes a stance around modalities of place-making a) as civic action: focusing on the ways in which creative citizens perceive and call upon the affordances of physical space, reflect on tensions and engage into action; b) as cultural representation: incorporating the ways in which citizens 'translate' material possibilities (such as making, mapping, story-telling, reporting) and engage in spreading messages across networks. As such it aims to connect diverse approaches to 'representation', from design to reporting and story-telling to notions of creativity and cultural citizenship within particular community contexts.

14:30 - 16:00

PARALLEL SESSION 2 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - DEFINING AND MEASURING LITERACY AND RESILIENCE IN A DIGITAL WORLD

› Room 5B, First Floor

OPERATIONALISING DIGITAL SKILLS AND DIGITAL DIVIDES

van Deursen, Alexander
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Theoretical clarity in the ways that individuals' skills are operationalized is often lacking in digital inclusion research. Existing survey measures assessing the levels of Internet skills inaccurately infer skills from uses and rely on self-reported measures that are context dependent and positively biased. Furthermore, Internet skills are often conceptualized along a single dimension, although evidence suggests that Internet skills are multi-dimensional. Since there is a strong policy focus on supporting initiatives that ensure a workforce and citizenry capable of living in an information society, Internet skill operationalization shortcomings have generated a search for improved measurement instruments. This paper develops theoretically informed measures of how skilled people are at using the Internet. Before the measures were used in large scale measurements, three subsequent steps were taken: (1) developing survey measures for different clusters of Internet skills identified in prior research, (2) testing the survey measures in 30 cognitive interviews and (3) conducting a pre-test to assess reliability of the scales. This paper focuses on the first two steps. Based on a literature review, we extracted Internet skill items which were then tested extensively in interviews among 30 people of different gender, age, and educational level of attainment. Eventually, we were able to create an instrument encompassing five different skills. The first set of skills relate to operational skills, or the basic skills required for Internet use. Examples include "I know how to open a new tab in my browser," "I know how to use the refresh function," "I know how to bookmark a website," "I know how to download files," "I know how to adjust privacy settings," and "I know how to complete online forms." The second set related to the Internet's hypermedia structure, skills related to navigation and orientation. Example items include "I find the way in which many websites are designed confusing," "I tend to have no problems finding my way around a website," and "I find website designs are often hard to understand/complex." The third cluster referred to information skills. Sample items include: "I am confident selecting search results," "I find it hard to verify information I have retrieved," and "I would feel comfortable deciding which websites to trust." A fourth cluster related to communicating online. Example items include "I know how to remove friends from my contact lists," "I am confident about publishing a comment on a blog, website or forum," and "I know who to follow in online information sharing places (e.g. like twitter or tumblr)." The finally set related to content creation. Example items include: "I know how to create something new from existing online images, music or video," "I know how to make basic changes to the content that others have produced," " I know how to design a website," and "I know how to produce digital content for different formats and platforms." The paper reflects on the problems in separating skills from use and, as was apparent from the cognitive interviews, in measures skills related to social and well-being elements of digital engagement.

MEASURING AND UNDERSTANDING OUTCOMES OF INTERNET USE

Eynon, Rebecca
› Oxford Internet Institute, United Kingdom

We have very limited ways of measuring outcomes of Internet use, i.e. the impact that Internet use has on people's lives. Measures of offline outcomes resulting from digital engagement are in their infancy. Instead, most researchers in this field use amount of use or depth of engagement with certain kinds of Internet activities as a measure of outcome. This is problematic for a number of reasons: doing more of something does not necessarily lead to more impact and different online activities well contribute to one outcome. In addition, there is a need to link these outcomes to our theoretical understandings of digital inclusion and how these are linked to broader classifications of digital engagement. In this area, development and classification of different types of digital engagement is well developed, yet we need to link these engagement types with outcomes. Because, for a true understanding of digital literacy and inclusion we need to examine how different uses and skills are linked to tangible offline outcomes that increase an individual's well-being and ability to cope with the myriad of pressures that everyday life in a digital world brings. This presentation will provide the findings from a qualitative cross-national study that conducted 30 cognitive interviews with a purposive sample of Dutch and UK Internet users to develop and refine measures Internet engagement and outcomes of Internet use. The survey items were developed based on previous studies from uses and gratifications and established surveys of Internet use, and focus on four classes of digital engagement following the corresponding fields model developed by Helsper in 2012: personal (entertainment, leisure), economic (commercial, learning), social (participation, communication), and cultural (creative, productive). This paper will highlight: 1) how Internet users experience and talk about Internet outcomes; 2) the methodological challenges and possibilities of creating suitable outcome measures that could be used cross-nationally, and 3) present the final set of items that have been pilot-tested in the field. The results indicate the challenges in operationalising outcomes as separate from internet use in a world where the digital and the non-digital worlds are increasingly intertwined. In addition, the study highlights the issues of measuring tangible outcomes as decoupled from the specific contexts and activities of the individual. The paper reflects on the difficulty in creating universal measures of tangible outcomes of digital engagement for especially the social and cultural fields and how this functions differently for individuals with different socio-demographic backgrounds.

DIGITAL SKILLS, COPING AND RESILIENCE AMONGST CHILDREN

Barbovschi, Monica
› Babes - Bol yai University, Romania

The EU Kids Online survey showed that children who are less skilled and report less self-efficacy are among the most vulnerable and experience more harm when faced with problematic or risky experiences online. The survey also differentiated and measured children's self-reported instrumental, safety and information seeking skills, as part of a three-dimensional construction of children's digital literacy (i.e. activities and use, self-reported skills, and self-confidence). Relying solely on children's self-reporting of abilities has been deemed insufficient, with additional methods, such as experimental testing being suggested. However, both surveys and experiments have the disadvantage of placing respondents in either artificially constructed situations or unproblematic/ unchallenging scenarios, thus making difficult to simultaneously assess skills "in action" and in "real life situations". The challenge of assessing skills is further increased by the complexity of those life situations themselves children face online. The EU Kids Online qualitative data offers valuable insights into children's coping abilities in their own "real life situations", the extent (and limits) of their digital literacy, social competences, and resilience to online stressful situations. The previous EU Kids Online II framework which categorized children's responses to online stressors into problem-solving, communicative and fatalistic strategies was further developed in the qualitative cross-national EU Kids Online III study, drawing from individual interviews and focus groups with children 9-16 in 9 European countries. The new coping framework distinguishes between technical and non-technical measures children use to cope with a variety of problematic situations online, offering the possibility to examine how children combine specific instrumental or safety skills with other (non-technical) competencies. Moreover, the answers offers the possibility to distinguish between self-reliant strategies (i.e. children relying entirely on their own resources to deal with the problems), other-reliant strategies (i.e. children reaching out to others) and "no coping" situations (i.e. children failing to address the problems themselves, unsuccessful support-seeking, reporting of harm). Children display numerous self-reliant strategies, but they often rely also on the support of others (adults, peers, or institutional support). A wide range of technical coping measures is reported for many online problems, in addition to other responses. However, the sole technical coping ("blocking the sender", "using the report button") and the self-reliant coping is limited to rather simple, unproblematic situations. As the complexity of the situations they face increases, so does the variety of children's responses. The results indicate a need for a more contextualised approach to children's digital skills, which pays greater attention to multiple resources children rely on in other to cope with stressful situations online.

NET CHILDREN GO MOBILE: ASSESSING INTERNET AND SMARTPHONE-SPECIFIC SKILLS AMONG CHILDREN

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Digital literacy has acquired a permanent place in policy and academic discourses on children and the internet. However, both the notion of literacy and the way to measure online skills remain highly contested. While it has been recognised that a skill-based approach to digital literacy offers a viable research strategy, for it helps measuring literacy in terms of specific abilities and activities, two alternative ways of measuring digital skills are encountered in this line of research: indirect measures, which rely on users' self-reported use, ability and knowledge, and are therefore vulnerable to users' under- or over-estimation of their own literacy; and direct measure by means of experimental tests, which indeed may prove problematic when working with larger samples. The EU Kids Online survey assessed children's digital literacy based on the combination of three measures: 1) breadth of use, measured by the range of activities children engage in online; 2) children's self report of eight specific online skills, including instrumental, safety and informational skills; and 3) child's confidence in her own internet abilities. Three years later, within the Net Children Go Mobile project, we aimed at measuring children's internet and smartphone- or tablet-specific skills. To provide comparable data with the EU Kids Online survey, we adopted a congruent combination of the three measures (activities, self-reported competences, and belief in one's abilities), while introducing new items related to the use of mobile devices to go online, and a set of competences related to online content creation by means of both computers and mobile media. In this contribution we focus mainly on measures of self-reported skills. Based on prior research and on the definition of media literacy as the ability to access, analyse, evaluate and produce communication, we identified four main clusters of competences, which we then measured both for internet use and smartphone/tablet use: instrumental skills (eg. knowing how to connect the smartphone to a wifi network); informational skills (comparing websites or apps with a similar function in order to assess the most reliable or efficient); safety skills (such as changing privacy settings on SNS or deactivating the geo-location function); communicative abilities (such as creating a blog, or uploading photos and movies onto SNS from their smartphones). Overall, 12 measures of internet skills and 11 measures of smartphone- and tablet-specific skills were assessed in the survey and investigated in the qualitative fieldwork. The survey measures were tested in cognitive interviews with boys and girls of different age groups (9-10, 11-12, 13-14, 15-16) in the seven participating countries. Drawing on findings of linear regression analysis and material from interviews and focus groups, the present contribution also highlights the contextual measures (such as parents' use of the internet and smartphones, specific parental mediation strategies, child's age and gender, child's internet experience in terms of years since first use and number of online activities), the perceptions and expectations which help explain cross-cultural variations and the uneven distribution of digital skills among the so-called "digital natives".

DIFFICULTIES IN OPERATIONALISING DIGITAL LITERACY AND RESILIENCE CROSS-CULTURALLY

Helsper, Ellen

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Theoretical development around digital inclusion and digital literacy has taken great leaps in the last decade. The work in this field has become increasingly interdisciplinary, covering a wide range of social sciences, from education and social policy to media and communications fields. However, most of this research is located in particular geographical areas and takes a general view of the population in terms of literacy and digital engagement. The bulk of the theoretical development takes place within Northern Europe and the US. Based on this theoretical framing, measures are developed and surveys applied across very divergent national and cultural contexts. Our understanding of how individuals with different socio-cultural backgrounds might give varied meanings to digital engagement and its outcomes in their everyday life is limited. This is problematic for researchers doing cross-national and cross-cultural research, since the validity and reliability and, consequently, the comparability of the measures used is compromised if different groups have wildly different interpretations. This paper looks across the three projects presented in this panel to explore how different socio-cultural groups within countries might have different understandings of digital skills, uses and outcomes. Clear differences between men and women and boys and girls can be observed especially in relation to literacy and engagement items that are removed from clear cut technical or operational types of literacy. Less clear cut were the differences between individuals from different socio-economic backgrounds, although there we could observe the importance of being able to relate the skills and uses to very specific everyday activities which differ according to life-stage and everyday activities. This paper also examines these processes cross-nationally by comparing the UK and Dutch cognitive interviews in the Tangible Outcomes study in depth. This comparisons shows that lifestyle and social interaction related outcomes and uses were particularly hard to operationalise equally across different national context, even between two countries with relatively similar cultural backgrounds. Subsequently, the paper will briefly discuss how resilience and coping were discussed differently by children from different European countries based on the third and fourth paper presented in this panel. Conclusions are drawn about how to rethink the way we theorise digital literacy and resilience based on these socio-cultural and cross-national differences. A call is made in this to create a wider cross-European network of researchers to theorise around digital literacy and inclusion to overcome some of the cultural biases present in current research.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - NEW MEDIA AND ONLINE ACTIVISM

› Room 5A, First Floor

NET-AUTHORITARIANISM? A CRITICAL ANALYSIS OF THE WEB IDEOLOGIES OF BEPPE GRILLO'S "5 STAR MOVEMENT" AND THEIR IMPACT ON POLITICAL PRACTICE

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Emiliano Treré, Autonomous University of Querétaro, Mexico Veronica Barassi, Goldsmiths College, London, UK. Within current communication and social research there is the urgency of deconstructing the techno-optimistic understandings on the democratic potentials of internet technologies (Castells, 2012: Shirky, 2008), and to critically reflect on the 'myths of digital democracy' (Mosco, 2004; Hidman, 2010; Morozov, 2011, 2013; Curran et al. 2012). This paper responds to such urgency, by drawing on a research of the "5 Star Movement" in Italy, which combined a discourse analysis of the media content produced by the 5 Star Movement with an historical analysis of the political practices and events, which have taken place from the emergence of the party till the 2013 general election, when the 5 Star Movement won 25% of the sits in the Italian Parliament. In the first section of this paper, we argue that the political success of the 5 Stars 'movement' was largely dependent on a technological discourse, which stripped web technologies of their historical and economical characteristics and brought together the idea of 'autonomous technology' with the rhetoric of inevitability (Nardi and O'Day, 1999: 17). Grillo, and his right handman Casaleggio, constructed their political campaign on the understanding that they were supported by the 'Net', and fetishised the 'Net' by giving it political agency and by arguing that it was an emancipatory, horizontal, superhuman force able to revolutionise politics and everyday life (Mosco, 2004; Morley, 2007; Hindman, 2009). By deconstructing Beppe Grillo's technological ideologies, therefore, the article argues that it is of central importance to explore how technological ideologies are influencing everyday political practice in Europe. However, we also argue that communication scholars should not only focus on de-constructing the 'Net -ideologies' of our times (Mosco, 2004; Hindman, 2010; Fisher, 2010; Natale e Ballatore, 2014) but should move beyond and critically reflect on how these ideologies can serve to legitimise authoritarian forms of political organisation and practice. The case of Beppe Grillo's movement, we argue, is illustrative in this regard for two main reasons. In the first place because the net-discourses of Grillo and Casaleggio, which heavily rely on the idea of supercession: the notion that each new medium "vanquishes or subsumes its predecessors" (Gitelman & Pingree, 2002) and on the insistence of the inevitable 'death of the press' in favour of citizen journalism have led to the exclusion of political journalists from their political events raising critical questions on representation, accountability, and the relationship between media and democracy. In the second place because, the efficiency and pragmatism of the online marketing strategies of the Casaleggio Associati firm, the problems of censorship and visibility in the official blog, the issue of the proprietary brand of the party, the several evictions of members, the continuous internal conflicts do not support new democratic and participatory processes but reinforce the 'authority' of Beppe Grillo as political leader, forging a new type of authoritarianism that is supported and legitimated through the everyday construction of digital discourse.

DIGITAL ACTIVISM: FROM SHARED EMOTIONS TO CALL TO ACTION.

Coman, Ioana

› University of Tennessee Knoxville, United States

This paper presents a case study of Applebee's Facebook crisis, triggered by a St-Louis franchise. The management fired a waitress for posting online a picture of a note left by a pastor refusing to pay gratuity. The crisis originated online, when angry users flooded Applebee's Facebook page, announcing their intention to boycott and demanding the re-hiring of the waitress. Social media bring great opportunities and challenges for when used as communication channels. Facebook plays an increasingly necessary role in regard to corporate stakeholder relations (Champoux et al., 2012). However, any mistake can become public immediately. Facebook allows uncensored, unpredictable conversations and is a popular venue for unhappy publics to voice their contempt. By expressing their attitudes in angry comments they can take over the space in a click's time. Cases like Netflix, Nestle, and Applebee's suggest that 1) online and social media crises are a reoccurring phenomenon, different from traditional crises; 2) digital activism is becoming more and more popular (i.e. international online petitions and boycott against the Copenhagen Zoo), and both are thus phenomena worthy of study. The current research builds on the emotion-as-frame model (Nabi, 2003) and emotions as influencing publics' reactions, attitudes in a crisis (Kim & Cameron, 2011; Jin et al. 2012) in order to explore the publics' emotions, the main frames and themes emerging on Applebee's Facebook page. Qualitative content analysis was used for exploring the public's comments. The themes and frames were identified inductively (Semetko & Valkenberg, 2010), through progressive theoretical

sampling (Altheide, 1996) guided by the aforementioned theoretical concepts proposed by Nabi (2003) and Jin et al. (2012). Comments showcased more than just the publics' feelings and emotions. Publics' intended behavior, demands and call to action stemmed from these emotions. These findings are essential for the larger discussion about the ways digital environment is challenging and changing not only the existing media and communication theories, but also the research methods, by giving the opportunity to access the "real life lab" of online and social media and analyze the publics' comments that would reflect their actual reactions and thoughts. Altheide, D.L. (1996). Qualitative Media Analysis. Thousand Oaks CA:Sage Champoux, V., Durgee, J., McGlynn,L.(2012). Corporate Facebook pages: When "fans" attack. Journal of Business Strategy, 33(2): 22 - 30 Kim, H.J. & Cameron, G.T. (2011). Emotions matter in crisis: The role of anger and sadness in the publics' response to crisis news framing and corporate crisis response. Communication Research, 38: 826-855. Jin, Y., Pang, A. & Cameron, G.T. (2012). Toward a publics-driven, emotion-based conceptualization in crisis communication: Unearthing dominant emotions in multi staged testing of the integrated crisis mapping (ICM) model. Journal of Public Relations Research, 24: 266-298. Nabi, R.L. (2003). Exploring the framing effects of emotion: Do discrete emotions differentially influence information accessbility, information seeking, and policy preference?Communication Research, 30: 224-247 Semetko, H. A., & Valkenburg, P. M. (2010). Framing European politics: A content analysis of press and television news. Journal of Communication, 50 (2), 93-109.

CONFLICT AND DISCORD WITHIN COUNTERPOWER: EXAMINING THE OTHER SIDE OF MEXICAN DIGITAL RESISTANCE

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In May 2012, the #YoSoy132 movement emerged in Mexico as a strong agent of social change, asking for the democratization of the Mexican media and criticizing the strategy of the PRI Party and its candidate, Enrique Peña Nieto, whose image had been carefully built during six years by consultants of the Mexican media giant Televisa. Available literature has analyzed the movement mainly from a macro perspective, providing descriptive analyses of its emergence and main characteristics, stressing the importance and the emancipatory role of social media platforms in the development of a "fifth state" (Islas & Arribas, 2012), or conceiving digital communication technologies as alternative media to the powerful Mexican telecracy (Andión, 2013). In this article, relying on my two years ethnography of the #YoSoy132 movement, I critically engage with and deconstruct the dominant cyber-enthusiast narratives that have dominated the literature about the movement showing that social media platforms constituted spaces of conflict, struggle, and tensions. First of all, my findings highlight the continuous clashes within the Mexican movement in order to maintain its proclaimed 'horizontality' that were reflected also in the use of digital media and the continuous 'wars over passwords and the search for platforms' administrators'. Secondly, my research explains that the official Website of the movement -www.yosoy132.mx- was in reality a fake portal built by a member of the Mexican Secret Service who infiltrated #YoSoy132 in order to monitor protesters and discredit the movement. Thirdly, it is showed that issues related to control and surveillance by the Mexican state were a cause of great concern for activists who dealt with these matters not rationally, but developing a general sense of paranoia around social media as Facebook and their use of mobile phones. Students referred to this undefined reaction to the sense of being spied and controlled by institutions as "social media paranoia". Finally, I will show that in order to overcome the limited reach of social media platforms, activists created and spread their own citizens' media such as fanzines, magazines, and radio programs. In the conclusion, the paper calls for more nuanced understandings of digital communication technologies' role in activism that can account for the ambivalent nature of these platforms, acknowledging their contributions as well as their limitations. Instead of framing these contemporary insurgencies in simple binary terms -a fight between oppressive media and democratizing social networks- we should strive for analyses that recognize that conflict and discord not only act 'against' external power, but continuously operate also 'within' counterpower practices.

PORTUGUESE NGO ON SOCIAL MEDIA — THE FACEBOOK AS A COMMUNICATION TOOL

Lamy, Sónia

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Internet is a strong communication tool. Non-governmental organisations (NGOs) as other institutions try to embrace all available opportunities in the digital world. Despite the virtually free access, you need to invest some time, human capacity, namely human resources and therefore money, to feed these information sources . Social media have become an important and economically feasible tool. Considering the importance of these online spaces we intended to discuss the presence of some NGOS on social media. To analyse the dynamics of these spaces, we decided to look at a sample of 104 shared entries in Facebook pages of five NGOs. We observe Facebook pages of four humanitarian organizations, AMI, Oikos, Médecins du Monde, and Amnesty International, and the environmental non-governmental organization, Quercus, during November of 2012, and December 2013 . We discuss about the daily activities of these institutions in the social network. AMI - a Portuguese NGO - is the organization that presents a greater number of "friends" or "likes" with more than 227 thousand users. Médicins du monde (portuguese sector) have 19186 followers, Amnesty International has 13126, Oikos has and Quercus has 12726 and 10631 followers of the page. With our analysis that start from quantitative parameters we pretend to understand what kind of use this organizations give to these communications platforms. Like other communication strategies, information to the public through the use of Facebook is one of the actions implemented by the entities. However appears to be an extension of other tasks, and not an absolute, and communication strategy with a human investment representative. ONGD Platform (a Portuguese NGO) Director, Pedro Cruz, suggested: "the internet is really a tool for communication of institutional information, however NGO don't hire anyone to social media. But it is a good way of NGOs go keeping contact with the public. " The institutions try to correspond to the needs imposed by technological development, as referred to in Fenton (2009), however not always manage to be the desirable level. In general, Facebook is updated by the NGO media assessor. This platform seems to be seen as an additional space to "talk" with the public, however is not assumed as a relevant resource in the context of the relationship of the institutions with the general public. Only the environmental NGO Quercus use Facebook in a daly basis. Quercus published 60 percent of the information made available by the institutions. It is the organization whose communication is done through various channels. However, this NGO has a policy of communication with the public more fully developed. And Facebook seems to be used to contact directly with the public. This social network is an used resource to talk directly with the general public. Only in a few publications there is an approach to "volunteer" or "partner". Just about two per cent of the publications on the wall are directed to NGO's "volunteers".

ECOSYSTEM NET-ACTIVISM: USE OF SOCIAL NETWORK FOR THE CREATION OF NEW WAYS OF SUBSISTENCE

Morais, Marina; Ecosystem net-activism: use of social network for the creation of new ways of subsistence

› New University of Lisbon, Portugal

In the Digital Age, many countries are involved on debate about social, political and economic issues. In Portugal it is not different, specially after the popularization of social media among users, which allowed overcoming the limits of space and time, the facility of global connections and the plurality of discourses. Since the Carnation Revolution (Revolução dos Cravos), in 1974, remembered for the struggle against the military dictatorship and for the pursuit for the right of freedom of expression, that Portugal has not lived a period of such big socio-political unrest. In digital times, the revolution spirit starts now with the organization of social networks users determined to reach the streets of several cities in the country, using the freedom conquested with this democratizantion of media to claim rights and complain about different aspects. In this new context of net-activism, or activism with network (people) and in the (digital) networks

as sets Di Felice (2011), generations reduced to such low wages as well as their prospect of professional growth, are mobilizing, via Internet and on the streets, against political corruption, for more jobs and better wages. Side by side with the hackers who break into systems of large enterprises and institutions and with young people protesting on networks like Facebook or in public squares on the economic measures of the government, there is a specific group of users that displays their own answer to unemployment above the 16.5% in the country. This heterogeneous group, formed by anonymous people and without a representative leader is denominated Prove (Taste, in English). The members are farmers from various parts of Portugal who found an answer to economic crisis using the digital networks, creating an online project to sell products developed in their own gardens as a way to subvert the traditional sales market, avoiding the large intermediary markets, selling cheaper and directly to the final consumer. The farmers involved were selected trough an exploratory survey conducted as the first stage of international research "Net-Activism and Collaborative Actions on Digital Networks", an example of many cases of Portuguese net-activism described and analyzed by the quality of its actions and levels of interactivity in the informational architectures. The sales platform Prove is an example of how you can integrate nature, human labor power, the connections provided by the media and new technologies to development an alternative model of subsistence. In this direction, we intend to present at Digital Divide – IAMCR 2014 an introduction to the concept of net-activism, the types of dynamic interaction network (developed by the sociologists Massimo Di Felice and Bragança de Miranda) used in the research to get the first results of the analysis of this ecosystem net-activism case.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - APPROACHES TO NETWORKS AND INFORMATION METHODS

› Room 5B, First Floor

WHAT'S IN A LINK? AN ANALYSIS OF HYPERLINKS' STRATEGIC FUNCTIONS IN AN ONLINE ISSUE NETWORK

Miltner, Peter

› Freie Universität Berlin, Germany

Structural patterns of the Internet and thus of hyperlinks and hyperlink networks have become a common research object in online communication studies. Put formally, a hyperlink is first of all a technical means by which two different web pages are being connected. Yet, within hyperlink network analysis, it has often been asked for their actual meaning (Park, 2003). In the case of online networks between websites of NGOs, it could be shown that hyperlinks are reflecting ties between actors which also exist in the offline world and thus are based on common identities (Pilny & Shumate, 2012). Other research suggests hyperlinks are set for instrumental reasons – organizations tend to link to power- and resourceful organizations (Gonzalez-Bailon, 2009). Another, special case is journalistic hyperlinking: online news outlets set links in order to provide additional information and different views, but most of them are internal links within the website and only a minority of hyperlinks is directed towards external sources (De Maeyer, 2012). This paper aims at going beyond these mere structural assessments of online networks in that it focuses on the contextual meaning of hyperlinks, asking: in which textual context are hyperlinks embedded (valence) and what different functions do they fulfil? This allows us to see whether criticism or support is attributed towards the actors which are targeted by hyperlinks and furthermore we gain insights into the purpose of hyperlink setting. Drawing upon proposed categories by Niesyto (2010: 283) within the framework of NGOs' online campaigns, one may distinguish between 'media linking', 'critical linking' and 'movement linking'. Another study (Fragoso, 2011) mentions information, commentary or endorsement as possible link functions but finally doesn't analyze them any further. To answer the research questions, a hyperlink network, collected in June 2012, serves as a case for the study. The network creation started from websites of eight German civil society actors in the issue of food safety; to ensure the issue-relevance of the network, a key-word search was performed and all non-thematic sites were discarded. The final, issue-specific network consists of 342 different domains and 1.637 hyperlinks between them which shall be content analyzed. There are relevant structural differences between hyperlinks that are likely to influence linking context and functions. One such difference originates from the fact that 18% of the hyperlinks are set between domains that belong to the same organization and are thus quasi internal links. For these, it is assumed that there won't be much critical linking and they may also fulfil other functions as links between domains with differing ownership. Furthermore, as all domains were attributed to different organization types (e.g., media organizations, NGOs, political actors), this study will also ascertain whether there is a difference in the link functions and contexts between different organization types. De Maeyer (2012), doi: 10.1080/17512786.2012.667273 ; Fragoso (2011), doi: 10.1080/13614568.2011.587030 ; Gonzalez-Bailon (2009), doi: 10.1016/j.socnet.2009.07.003 ; Niesyto (2010), doi: 10.1007/978-3-531-92417-5_8 ; Park (2003). Hyperlink Network Analysis: A New Method for the Study of Social Structure on the Web. Connections 25(1), p. 49-61. ; Pilny & Shumate (2012), doi: 10.1080/1369118X.2011.606328

A LIVING LIE – THE PROTOCOLS OF THE WISE MEN OF ZION ON THE INTERNET

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The protocols of the elders/wise men of Zion have been extensively discussed over the years, and even after the document was proved to be a falsification it is still a most powerful document that is mentioned in various contexts by upholders of different religious and political ideas. The protocols describe a Jewish conspiracy against the world, and its content has been used, among others, by the Nazis to provoke anti-Semitism during WWII. On the Internet, copies of the protocols can easily be downloaded or bought from e-shops. Through the Internet the ideas in the protocols are spread and used for diverse purposes and in different contexts. Since the protocols of the wise men of Zion still is a living document, the intention here is to explore how the protocols are used on the Internet today – by whom, for what purposes, and in which contexts. In this study, the search engine Google has been used to find webpages that deal with the protocols. The data consists of the first 20 hits from a search on Google (www.google.se), performed in October 2013, for the search words sions vises protokoll [the protocols of the elders/wise men of Zion]. The webpages that are analyzed belong to different genres, like wiki encyclopedias/encyclopedias, information pages, discussion forums, blogs, newspaper/debate articles, and personal homepages. Methodologically, the analysis is based on the concept of The Hypertextual Dialogue in which three levels of hypertextual dialogue are presented. This theoretical frame suggests that there are different dialogues on the Internet that take place on: a technical level which focuses on hypertext links, an intertextual level that refers to texts on or outside the Internet, and a discursive level in which different representations and point of views can be seen as discourses or parts of larger discourses. The result seen on the technical level, indicates that links are used for various purposes, and that the webpages often contain links to full text versions of the protocols or links to websites where they can be acquired. On the intertextual level references to different kinds of texts, for instance, Anti-Semitic or Nazi literature, religious texts, philosophical works, newspaper articles, political programs and texts, and encyclopedias have been found. Adolf Hitler's Mein Kampf is mentioned several times, likewise the pamphlet The Dialogue in Hell between Machiavelli and Montesquieu written by Maurice Joly. The latter is believed to be the text that Sergei Nilus once plagiarized in the protocols. The analysis on the discursive level shows that there are elements on the webpages that can be referred to as political, historical, literary, ideological, religious, educational and philosophical discourses. Further, there are aspects that can be part of discourses related to freedom of speech on the Internet, as well as

the construction and rhetoric seen in conspiracy theories. Obviously, there is still an arguing going on concerning the protocols' authenticity, but this question might be of minor importance, the most important matter seems to be the use of the content today.

EXAMINING BOTS AS USERS OF THE PLATFORM

Bucher, Taina

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Automated or semi-automated software agents, better known as bots, have become an integral part of Twitter. Like any other user, bots are engaged in a wide range of different practices and behaviours. While it is widely acknowledged that spam continues to represent a huge problem for Twitter, there is also a need to look more closely at the variety of bots and the different roles they inhibit. The aim of this paper is thus to think critically about the contexts, workings, and implications of Twitter bots. It does so by analyzing a small sample of bots derived from a larger database in order to examine the ontology and practices of Twitter bots. This study adds to the growing interest in Twitter bots as expressed in media discourse, but still lacking in academic research on media studies. The argument is made that bots both can and should be understood as important cultural objects and mediators in need of critical approaches that go well beyond assessing them by the standards of the Turing test. The first step in doing so is to acknowledge their status as users, as opposed to merely abusers, of the network. This paper makes an argument about the importance to understand what kind of users that Twitter bots constitute, the practices they engage in, and under what circumstances. The hope is that this will open a realistic perspective on the significance of bots and their actions in producing new forms of sociality online. Merely describing bots as abusers does not do justice to the multifarious roles they occupy and goals they serve as part of the network. Rather than categorizing bots as non-human abusers, this paper asks the more fundamental question of who these Twitter bots are, what they do and how we, as theorists, may attend to these bots? The data for this paper comes from two main sources. First, a list of Twitter bots was compiled derived from the mention of specific bots in publicly available documents, including media reports and blogs. Second, this paper draws on observational data from the Twitter accounts belonging to the examined bots, focusing on a selection of 20 bots. On the basis of this material, this paper offers a typology — or rather 'botology' - of different forms of Twitter bots and their practices, which demonstrates that the terms 'content polluters', fakes, or tricksters are far from the most accurate way to describe the activities of bots. The examples discussed in this article not only show that bots possess legitimacy on their own by having their own audiences and cultures built around them. While the ontological status of bots may be defined through existing artificial intelligence systems, it also includes meanings, practices and imaginaries produced in and through user interactions, media discourse and digital culture more broadly.

DATABASES AND COVERT CONCLUSIONS: NEW PATTERNS IN RESEARCH PUBLISHING ON THE WEB

Fagerjord, Anders

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Can we see changes in how research is written in digital research journals? 40 scholarly articles from the three experimental journals Kairos, Vectors, and Article of the Future (herafter AotF, an experiment run by Elsevier) were analyzed for structure, argument and digital features, using a combination of content analysis and textual analysis. Four main developments were found: Uses of multimedia, hypertext structure, literature linking, and data inclusion. All journals use multimedia. Images and sound are used as examples of the empiric material. Articles from sciences may have photographs of experimental setups. Some articles also include videos where the authors discuss the research process in an informal manner. Four widespread hypertext structures were identified in the sample: Linear articles with navigation links, hierarchical articles with thematic sections and sub-sections, linear "stretchtexts" that could be made shorter or longer on request, and "rhizomes": labyrinthine hypertexts of self-contained nodes with many links. References to earlier literature were linked to online versions of the cited work in many articles, both old and new, while other articles had no such links. The differences between disciplines in this study are larger than the differences between print and digital. But together, they point towards articles that include more data, inviting the reader to inspect, or even complete the study in cases where the author leaves the conclusions open. Although different, AotF and Vectors both publish articles with a lot more data than what would fit into a print publication. In AotF, data is included in appendices, in the form of data tables and more graphic displays of quantitative data. In Vectors, the data often is the article. These webtexts have no conclusions, hardly any research questions, and few if any references to earlier works. Browsing these features is not unlike looking at a researcher's notes. We can see the data, the texts that are analyzed, and categories or dimensions that are used to sort the data. Missing is the expository or argumentative research report. Readers of Vectors get closer to the research process, but may sometimes be less certain of what the authors' conclusions are. This is what connects electronic publishing experiments in sciences and the humanities: readers are invited to be part of the research process. By adding data from experiments, readers are invited to check the results. Rhizomatic and database writing does the same, it shows the material for the study and the building blocks of the argument, points out common themes and relations, and then leaves to the reader to put the pieces together and form a conclusion. It is also striking how similar these articles are to the visions from the 1970ies of what research publishing would be: Huge, electronic interlinked databases one one hand, labyrinthine hypertexts constructing derridaian or barthian webs of meanings on the other. In contrast, there was very little discussion and comments to articles. The journals have commenting systems, but the comments are missing.

FROM CONTENT ANALYSIS TO INFORMATION PROCESSING. CHALLENGES AND SOLUTIONS TO QUANTITATIVE CONTENT ANALYSIS OF ONLINE MEDIA

Karlsson, Michael[1]; Sjøvaag, Helle[2]

› [1]Karlstad University, Sweden; [2]University of Bergen, Norway

The digitalization and convergence of media pose fundamental challenges to the staple method of content analysis. Yet, the difficulties of doing content analysis of digital media are not, with a few exceptions, properly debated. The problems are pointed out as nuisances to traditional approaches that need to be considered but rarely is there any in depth discussion or guidance about how to actually approach digital content. Surprisingly, there has been no effort to collect or systematize the challenges at hand. The value of mapping the most pertinent problem areas in this endeavour is not only that we achieve methodological veracity; there is also analytical value in the exercise. In this paper, we discuss why content analysis of online news remains a complex methodological issue, and outline conceptual aspects that scholars need to account for in their research. The premise for the discussion is that traditional content analyses have underlying ontological assumptions about how content is organized according to a time/space logic stemming from analogue media. By juxtaposing this with a time/space logic related to digital media, we outline challenges in four key interlinked areas associated with designing, performing, and inferring from content analysis. Unit of analysis: While traditional print and broadcast media present fixed and predictable news agendas, online media publications remain on a continuous deadline, in dialogue with audiences and intertwined in a larger web sphere, begging the question as to how to demarcate the unit of analysis and, subsequently, sample it. Issues specific to the unit of analysis are here particularly related to its beginning and end, and how to sample such units in terms of size, time of publication, and salience. Media types: Since digital media allows for many different modes of publishing, content analysis faces several challenges related to media types, all providing content but operating in different ways. Including technologies: Print, web, smartphones and tablets; social institutions: traditional media institutions, citizen journalism, and news aggregators and intermediaries; and modes of distribution: Content allocated at one place (web site) or dispersed

in a network. Access, collection and storage: The advent of paywalls in many digital media markets increasingly makes online content harder to reach. Special programmes are needed to collect and store the data, and the collection process is reliant on an adequate technological infrastructure. Making comparisons: Comparative analyses across time, markets, and borders need to account for contextual differences such as speed of technology adoption and variations in advertising markets, differences in publication tools and the rapid development of technology that complicates longitudinal analyses. We end with a discussion of possible solutions to these challenges, including tools for big data analysis, dynamic content analysis, mixing methods, link analysis and network analysis, as well as the possibility of substituting human coding with computer processing. Regardless of possible solutions, diverging time/space logics require content analyses for digital media to remain open about the difficulties encountered in the information processing.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - DIGITAL LITERACIES

› Room 5A, First Floor

"ALWAYS ON" - COMMUNICATION PRACTICES OF MOBILE, NETWORKED YOUTH IN EUROPE AND SE-ASIA

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Lifelogging practices have been observed since the rise of media technologies like the mobile phone and social media (Smart et al. 2007). Especially since the proliferation of 3G mobile standards and smartphone use and the convergence of media technologies modes of digital self-expression, practices of life-streaming as well as new emotional modes of communication have evolved. Fluid connectivity and conversational ubiquity do not only change the ways users relate to each other but can also be regarded as an expression of the intensifying relationship between users and technological artefacts. Young people in Europe and South East Asia are "in love" with their smartphones experiencing it as convenient to permanently be connected with friends and kins––besides the limiting effects of addiction, control, and lost privacy. This ongoing transcultural study addresses the practices and meanings of lifelogging among young people in Thailand, Austria, Taiwan and China by examining communicative modes and figurations (Hasebrink 2004) instead of focusing on distinct devices and services. In our paper culture and society are defined as effects of "discourse practices" (Latour 1993). Media technologies can be viewed as cultural objects reflecting meanings. A total of 160 qualitative episodic interviews (Flick 1996) (70 in Vienna, Austria; 50 in Bangkok, Thailand; 20 in Kaohsiung, Taiwan; 20 in Shanghai, China) and 18 focus groups among students between 18 and 25 were conducted to uncover globalized practices as well as cultural differences with regards to the use of converging media technologies as lifelogging tools. Enabling users to log their own lives (storing photos, phrases, videos, pins etc.) media technologies like smartphones and social network services as well as the hybridization of both support identity construction and personal networking, but also seduce their users to share more and more details about themselves and their intimate relationships within "networked publics" (2007). The results show, that converging media technologies foster a more differentiated management of relationships ("easy use and arrangement of contacts") and that homophilic practices (contacts based on "same interests" or "same school") ease the initiation of contacts, which is highly appreciated by all interviewees. However, "cultural models" (D'Andrade 1985), i.e., selected combinations of signs, frame the ways how these technologies are suited into the textures of everyday life and relationship management, as well as which media channel is chosen for managing which type of relationship. Distinct practices and cultural differences were mostly uncovered with regards to the meanings of friendships on social network services and feelings of "virtual homeness". On the one hand lifelogging practices create a new type of reminiscence, which supports new modes of emotional expression and intimacy. On the other hand the young users experience a loss of privacy ("I am never alone"), peer pressure ("fear of missing out"), growing impatience, and new routines ("checking behavior" or "fluid dating practices"), social comparison ("like what my friends like"), and moreover body-expression/posture ("head down culture" and "wiping") and embodiment ("phantom-pain if my smartphone is not here") evolve. Austrians, representing more post-modern lifestyles, describe practice of managing their "social capital" as rather "rational", and define their friendships as well as weak contacts on social network services as "investment" for the future ("getting a job" or "special needs"). This can be interpreted as an effect of a "culture of emotional capitalism" (Illouz 2007). Friends are present on the smartphone (WhatsApp chat) and logged to their peers permanently and can be activated in the event of needs, but are kept in a safe distance. Young adults from Thailand are more interested in making new contacts and friends on the Internet. This might be regarded as a reaction to the cultural canon of values, which define relationships in a restricted way, whereas less degrees of freedom exist in real life. Thus, Internet and mobile media technologies support disinhibition because the establishment of contacts is no longer bound to personal intermediation (transitivity, e.g. Lazarsfeld & Merton 1954). Young people in Taiwan construct themselves closely interlinked with capitalistic ideals and Western cultures. Their friendships are rather digitalized than personal and represented by electronic features, pictures, sayings, and icons. They have am rather playful relatedness to their smartphone and feel more embodiment of the technology (socio-technical mood- management).

THE CONSTITUTION OF AGEING ADULTS WITHIN RESEARCH ON DIGITAL GAMES

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Videogames may once have belonged to the adolescent male, but digital games are now increasingly becoming an integral part of daily life for people of all ages and genders. While remaining under-explored, research on digital games has begun to pay more attention to ageing adults and their engagement with digital games. As they are being studied and articulated in research these (sometimes potential) players are, likewise, turned into particular kinds of subjects through the employed discourses (Foucault, 1982, p. 777). Central here is the question of how people above the age of 60 and their engagement with digital games are constituted within existing research. This is an important issue to investigate because subject positions are produced through discursive practices that enable and limit the ways in which individuals can both see and express themselves, as well as be seen and expressed, meaningfully (Foucault, 1982; Wetherell; 1998). Based on a Foucauldian notion of discourse and power (Foucault, 1988, 1991, 1993, 2010), I will examine the visions of ageing and seniors' place in society offered by research that focuses on elderly and digital games. More specifically, I will consider the justifications given for research as well as the stated aims because they exemplify what kinds of sense one can make of the topic within different disciplinary formations, such as psychology, gerontology, media studies, design studies and game studies. I will likewise discuss the representation of ageing and the elderly, investigating the subject positions made available through the given portrayals. The aim is to investigate the "truths" about the topic as they are established through the offered representations and technologies as well as how these enable certain possibilities while limiting others (Graham, 2011, pp.665-666). Reviewing the available literature, the studies focusing on digital games in relation to those above 60 years of age can be separated into three distinct, yet related, discursive formations focusing on: A generational digital divide, maintenance of health and general wellbeing, and ageing adults as an attractive marked. In the reviewed literature notions of economical productivity inform most of the work in two different ways. Firstly, there is extensive focus on bettering the health, wellbeing or competences of ageing adults. Thus, digital games have been suggested as means for encouraging or bettering the elderly's digital competences, envisioned as brain and body trainers or as socialisation aid for lonely seniors. However, more often than not these benevolent goals

are coupled with invocations of the growing numbers of elderly in society as a looming or actual economical threat. Another economically informed approach to ageing adults in relation to digital games emphasises this group as an untapped and highly attractive consumer segment. These two understandings, interestingly, align well with notions of the third and fourth age stemming from cultural gerontology which represent two different paradigms of ageing. While the third age is concerned with warding off oldness through consumption, the fourth age appears as a looming threat of decline and, ultimatively, death. (Gilleard & Higgs, 2009, 2013).

WAYS TO AVOID PROBLEMATIC SITUATIONS AND NEGATIVE EXPERIENCES: CHILDREN'S PREVENTIVE MEASURES ONLINE

Vandoninck, Sofie; d'Haenens, Leen
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Young people acknowledge both opportunities and risks online: across Europe, 45% of the 9-16-year olds agrees that the internet has a lot of good things on offer for them, while 55% indicates that some things online are bothersome for children their age (Livingstone, Haddon, Görzig & Olafsson, 2011). This awareness about potentially problematic situations online motivates youngsters to think about ways to avoid negative experiences online and taking precautions (Parris, Varjas, Meyers & Cutts, 2012; Kowalski, Limber & Agatson 2008). Building on the frameworks for reactive coping, we explore how young people deal with problematic situations preventively. Within the field of coping responses to stressful situations, scholars agree that the traditional dichotomous coping models of Lazarus & Folkman (1984) and Roth & Cohen (1986) do not correspond with reality, and that coping behavior is a more varied and complex phenomenon. Studies on young people's reactive coping with unpleasant situations offline and online indicate that support seeking, problem-solving actions, avoiding the situation and acceptance are recurring strategies (Skinner & Zimmer-Gembeck, 2007; Parris et.al., 2012; Sleglova & Cerna, 2011). Most research on online coping focuses on the reactive side of coping. Nevertheless, there are some indications that youngsters also recur to preventive measures in online environments, such as avoiding certain websites or platform, increasing security measures or not disclosing certain types of personal information (Parris et al., 2012; Kowalski et al., 2008; Vandoninck, d'Haenens & Donoso, 2010). The aim of this article is to map the different preventive measures among 9-16 year olds when confronted with problematic situations online, and to assess how young people differentiate preventive strategies according to the type of online risk. Furthermore, we will compare boys and girls, and examine how preventive measures change when children grow older. The qualitative EU Kids Online data collection will be used for this purpose. In Spring and Summer 2013, the EU Kids Online network organized 113 individual interviews and 57 focus groups with children aged 9 to 16. In total, 349 children from nine different European countries were invited to explain what they perceive as problematic or harmful online, and what they do to prevent these situations from happening. A template analysis approach is considered an appropriate method for analyzing these huge amounts of data, where the researchers' interest is comparing different groups (i.e. gender and age). It turns out that young people tend to prefer different types of preventive measures depending on the risky situation at hand. In order to avoid victimization of online bullying, youngsters prefer instrumental (technical) actions to protect themselves. To protect themselves from shocking or disturbing (sexual) content, avoidance behavior is more popular. In the preventive stage, gender and age matter: girls are more communicative and talk more with peers and parents about (potentially) unpleasant situations online. The 14 to 16-year olds display more preventive behavior, especially in the fields of online communication practices to prevent contact and conduct risks.

ONLINE PERSPECTIVE-TAKING AS AN INTERVENTION TOOL AGAINST CYBERBULLYING.

Van den Broeck, Evert; Poels, Karolien; Vandebosch, Heidi; Van Royen, Kathleen
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Cyberbullying, or bullying through electronic devices and digital platforms, is a common form of bullying amongst adolescents. Exploring efficient ways to prevent this kind of digital harassment is vital and can benefit all parties involved: victims, bystanders and bullies. The present study explores the potential of a role-playing experiment with online perspective taking as an intervention tool against cyberbullying. The implementation of role-playing experiments is a method that has already been applied successfully in traditional bullying studies and bullying intervention programs (e.g. the well-known KiVA-program) in order to change the behavioral intentions of children and youngsters towards bullying. This study will apply this approved method to the context of cyberbullying. In particular, we will investigate whether the act of empathizing with the actors in a cyberbullying situation, by means of role-play, changes the behavioral intentions of adolescents in order to prevent/reduce cyberbullying and increase victim-defending behavior. The study will be carried out among 14 – to 18- year old adolescents (N = 200). Respondents will be assigned a fictitious character and a role (perpetrator, victim or bystander) in a cyberbullying situation. They will be asked to identify with this character by examining a character sheet containing information on their role, relations with other characters and personal (cyberbullying) history. Subsequently respondents are asked to log in to a mock social networking site with the look and feel of Facebook and act as if they were their assigned character, in two separate initiated mock, but realistic, cyberbullying scenarios, differing in pre-tested perceived severity of the bullying situation. Prior to the actual role-playing experiment we will collect (1) respondents' general 'empathy' level (as a potential moderator) and (2) behavioral intentions as a bystander in a cyberbullying situation. Behavioral intentions are measured through assessing attitude, perceived behavioral control, subjective norm and behavioral intentions towards three possible reactions: doing nothing, supporting the perpetrator and defending the victim. After the role-playing experiment, we measure respondents' experience with the role-play. Respondents will be asked to indicate the degree to which they experienced the role-playing experiment as a realistic reflection of a cyberbullying situation and to which degree they found it easy to empathize with the character and the situation. Next, their behavioral intentions as a bystander in a cyberbullying situation will be measured a second time, in order to capture possible changes. Finally, the respondents' real-life experience with the roles of perpetrator, victim and bystander in cyberbullying situations will be assessed. We expect, based on existing literature and bullying prevention programs, a positive change in the adolescents' behavioral intentions (e.g. defending a victim) as a result of the online perspective taking exercise. The experiment will be carried out March-April 2014. Data and results will be available at the time of the conference.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - NEW MEDIA IN THE ECOSYSTEM

› Room 5B, First Floor

GETTING HOT WITH COOL MEDIA

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Media are to us as water is to fish. This does not mean life is determined by media - it just suggests that whether we like it or not, every aspect of our lives takes place in media, and that our engagement with media in many ways contributes to our chances of survival. The discussion on what kind of (more or less) new literacies people require to advantageously adapt to media life tends to assume we are (or should be) rational actors in an orderly society which gets distracted and disrupted by media. This generally leads to calls (at both EU and national levels) to become 'mediawise' and media literate consumers and citizens. Sticking to the roles set for us, we are prodded to become better at 'understanding' media forms and contents. What we do not do, however, is to fundamentally explore the relationships we have with our media and, through our media, with each other. This paper therefore explores a fallacy in the argument for new literacies: a suggestion that mind and matter — humans and technologies, life and media - are distinct entities. It is inspired first and foremost by Bruno Latours' series of essays bundled in "We Have Never Been Modern" (1991), offering that our proclivity of neatly separating the natural, technological and social worlds should be seen as a particular feature of the modernist project, disempowering us from making sense of (or effectively dealing with) phenomena such as global warming and biotechnologies. This paper furthermore follows the recommendations of the recent 'Onlife Manifesto' (2013) through the European Commission, similarly questioning alleged divides between technology and nature, advocating a view on relations and interactions rather than individual selves, and critiquing mechanical notions of control as forming the basis of much of our thinking (and working with) media and ICTs. Taking a symbiotic, recombinant and otherwise co-evolutionary approach to the humanity-technology relationship, the paper traces a genealogy of media life using references to literature in disciplines as diverse as political science, theoretical physics, social philosophy, sociology, comparative literature, communication and media studies. Media life can be proposed as a distinct and useful approach to literacy necessary for survival in todays' 'mediapolis': "that mediated space within which as participants we confront the world, and where, as citizens, we might confront each other" (Silverstone, 2006: 111). A society governed by cool media (in Marshall McLuhan's term: media that demands a great deal of attention and interaction from users) is one where reality is, like the software running most of our media, both permanently beta and open source. Mastering media literacies is perhaps not just about acquiring all kinds of skills and competences — it is primarily about adopting a 'hot' perspective toward media: engaging our media wholeheartedly and completely. This in fact means the opposite of distancing our selves from media — it suggests we have always already been living in media, and that such a non-modern perspective can be useful in helping us to move forward.

INTERCONNECTEDNESS OR SUBSTITUTION? ACTUAL MEDIA SOCIOCULTURAL PRACTICES.

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Prior research and theory in communication sciences has mainly approached the study of mass and individual media consumption as two distinct fields, analyzing types of media usage and its effects and consequences on audiences separately in each field. Few studies have addressed the equally important interconnectedness and relationship between mass and individual media use within the same field, as integrated media and as potential forms of cultural production and new hybrid media use practices in the contemporary mediatized environment. This perspective implies a shift from questions related to transmission, effects and access to questions more related to cultural practices and collaborative activities via the media, in which the focus is on the user itself and on the activities performed, and not so much on the specificity of media determinants. Starting from the context of an European Research Project, our main idea is to examine the diversity of media usage across Europe, focusing 1) on the transforming habits of media consumption and patterns of use, 2) on the emergence of media profiles, and finally, 3) on complementarity and substitution processes. Two central problems will be discussed: firstly, whether the consumption of mass and individual media, old and new media, varies in accordance to the different demographic variables and, if so, whether it is possible to generate profiles of different types media usage based on users' media practices, and secondly, whether are we facing processes of complementarity or substitution when referring to actual media consumption. The issue of interconnectedness of different media and of media with other social and cultural institutions emerges here as fundamental. Current research is still scrutinizing, both empirically and conceptually, the relationship between new and old media or between online and offline contexts, mass and personal technologies. Media substitution theory assumes that users analyze and select the media that best suits their needs and goals in a particular mediated activity or action, substituting one media for another in accordance to their needs (Lin, 2001). Within these theory' ideas, the arrival of the Internet bought the fear that people would watch less television, radio or would spend less time reading newspapers. However, little empirical evidence has confirmed the idea that Internet use would displace other media usage. Instead, some studies even indicate otherwise, talking about a the relevance of media symbiotic relationship as part of our social and cultural environment (Althaus & Tewksbury, 2000; Kim & Johnson, 2006). This presentation will mostly explore the usage of different media and discuss its interconnectedness across Europe, analyzing the value of the Internet as an integrative platform (Jensen & Helles, 2011), not only for mass-media, but also for personal media, allowing to mix both types of media and to promote original hybrid uses.

PUBLISHING IN A DIGITAL AGE: THE E-BOOK AS AN ORGANIZATIONAL GAME CHANGER

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The aim of this paper is to analyze current transformations in the book publishing industry in view of the convergence between the book and the broader media culture. In this paper we will focus on the changing relationships between actors (publishing houses, bookstores, authors, libraries etc.) in the book's circuit of production, distribution and consumption. The development of the e-book challenges established routines of publishers, who face new groups of actors in both production and marketing of their products, e.g. small national publishing houses will have to negotiate with international giants like Google and Apple, and editors will also have to deal with multimedia designers. In Denmark as well as in other European countries, the spread of the e-book has been quite slow and has until recently not evoked major changes in the publishing industry — at least not compared to the developments in USA and Britain where major media companies like Amazon, Apple and Google have been highly successful in stimulating distribution and consumption of digital books. This 'delayed' adoption of ebooks compared to the Anglo-American world may have several reasons, including the size of national languages, public regulations of book markets, the type of dominant actors in the publishing field etc. (Thompson, 2010; Rønning and Slaatta, 2010). Methodologically, the paper is based on qualitative interviews with key organizational actors in the Danish publishing industry, document studies and surveys of readers. On a theoretical level, the project will combine mediatization theory (Hjarvard, 2013) and organisational theory (Yates and Orlikowski, 1992) and address the question about how new media reconfigure old media industries.

In particular, the research presented in this paper will focus on the interplay between book business actors' perception of ebook technology, the changed market conditions and the possibilities this entails for them. Interviewees are selected both from the established publishing business and from the sprawling sector of newly established businesses that seek to leverage digital publishing and distribution to circumvent the traditional book market. Preliminary findings indicate that despite the apparent slow rate of change, the advent of the ebook has already set developments in motion which are likely to have profound effects on the Danish book industry, irrespective of the immediate development of the ebook. The expected effects of the spread of the ebook are already motivating several initiatives of different scales: Internally in established businesses, the challenges expected to follow from the ebook is negotiated as a new form of social capital, which allows 'expert' employees, who understand the technological side and are well versed in online business logics, to gain access and influence. At a larger scale, publishing houses are reorganizing and forming alliances with other actors such as the public libraries, in order to test different models for financing public lending of ebooks.

TOWARDS A CONCEPT OF INVOLUNTARY MEDIATIZATION

Adolf, Marian

› Zeppelin University, Germany

The concept of mediatization, by now a well-established research topic of international media and communication research, emphasizes the role of the media for social change. Although the widespread adoption of the mediatization research has broadened its conceptual scope, both the micro- as well as the macro-level approaches share a critical or at least skeptical outlook on the mounting influence of the media on society. This paper revisits this critical heritage and aims to update its conceptual underpinning by analyzing two often neglected topics, namely the (i) digitization of the media infrastructure and (ii) the corresponding informationalization of modern life. Digitization refers to the technological aspect, i.e. the material foundations of our information and communication infrastructure by way of their new, computer-based and thus digital form. While the phenomena designated as "Social media", "Web 2.0"and the like have long been well-researched topics in our field, the underlying structural changes on an ecological level need to be appraised in more detail. Its societal equivalent, informationalization, denotes the propensity of our current technological development to collect, extract and correlate information of more and more areas of human activity. In a world awash with miniaturized, mobile and connected devices the media are not only indispensable means of information and communication, but track our personal behaviour and our communicative interactions to a previously unimaginable extent (smart TVs tracking viewing activity, mobile devices tracking location, newspaper apps tracking reading preferences, social network sites tracking communicative exchange, etc.). This development, sometimes addressed as (media-related) Big Data, has only recently become more prominent in academic and public debate. The proposed paper dissects the elusive Big Data phenomenon and casts it as part of the larger mediatization dynamic. More precisely, digitization and informationalization add up to what may be termed "Involuntary Mediatization", i.e. a development whose ramifications reach much further than the immediate, intentional usage of information and communication technology, and thus beyond the subject matter of our field. As the use of media increasingly coincides with its measurement, as portable miniaturized computers are equipped with a wide range of sensors, as network connectivity facilitates an "always-on" mode of media usage, the media really are "everywhere". Thus, the media that were historically means of human information and communication have become hitherto unimaginable sources of information about its users. Against this background, the proposed paper discusses the (1) conceptual integration, the (2) theoretical implications and the (3) political and regulatory ramifications of "Involuntary Mediatization" for media and communication research and aims to replenish the tools for a critical application of contemporary mediatization research.

14:30 - 16:00

PARALLEL SESSION 5 - 6. DIGITAL CULTURE AND COMMUNICATION (A) COMMUNITY PERSPECTIVES

› Room 5A, First Floor

MOBILE MEDIA AS DOMESTIC MEDIA: MEDIATIZATION, COMMUNITY, AND CONNECTIVITY AT HOME

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The use of mobile internet-capable media has reached new levels of intensity following the assertion of the Smartphone and Tablet on the market. This presently signifies a key phenomenon in digital media practices. However, what is frequently overlooked is the fact that transformations in mobile media invariably impact upon the household. Their use is not limited exclusively to the public sphere. Much like other digital media, mobile media technologies are also appropriated at home and thereby subject to domestication. The lecture outlines the ways in which, and with what consequences, digital mobile media are used in the home. We will present selected empirical findings from a qualitative ethnographic panel study on the "Mediatized Home" as part of a DFG funded priority program. The study focuses on the domestic media practices of 25 couples who were consulted together in qualitative interviews at three different survey phases, in 2008, 2011 and 2013. The sample is quoted systematically, according to education and age. Our theoretical sources draw on the mediatization and domestication approach. In the lecture, we present three areas as based on our findings and case studies: 1.) Mobile Internet use has increased within the home between each of the three survey phases. In 2008, the possession of mobile terminal equipment was not equivalent to actual mobile use. A shift became apparent in 2011 followed by an advance in mediatization in 2013. The integration of Smartphones and Tablets led to a noticeable change in domestic media use – above all, the combination of mobile Internet with other media, especially TV. This was the starting point for second and third screen use that allowed for shared situations while at the same time following individual subjects of interest. 2.) Mobile Internet use leads to the medium's deeper integration into everyday domestic life, and promotes the mediatization of the home. Thus, mobile devices facilitate Internet access in all rooms and at all times – whether in bed, the bath or on the balcony. Furthermore, the use of mobile media establishes new connections between everyday activities and communication practices. Young mothers, for example, shift their Internet usage to the convenient Smartphone, since this can be easily operated when caring for infants. 3.) Communication in the household is carried out comprehensively via digital mobile media. As a consequence, we observe close and accelerated communication among private groups, such as friends and family but also with the work place. The inten¬sification of communicative relationships with external spheres necessitates the renegotiation of communicative action between the partners: conflicts arise as a result of additional communication, since these are perceived as disruptive and competitive. The integration of mobile media thus substantially alters the structure of domestic communication culture. Its presence in the home facilitates the creation of 'temporary Internet spaces'. Consequently, mediatization of the domestic sphere is noticeably intensified, and domestic media practices are changed. Continued research would also have to account for the mobilization of media usage extending equally to both public spaces and domestic spheres.

UNDERSTANDING MICRO-PROCESSES OF COMMUNITY BUILDING AND MUTUAL LEARNING ON TWITTER: A 'SMALL DATA' APPROACH

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This paper contributes to an emerging field of 'small data' research on Twitter by presenting a case study of how teachers and students at a sixth-form college in the north of England used this social media platform to help construct a 'community of practice' that enabled micro-processes of recognition and mutual learning. Conducted as part of a broader action research project that focused on the 'digital story circle' as a site of, and for, narrative exchange and knowledge production, the study presented here takes the form of a detailed analysis of a departmental Twitter account, combining basic quantitative metrics, close reading of Twitter data, and qualitative interviews with teachers and students. Both the fieldwork context of our study and our interest in individual and community agency through storytelling allow us to approach Twitter from a 'small data' perspective, which contrasts with much of the literature about this platform. Working with (and sometimes against) Twitter's platform architecture, teachers and students constructed, through distinct patterns of use, a shared space for dialogue that facilitated community building within the department. On the whole, students and teachers were able to overcome justified anxieties about professionalism and privacy; this was achieved by building on high levels of pre-existing trust among staff and by performing that mutual trust online in a way that gave confidence to students too. Through micro-processes of recognition and a breaking down of conventional hierarchies that affirmed students' agency as knowledge producers, the departmental Twitter account enabled mutual learning beyond curriculum and classroom. Complementing existing research on how Twitter can be used to improve formal learning outcomes, our study shows how this platform also can support informal collaboration and learning that extends beyond institutionally defined relationships. Twitter, in banal but easily repeatable ways, provides a space for establishing and publicly democratising habits of mutual recognition, so serving, under the right conditions, to stabilise communities of learning among students and their teachers that extend beyond the boundaries of the classroom and the regulated curriculum. Thus, in the socially embedded use of Twitter within this particular context, it is possible to detect the emergence of a something like a digital story circle — a constellation of agents, processes and digital infrastructures that enable narratives to emerge and be recognised. The significance of such micro-processes could only have been uncovered through the detailed scrutiny that a 'small data' approach to Twitter is particularly well placed to provide.

THE ROLE OF DIGITAL TECHNOLOGIES IN SOCIAL RESEARCH IN THE UK: AN EMERGING DIGITAL RESEARCH COMMUNITY?

Tsatsou, Panayiota

› University of Leicester, United Kingdom

The employment of digital technologies in social research is a rapidly growing area of development, deliberation and reflection. At its core is the employment of Internet technologies, tools and services as an object of research, as well as a tool and platform for the conduct of research and the creation of innovative methodological practices. Social researchers put forward the premise that digital technologies can both expand existing research interests and yield new themes and questions for research, while driving researchers to revisit old methods and devise new methodological tools for research. This paper reports on a qualitative study of the employment of digital tools, resources and services by social researchers in the UK. It examines ongoing and prospective patterns of use of digital technologies in research contexts (e.g. complexity, multiplicity, duration//research timing etc) and sheds light on associated skills and capacity challenges. In departing from techno-deterministic approaches, it maps out the actual, claimed and potential role of digital technologies in social research so as to offer a critical assessment of the existing and potential innovation pathways signalled by the employment of digital technologies, especially in relation to the development of a digital research culture and the subsequent rise of a digital research community. Specifically, it reports on the study of ten cases of UK-based research in the disciplines of Literature, History, Politics, Education and Business/Management to develop an understanding of how social researchers in five different disciplines employ digital tools, resources and services to conduct or facilitate research-related work. Although the study examined the employment of a diversity of digital tools, resources and services, its focus was mainly on social media and online community tools and specifically on micro-blogging, social networking sites and blogs due to their phenomenal spread and their implications for the rise of a digital research community The paper reports findings from observations of fieldwork and other research-related activities, as well as from semi-structured in-depth interviews with the researchers leading on the ten cases of research. The findings reported in this paper address and generate an initial assessment of: * the employment of digital tools, resources and services in social research, with an emphasis on its complexity and multiplicity for both parameters of 'technology' and 'usage'; * the stage/s of the research process at which digital means of work are employed. Here the emphasis is on whether social researchers use digital technologies to design research, for data gathering purposes, in order to analyse the collected data or for dissemination, impact and knowledge transfer activities; * the skills and level of expertise (observed and perceived) of the researchers and possible capacity or training needs for the effective use and full operationalisation of digital technologies; * the implications of digital technologies for the impact, inter-disciplinarity and future prospects of social research, especially within the context of the UK-based social research community; * finally, whether we can suggest the rise of a digital research community that is marked by a distinct research culture and runs across traditionally defined disciplinary boundaries in social research.

A QUESTION OF TRUST: DEVELOPING A MODEL OF TRUST IN SERVICE-ORIENTED ONLINE COMMUNITIES.

Hauck, Julia; Hauck, Julia

› University of Erfurt, Germany

The use of online communities requires trust as a prerequisite (Lauterbach et al. 2009, Beldad/de Jong/Steehouder 2010). The dissertation project analyses how trust directs the use of and the attitude towards them. A model of trust with focus on the user and context factors is developed and tested, including both the attributed trustworthiness of the medium (Kohring 2004) and the different reference objects as well as the user's disposition to trust. Service communities have tangible consequences for the users' daily lives, because online trust is transferred into offline action — like ride sharing, using recipes or advices to go out. These service-oriented online communities (SOOC) are organized by a portal provider, can be used with or without registration and use a special rating or reputation system (Lauterbach et al. 2009). There is an individual-to-individual relationship mediated by technology and the technology itself is an object of trust (Corritore/Kracher/Wiedenbeck 2003). Trust serves as a tool to reduce complexity (Luhmann 1989) and is a "key variable of media effects" (Kohring 2001). The dissertation project understands trust as a process which is based on selectivity to reduce complexity while accepting a limited rational choice, thus to minimize recurring risks and to act accordingly (c. Kohring 2001: 67). It is necessary to distinguish trust from credibility and to use an appropriate operationalization dividing trust into disposition to trust, trustworthiness and trust as a process (Kohring 2001, 2004). Only few studies focus on SOOC, e.g. on the importance of reputation and reciprocity (Lauterbach et al. 2009). The "net of trust" is based on experience and expectations, feedback of third parties, a high risk-level and the reputation system of a web community (ibid.). (Subjective) risk, positive rating and a positive attitude are also essential to build trust (Koller 1997, Strasser/Voswinkel 1997, Schweer/Thies 2005). Trust is a multilevel and fragile process concerning various objects, user characteristics and contexts. Trust is analyzed in detail, taking Luhmann's system theoretical assumptions (1989) and subsequent research by Kohring (2001, 2004) as well as Thiedeke (2007). Here, trust is operationalized as an (intent for) action, meaning that the disposition or attitude to trust can be deduced by the declaration of trust. There is a re-evaluation whether one can trust other users, the community, the portal or

the internet technology itself. Online and offline communication serve to realize a certain action of trust, like ride sharing with strangers – entrusting them with one's life literally. The dimensions of trust by Kohring (2001, 2004) are: selectivity of topics, selectivity of facts, credibility and assessment. There will be an empirical assessment of special factors of the model, taking carpooling communities as objects of research. The focus lies on factors that are most important for users looking for a ride to share. There will be an online survey on the disposition to trust and context factors. Three online experiments on the objects of trustworthiness will follow in two phases.

MOBILISM - REFLECTIONS AND THEORISATIONS OF MEDIA AND MOBILITY

Hartmann, Maren

› University of the Arts (UdK) Berlin, Germany

I would like to introduce the notion of ‚mobilism' as a sensitizing concept in mobile research. It builds on the question of mobility as well as mobile media, but brings with it several emphases that are either not part of the major mobility framework or are not emphasized enough therein. The question of mobility has been an accompanying framework for mobile research since its inception. By one of its major proponents, John Urry, mobility has actually been defined as something of a communicative concept, seeing imaginative travel, virtual travel and communicative travel as core mobilities (Urry, 2007: 47). The research into mobilities is far-reaching and widespread, its theoretical implications, however, are not always considered in mobile research. In an attempt to acknowledge this theoretical framework more, but also adapting it to the actual question of mobile research, the concept of mobilism shall further be introduced. It builds primarily on two existing references – Erik Adigard (2006) and Kenichi Fujimoto (2006) – and extends these. This re-emphasis includes the question of mobilisation, the question of the necessary momentum (for mobilism to emerge), but also the tension between change and stability as well as (and this is my own addition) an emphasis on the context of mobility and mobile media use. Another reference for the mobilism context actually stems from geoscience and their interest in plate tectonics. Taken here as a very fitting metaphor, this emphasizes also that movement takes place in different, sometimes contradictory directions at the same time. This adds caution to any notion of radical change. To begin with, the paper aims at introducing the mobilism concept. It therefore builds on the mobility framework, outlining its main characteristics and proponents first. The paper would then show what this mixture contains, how it differs from mobility – and especially how it can potentially be translated into a research framework. Both past research on WiFi cafes (Hartmann, 2009) as well as ongoing research on media use by homeless people will be used to illustrate the latter point. Recent research seems to suggest that this particular group of users (at least the young homeless in the USA) use social media not substantially less than other people of their age and often for similar purposes (e.g. Woelfer & Hendry, 2012). The question arising from this is partly how this media use potentially helps them to build a different sense of ontological security (Laing, 1960). Using the mobilism framework, this can be framed as a particular expression of the relationship between stability and change related to questions of mobility, but also of mobilisation. Whether and/or how this works would need to be explored in the presentation.

14:30 - 16:00

PARALLEL SESSION 5 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - COMMUNICATION SHAPED BY ALGORITHMS: TECHNOLOGICAL, ECONOMIC, SOCIAL AND ETHICAL CHALLENGES

› Room 5B, First Floor

BUILDING AND BREAKING BUBBLES: DESIGNING TECHNOLOGICAL SYSTEMS THAT SELECT AND PRESENT NEWS

Munson, Sean A.

› University of Washington, Human Centered Design & Engineering, DUB Group, United States

Of all domains, scholars and the public express most concern about algorithmic selection and personalization affecting people's access to news (Sunstein 2001; Pariser 2011). If social network sites, personalization, and greater choice in news venues lead people to read information that confirms their own opinions and covers only topics they are already aware of, this could have adverse consequences. This portion of the panel discusses how design choices for the technologies people use to access news can lead to different outcomes for individuals and society. For example, selective exposure theory could inspire designers to build systems that give readers mostly agreeable information. Systems that select content based only on popularity in one's social network could, as a result of homophily, limit the topical and viewpoint breadth of readers' incidental news exposure. While such systems might do well in getting people to click on articles and feel validated about their opinions and interests, they are likely not in the best longer-term interests of individuals or society. Items that cause the most clicks or shares may not be the ones that best support all of an individual's motivations for reading the news. Societally, exposure to reinforcing views could lead to echo chambers and fragmentation. Different design choices could lead to systems that are at least as engaging as current tools but better support individual and societal goals. Such systems will balance safe and riskier recommendations and will recommend content with both short-term appeal and long-term value. Their interfaces will make filtering transparent. They will measure and reveal content's value. In addition to discussing design choices for news aggregators and content feeds, I will discuss how personal informatics tools can help people understand their behavior across the sources they access. I build on results from an ongoing research project, Balancer, which gives users feedback on the political lean of their reading (Munson et al. 2013), as well as others' inspiring designs, including Slimformation, which reveals topical diversity in one's online news-reading, and Scoopinion, which reveals a reader's top authors, sources and genres. Munson, S.A./Lee, S.Y./Resnick, P. (2013): Encouraging Reading of Diverse Political Viewpoints with a Browser Widget, ICWSM 2013. Pariser, E. (2011): The Filter Bubble. Penguin. Sunstein, C. (2001): Republic.com. Princeton.

MORE TRAFFIC, LESS PROFITS: HOW ALGORITHMS CHANGE THE ECONOMICS OF MEDIA INDUSTRIES

Just, Natascha

› University of Zurich - Media Change & Innovation Division, Institute of Mass Communication and Media Research, Switzerland

Nearly all of the most popular and economically successful Internet services, for example Google AdSense or Amazon, rely on algorithmic selection. It has evolved into one of the central innovations for the Internet economy. Algorithmic selection creates value by reducing the information overload or by contributing additional content. At the same time, intermediaries using this technology are often accused of stealing traffic and revenue streams without compensating producers for their generated content. Altogether, algorithmic selection creates new markets and changes business models as well as existing market structures. This paper focuses on market structure changes, taking the German news industry as a case study. Research on the impact of algorithmic selection on the news industry has so far focused on news aggregators, revealing that they increase reading consumptions (e.g., Chiou/Tucker 2011, Dellarocas et al. 2013), but may lead to advertising revenue falls due to diminishing readers' switching costs (Athey et al. 2013). However, many other questions remain unanswered, especially those regarding the combined economic impact of various algorithmic selection applications that are effective both on the reader and the advertising market. This presentation examines how the combination of news aggregators (e.g., bing News), scoring systems (e.g., reddit), advertising networks (e.g., Yahoo! Publisher Network), and further algorithmic selection services such as search engines, recommendation systems (e.g., plista.de) or filter technologies (e.g., Facebook EdgeRank) changes the structure of the news industry. Theoretical bases are Porter's (2008) concept of five forces that form competition and the concept of two-sided markets (Rochet/Tirole 2006). To determine the impact of algorithmic selection, business models of various applications are analyzed comparatively. Results show that, overall, algorithmic selection tends to decrease the profitability in the news industry. Although news incumbents benefit from added traffic streams and from integrating algorithmic selection (e.g., news created by algorithms), intermediaries such as news aggregators or advertising networks change the forces of the industry to the disadvantage of incumbents. Athey, S./Calvano, E.; Gans, J. (2013): The Impact of the Internet on Advertising Markets for News Media. Working Paper. In: NBER Working Paper No. 19419. Chiou, L./Tucker, C. (2011): Copyright, Digitization, and Aggregation. Working Paper. In: NET Institute Working Paper No. 11-18 . Dellarocas, C./Katona, Z./Rand, W.M. (2013): Media, Aggregators and the Link Economy. In: Management Science 59(10), 2360-2379. Porter, M.E. (2008): The Five Competitive Forces that Shape Strategy. In: Harvard Business Review 86 (January), 78-93. Rochet, J.-C./Tirole, J. (2006): Two-sided markets. In: The RAND Journal of Economics 37(3), 645-667.

THE MATERIAL PUBLIC: THE ALGORITHMIC PRODUCTION OF AUDIENCES AND THE ALGORITHMIC PRODUCTION OF NEWS

Anderson, Chris W.

› College of Staten Island & the CUNY Graduate School of Journalism, United States

Modern journalism's relationship with its audience is complex and contradictory. While the dominant journalistic understanding of audiences is that their wishes are to largely be bracketed in favor of professional judgment (Gans 1979), there have always been cracks and lacunae in this position, and recent technological developments have further problematized the dynamics between news consumption and the "industrially constructed" audience (Napoli 2003; Ettema and Whitney 1994). This paper examines the manner by which computational algorithms are constructing, not first and foremost "the news," but the understood audience for news, and the process by which this transformation changes the nature of journalism itself. It does so by tracing the notion of the "material public" in the journalistic imagination, focusing on four key inflection points: (1) the audience as a counted aggregate, (2) the audience as expressed through letters to the editor (3) the audience as a dialogical actor, housed in a "deliberative forum," and (4) the audience as generated through algorithmic processes. Informed by this notion of the (variously) "material" public, the second part of the paper zeros in on this idea of the algorithmic production of the journalism consumer by two socio-technical systems - called Chartbeat and Omniture - arguing that it differs in kind from previous ways of counting audiences. The algorithmic production of audiences, first, realizes the cybernetic dream of continually adjusting the balance between consumption and production. Second, algorithmic audiences are seen as deeply expressive but not dialogic; that is, their preferences are seen as nuanced but discursive in a Habermasian sense. Third, algorithmic production is future oriented, with much of its power lying in its claims to predict consumption practices that have not yet occurred. Fourth and finally, the algorithmic public exists through a tension between extreme fragmentation and the power of an endlessly receding ultimate vantage point, reachable not by human analysts, but only by the algorithm itself. Gans, H. (1979): Deciding what's news. Vintage. Ettema, J.S./Whitney, D.C. (Eds.) (1994): Audiencemaking: How the Media Create the Audience. Sage. Napoli, P. (2003): Audience Economics. Columbia University Press.

THE IMPACT OF ALGORITHMS ON POLITICAL COMMUNICATION - HOW ALGORITHMS TRANSFORM THE WAY POLITICAL OPINION IS FORMED

van Dalen, Arjen

› University of Southern Denmark, Denmark

Over the last decade algorithms have come to play an increasingly important role in political communication. News stories are written automatically without human interference in "algorithmic journalism" (Van Dalen 2012). The gatekeeping role is assumed by algorithms such as the algorithms behind Google News, or ranking algorithms on discussion forums, which select and prioritize political information (Bakker 2012). This paper shows how the growing role of these algorithms in political communication affects the way public opinion is formed. Previous discussions of the consequences of algorithms in political communication have mostly focused on the occurrence of individual filter bubbles through personalization. However, we should not overlook the influence of algorithms on public opinion at the macro-level, such as the public agenda or the opinion climate. The paper discusses three factors which are central to the way these algorithms produce, distribute and filter news: selection, feedback and cumulation. Combined, these factors change fundamental processes in public opinion formation. This is made clear by looking at two cases. First, by looking at prioritization algorithms on social media such as Facebook's news feeds. Through these algorithms, stories about topics like 'black peter' in The Netherlands or giraffe Marius in Denmark can turn into self-reinforcing spirals which spread through online networks, triggering an infostorm (Hansen et al. 2013) and affecting the public agenda. The second case relates to the way algorithmic selection changes the gatekeeping function, exemplified by ranking algorithms for discussion forums that accompany online news stories. Through selection, feedback and cumulation, ranking algorithms can create a biased impression of the debate, bringing extreme positions to the front at the expense of more moderate contributions. As a result, readers can perceive public opinion as extremely polarized, which in turn influences their willingness to speak out. These cases demonstrate that algorithms have become important mediators in political communication. This can negatively affect the quality of public debate as it gives organizations who understand the algorithms the chance to take advantage of the possibilities it offers to shape public opinion at the national and European level. Bakker, P. (2012): Aggregation, Content Farms and Huffinization. In: Journalism Practice, 6(5-6): 627-637. Hansen, P.G./Hendricks, V.F./Rendsvig, R.K. (2013): Infostorms. In: Metaphilosophy, 44(3): 301-326.

ETHICAL CHALLENGES OF ALGORITHMIC SELECTION

Hollnbuchner, Katharina; Doerr, Konstantin

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Despite the advantages of algorithms assisting us to structure and organize our daily lives, certain concerns and controversies arise with respect to undesirable side effects. Some of these are "value conflicts" which provoke ethical debates. Primarily, ethical discussions arise in search-engine research (Capurro et al. 2005), but they can also be observed for other algorithmic applications. Key controversies deal with various forms of biases (e.g., the "filter bubble"), non-transparency, partiality and censorship, the potential of manipulating algorithmic applications (e.g., reputation systems for hotel booking), disrespect for intellectual property rights (e.g., news aggregators using third-party content) and privacy, as well as problems of non-disclosed governmental surveillance (e.g., NSA scandal). Concerning privacy, surveillance and intellectual property rights a lively discussion exists in Europe that in many instances differs from American or Asian debates. This seems to be a promising starting point for an ethical reflection on universal values independently from cultural framework. In addition to the already named problems, algorithms' negative effects on human cognitive abilities are questioned, as is whether they promote social discrimination (e.g., companies using social scoring applications like Klout to assess future employees). In meta-discussions general topics like human-machine relations (AI) are discussed. Questions arise concerning human dependency on algorithms and their substitution of jobs, workers and/or human relations. Who is responsible for their output? What power lies within them? Is there an ethical design for algorithms? The presentation builds on results of an ongoing research project on algorithmic selection in the Internet, which has led to the identification of major fields of applications based on their functions and objectives, and to the assignment of ethical problems based on this classification. Focusing on ethical debates concerning algorithms and journalism, one can see that additionally to classical disputes on objectivity, bias, diversity and censorship other ethical discussions have emerged. The new potential of algorithmic media, besides predicting our opinions mathematically and making us susceptible to manipulation (Issenberg 2012), is to extensively personalize the behaviour of gathering online-information. This challenges the ability of the media to create publicity and therefore the development of socially comprehensive and universe values. This development can be the basis for a new ethical discussion. Capurro, R./Hausmanninger, T./ Weber, K./Weil, F. (Eds.) (2005): The Ethics of Search Engines. International Review of Information Ethics. 3. Issenberg, S. (2012): The Victory Lab. The Secret Science of Winning Campaigns. Crown.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - THE MEDIA AND THE MUNDANE: COMMUNICATION ACROSS MEDIA IN EVERYDAY LIFE

› Room 5A, First Floor

THEORIZING INDIVIDUAL MEDIA USE FROM AN EVERYDAY LIFE PERSPECTIVE

Helles, Rasmus

› University of Copenhagen, Denmark

This paper introduces a new theoretical approach to the problem of locating and understanding mobile media use in an everyday life perspective. The paper argues that the emergence of smartphones requires a reassessment the importance of individual choice in media use and appropriation: A smartphone offers the user access to several different channels of communication, including easy opportunity to shift communication between different types of media: Voice communication can be shifted to a text-based medium, and public chats on the Facebook newsfeed can be shifted to a private chat. The individual power to chose between different media has obvious consequences for the overall patterns of communication that develop as part of everyday life. Although domestication theory and in particular empirical research conducted under the heading of domestication has convincingly shown the importance of negotiations about the meanings and uses of technologies within the household, tensions arise once media technologies become portable (Haddon and Silverstone 2000, Berker, Hartmann et al. 2006, Haddon 2006, Horst, 2012). The portability of devices enables users to appropriate technologies across a range of contexts. The paper departs from the question of media mobility and argues that the social and cultural integration of communication technologies can no longer be understood or studied only with reference to the specific patterns of adoption as seen in various social contexts (the household, institutions, public spaces etc.). Based on examples from an ethnographic study of mobile media use in everyday life, the paper argues that the individual has become a central hub for the integration of media technologies, and that individual media use patterns cannot be exhaustively studied with reference to appropriation in social contexts alone. Theoretically, the paper draws on the renewed interest in the relationship between structure and agency in current sociology, developed within the on-going debate about realism vs. constructionism. Departing from the current sociological debates about the role of the individual in contemporary society (Archer 2013, 2012), the paper argues that the power of individual to influence the outcome of social processes stipulated in realist social theory has direct relevance for the study of mobile media appropriation. In particular, the paper argues that the individual power to shape adoption patterns falls outside the scope of traditional frameworks for studying media in everyday life, which have largely investigated media use and choice from a symbolic-interactionist perspective. The paper argues that emphasizing the centrality of individual choice offers a chance to reassess the nature of mediated, interpersonal communication in everyday life.

THE EXPERIENCED SOCIAL WORLD IN A MEDIA-SATURATED EVERYDAY LIFE

Bakardjieva, Maria

› University of Calgary, Canada

This paper investigates the transformations in the experienced social world brought about by media technologies and practices through the lens of the phenomenological sociology of Alfred Schutz (Schutz and Luckmann, 1973). It inquires into the social and political implications of these transformations by expanding Schutz' framework with concepts and questions stemming from schools of thought such as Medium Theory, the Phenomenology of Technology and Critical Theory. This conceptual work is substantiated through the analysis of examples stemming from an extensive data set of in-depth interviews with digital media users that the author has conducted over a period of ten years. Throughout this analysis the paper addresses issues related to the distinctions and interactions between the public and private spheres, laymen and experts, ordinary citizens and power elites, self-identity and community in the network society. It provides a foundation for a user-centred critique of media technology and policy highlighting the substantive changes in the human condition associated with the penetration of digital communication technologies in all areas of daily life. The paper argues that the increasingly mediated nature of human interaction brings about new repertoires of intersubjectivity in which people orient to one another relying on signals and representations produced by media technologies. Thus media systems represent an essential apparatus through which the social world is constituted and experienced. The properties of these systems play a significant part in defining what forms and aspects of human interaction are foregrounded, amplified or reduced. Thus the capitalist rationality driving the development of communication platforms and media systems threatens to render social interactions trite and meaningless because it encourages the overproduction of signals in the absence of mutual orientation. It tends to substitute a social world created by communicative action with a flow of shallow exchanges driven by the strategic logics of systems of commerce and power. At the same time, the new repertoires of intersubjectivity fostered by the current media environment include new ways of achieving mutual knowledge, agreement and cooperation

across previously insurmountable barriers of time, space and cultural difference. This opens up novel possibilities for individual expression, mutual understanding, solidarity-building and collective action with indisputable political repercussions. To what extent are these contradictory tendencies reflected upon by users and policy-makers? Can they be consciously navigated and challenged by users? How do users break their personally meaningful and politically emancipatory paths through the thicket of cross-media connections and communicative forms? The paper frames these questions theoretically and looks for concrete answers in the empirical material comprising in-depth interviews with digital media users.

THE VISUAL COMMUNICATION OF EVERYDAY LIFE

Thorhauge, Anne Mette
› University of Copenhagen, Denmark

This paper discuss and exemplify how everyday life is continuously documented and communicated by way of mobile technologies and how it is integrated into networked communication at a broader scale. On one hand, we increasingly use smartphones to document everyday practices such as commuting, exercising and socialising. On the other hand these "documents" may be distributed into a broader network of communication through social media such as Facebook where they blend in with other types of media-texts. On particular occasions, they may even "go viral" and turn into national or global media phenomena detached from their original context of production. This visual communication of everyday life has been described to some degree. For instance, Hjort & Pink (2014) describe the "new everyday visualities" brought about by "contemporary camera phone practices" and Marshall (2010) describes "the celebrity discourse of the self" as an important aspect of user's selfexpression on social media. The aim of this paper is to track these everyday visualities and discourses back to the everyday contexts and conducts from where they origin. It will be based on a qualitative study of two usergroups in different types of contexts: students and families, to show how the different life situations and types of social conducts they represent involve different documentation and communication practices. The study is documents smart phone with a combination of gps data, screendumps and follow-up qualitative interviews in order to contextualise use patterns in relation to everyday conducts. On the basis of these data the paper will describe and analyse how mobile media are embedded into people's everyday conducts, how this creates various sorts of visual documentation and representation and how these are circulated beyond the individual context by way of networked communication. In particular, the practices of documentation and selection involved in this production of shareable experiences will be discussed. The main argument will be that the visual communication of everyday life represents a new type of text that differs considerably from those professional genres of news and entertainment it blends in with in social media with regard to their basic principles of production and distribution.

CHANNELLING THE FLOWS – CONSTRUCTING & CONSUMING CULTURAL HERITAGE ONLINE

Sandvik, Kjetil; Valtysson, Bjarki
› University of Copenhagen, Denmark

This paper has three objectives. First, to inspect how the online portal Danish Cultural Heritage makes use of cross media communication, how it is framed by its protocol and interface (van Dijck, 2013), and how this framing channels specific usage and user manoeuvres. Second, this paper scrutinizes how users react to this specific way of channelling the flows of online Danish cultural heritage and how they envisage its application in everyday contexts. Finally, the paper will apply a smart city-approach to this discussion, seeing the Danish Cultural Heritage portal as a project framed by smart city strategy principles in which the general idea is that digital media technology utilizes "networked infrastructure to improve economic and political efficiency and enable social, cultural and urban development" (Holland 2008) and in doing this in close collaboration with the citizens and on the basis of knowledge about the citizens' wants, needs and abilities. The Danish Cultural Heritage project is a portal that digitizes and combines large amounts of material from the archives of 15 Danish cultural institutions and is hosted by the Danish Broadcasting Corporation (DR). This material is made available to the general public with various access points, including smartphones and tablets. Furthermore, communication and interaction with the archive is encouraged through different social media services. Based on communicative-structural analysis, observations (Kawulich, 2009) qualitative interviews (Creswell, 2009; Gaskell, 2000) and focus groups (Stewards & Shamdasani, 2000; Bloor, et. al. (2008) (containing in all 47 respondents), this paper argues that even though much of the material that is made available through the portal invokes curiosity and nostalgia, users heavily connoted understanding of the term 'cultural heritage', and the limited user manoeuvres the portal allows for hinder users to envisage it becoming an active part in their everyday media consumption. In discussing the short comings of the Danish Cultural Heritage project as it displays its interface and its interaction structure to its user, we will apply a 'smart city at eye-level' (Sandvik 2013) approach pointing out how such a project must apply knowledge about its users or it may risk creating users who feel excluded by the development. As such crucial questions like 'what are the users' qualifications, needs, and capabilities?' and 'how do we secure customization: flexibility, adaptability?' need to be posed.

EVERYDAY ACTIVISM: STRATEGIES AND PRACTICES IN A MULTI-PLATFORM MEDIA LANDSCAPE

Larsson, Sofia[3]; Olsson, Tobias[4]
› [3]Luleå University of Technology, Sweden; [4]Lund University, Sweden

Ever-since its early introduction into Western societies, in mid 1990s, the Internet has spurred public as well as academic debate regarding its potential political implications. These debates have touched upon areas as wide as the Internet's abilities to revitalize public spheres, its potential to stimulate civic participation among young people, and analysed ways in which it might help to reshape our sense of civic identity. With the advent of the so-called web 2.0, which also has been notoriously connected to the notion "social media", specific interest has been brought to analyse how the new, even more interactive and user-friendly web has created opportunities for political (and cultural) participation. This latter phase of research includes various analyses of the political significance of social media applications, such as weblogs, Twitter and Facebook. One strand of research has looked into how established political actors make use of the web's new, more participatory features (for instance on Facebook) as part of their political ambitions. Another thread has paid interest in political implications of online participatory activities on various web venues: How does Twitter impact political debate? Yet other projects have tried to shed light on how social media-applications are brought to use in times of social upheaval and within protest movements. This paper, however, approaches the political implications of web 2.0 and social media from a very different point of both empirical and analytical departure. It connects with a less salient, but important strand of research that looks into everyday life appropriations of the possibilities offered by web 2.0 among citizens. More specifically, it presents and analyses data from an interview study of some twenty Swedish everyday media activists in order to gain insights into how they make use of various digital media as part of their political activism. What communicative roles are various digital applications shaped to play for these activists? It pays specific attention to what strategic "activist value" they sense in the different digital applications they make use of in everyday-life: How do activists intermingle in-between them? Our data include interviews with two sets of activists, one set aged 28-79, an average of 50 and one aged 18-35. Hence, apart from offering insights into everyday life use of digital applications for activism, the paper also offers comparisons between two different generations of media activists.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - BODY, IDENTITY AND INTIMACY

› Room 5A, First Floor

SUBJUNCTIVITY AND INTERPASSIVITY: THE MYTHOLOGICAL AND PHENOMENOLOGICAL DIMENSIONS OF DIGITAL SURVEILLANCE

Hong, Sun-ha

› Annenberg School for Communication, University of Pennsylvania, United States

What might a phenomenology of the contemporary digital individual, subject to data mining, predictive algorithms and other sophisticated modes of surveillance, look like? And how might this phenomenology help explain our myths — that is, ritually reproduced beliefs and assumptions which anchor our habits and attitudes — about surveillance and the digital world? In other words, how do we 'sense' the rapidly changing digital world, and how does this affective connection feed into the ways in which we try to 'know' that world? Here, I will focus on one particular phenomenon: the affective alienation of the I from my 'personal data', the trace-body. If Kantorowicz spoke of the 'King's two bodies', we now find the doubling of the digital subject. The act-body describes a body of performances and actions, which we operate to 'use' digital devices and seek to 'represent' through images and text online. The trace-body is composed of data left behind in the act-body's wake; IP addresses, click-throughs, beacons. Just as the physical body sheds hair, skin, and other detritus behind unknowingly, our conscious actions and experiences leave traces in the dimension of code. The trace-body, furthermore, includes data directly extracted from the flesh (biometrical data), which, along with traces of the act-body, becomes converted into machine-readable form (Bauman & Lyon, 'Liquid Surveillance'). For the act-body, the conscious 'self' remains the locus of flows of affect, and its phenomenology remains essentially that of the pre-digital, physical self. In contrast, the trace-body is produced, read and circulated with little phenomenal awareness on the part of the host 'self'. The trace-body, therefore, involves an affective alienation. The slogan of this condition: 'I know, but I do not sense.' I 'know' my data is being exploited — Edward Snowden told me so, for one — but I don't 'sense' it happening. Machines beep and whir in the night, unseen but believed in by subjects of the Web 2.0 age. This tension produces a generalised sense of peripheral paranoia: a passive and deferred form of paranoia which constantly lurks in the background, but is unable to break in to 'rational' decision-making by digital subjects. The conference paper will explore these issues through two cases. The first draws upon ethnographic research into the 'Real Time Crime Centre', a consolidated surveillance system in Philadelphia, USA. The second involves existing literature on drone warfare and images. As a whole, the argument addresses sporadic but persistent problematisations in surveillance literature of a 'data subjectivity' (Manovich, 'The Anti-Sublime Ideal in Data Art'), 'data double' (Bauman & Lyon), 'data body' (Stalder, 'Privacy is not the antidote to Surveillance') and algorithmic power. It does so through a reading which emphasises the aesthetic and affective dimensions of digital life. It therefore suggests that 'digital phenomenology' must necessarily exceed the material and even affective reach of the physical body in its description, and that its analytical utility may be fully realised only through linking daily experience to wider, mythological beliefs we thus come to hold about the digital world.

SELFIE PERFECT. DELIBERATE DIGITAL IMPERFECTION, STANDARDIZED POSES AND THE PERCEIVED AUTHENTICITY OF SELF-IMAGES.

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When invented in early 19th century, photographs were believed to be chemical and mechanical reproductions of nature and exact, truthful transcripts of the real world. And although there is agreement that photographs cannot produce objective, unmediated visual representations, several studies suggest that journalistic photographs are often perceived to be truthful windows onto the world (Huxford 2001; Tirohl 2000). With the introduction of simple and low-cost photographic devices by Kodak (around 1900), amateur photography became a mundane activity and the snapshot was born. Another leap in consumer photography followed with the digitalization of photography (in the 1990s). However, in communication research authenticity is mostly examined in the professional context of journalistic photography while consumer photography is neglected. This study seeks to fills this research gap by focusing on the subjective perceptions of authenticity in the field of amateur photography and its various forms of visual self-representations. "One-arm-length shots", "selfies", "ego shots" or "me photographs" are integral elements of currant visual digital cultures (Richard 2010). Besides impression management and identity work (Erdmann 2009), these self-photographs are important elements for the construction of authenticity in online environments (Diemand 2007; Hancock/Toma 2009) and many amateur photographers use photo applications (eg. Instagram, Hipstamatic) with vintage filters to add signifiers of time or human production to their photographs. They thus employ a visual language of imperfection that simulate analogue authenticity or create new photographic aesthetics (Chandler/Livingstone 2012). This study uses Q-sort, an audience research technique in the tradition of Q methodology, to examine which elements of visual language enhance or contradict the perceived authenticity of self-images. Q methodology is a qualitative-quantitative approach particularly suited for studying audience subjectivities (Davis/Michelle 2011: 561). The Q-sort technique does not ask for verbal answers to interview questions but for relational sortings. It is thus a particularly useful tool for examining phenomena that are difficult to verbalize, such as the associative impressions gained from images. 27 participants were asked to sort 33 self-photographs regarding their perceived authenticity on a continuum from (1) not authentic to (9) very authentic allowing for more items to be placed in the middle categories than in the tails. (We did not use the term authenticity but asked if according to the participant a picture "represents the person like it is"). Theoretical sampling was used to select research material and participants in order to guarantee for a variety of perspectives. The sample photographs were taken from Flickr and were chosen based on relevant stylistic features of authenticity found in the literature on photographic authenticity. Participants with different age, gender, education, migrational background as well as varying degrees of proficiency with digital photographic practices and new media use were selected. Post-sorting open interviews in which we used the sorted pictures for visual elicitation (Harper 2002; Lapenta 2012) were performed to increase data quality and to gain deeper insight into the participants' evaluations. Analysis identified four distinct groups of participants (Q-factors) with different evaluations of e.g. poses, visual (im)perfection, and photographic setting with respect to the authenticity of self-images.

MEDIATIZED GRIEF COMMUNICATING – PERCEPTION AND EVALUATION OF GRIEF COMMUNICATION ON SOCIAL NETWORK SITES

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After someone dies it can be hard for the bereaved to adjust. Some people withdraw from their social life, but the death of a beloved person can also be a time for family and friends to grieve together. While grief traditionally has been a private and predominantly hidden matter, currently many ways of dealing with death and grief become visible on the internet. On virtual cemeteries as well as in online forums or on social network sites, mourners seem to find new ways of expressing their grief. Referring to the concept of mediatization we can assume that by the extensive dissemination of digital media mediated communication has become inseparably connected with the social construction of everyday life, society and culture (Couldry/Hepp 2013; Krotz 2001; Lundby 2009). Hence social network sites (SNS) like Facebook are not only a mediated space to commune with the living, but also an environment where people express grief, memorialize and engage in dialogs with the deceased. This contribution deals with mediatized grief communication. It investigates the perception and evaluation of grief communication on SNS against the backdrop of contemporary grieving norms. Arlie Hochschild's concept of feeling rules (1979, 2003) and conceptions of disenfranchised grief (Doka 2002) as well as demoralized loss (Fowlkes 1990) provide the necessary theoretical framework. For empirical examination we conducted guided in-depth interviews with people that are members of social network sites. Some of them experienced death of an affiliated person within the last years and some were confronted with grief communication of others within their virtual network. To find an easy way of getting in touch with our interview partners the interview was opened with general questions about the participants' routines of internet use. In order to approach the topic of death and internet in a general way it was asked if the interviewee has thought about death and his or her own digital inheritance. Questions touching the sensitive topic of personal experience explored the participants' relationship with the deceased, personal as well as collective ways of grieving and finally practises of and attitudes towards virtual grief communication. The sample consists of six female and two male interview partners at the age between 23 and 30 years. Findings will be presented with respect to three categories: 1. steps of grief communication, 2. social regulations for creating a grief community, 3. evaluation of grief communication against the background of private and public matters. The findings indicate that people feel ambivalent and highly insecure about social rules of grief communication. SNS were found to empower friends and acquaintance persons, i.e. to give individual grief public voices within the social network that are not among the family circle of the deceased person. Thus mourners can bypass the monopoly of the family, who usually decides upon legitimate mourning and remembrance. As a consequence it is illustrated that grief communication in virtual communities is a process of constant negotiations over legitimate and illegitimate grief.

SOCIAL NETWORKING SITES AND MEDIATIZED INTIMACIES IN YOUTH CULTURES: NEW REGIMES OF CONTROL.

De Ridder, Sander
› Ghent University, Belgium

Starting from the observation that young people live their intimacies in everyday life as intertwined with digital media such as social networking sites, this paper inquires the mediatization of intimacy. Arguing that digital media cultures have become primary resources in the social and cultural organization of intimacy, new regimes of control are introduced. This contribution relies on the main conclusions of a four-year research project, exploring the social and cultural organisations of young people's (14-18) intimate stories. Intimate stories are seen as everyday communicative interactions that give meaning to a diversity of genders, sexualities, relationship and desires. Within this presentation, intimate storytelling will be related to the use of popular social networking sites. Drawing on an 18-months participatory observation of young people's (N=200) intimate storytelling practices in a popular social networking site, and focus groups (N=8, 51 participants) research that inquired young people's intimate experiences related to the use of popular social networking sites; this presentation explores intimate storytelling as a media practice. This contribution will argue how particular understandings of the intimate self and intimate identities in popular social networking sites, relates to strong claims about the existence of an authentic and real intimate self. These claims argue a coherent intimate self, instead of allowing, diversity and fragmentation. It is shown how these claims are connected to particular media ideologies; people's ideas about social media that have the power to shape intimate interactions broadly oriented towards digital networked media. These new regimes that are controlling intimacy draw on intensive peer control over communicative interactions in social networking sites, fear imagined audiences and eventually self-disciplining. These mediatized complexities have become increasingly important to understand young people's intimate sexualities, who are currently increasingly lived with ubiquitous digital media applications.

FROM AUTOBIOGRAPHY TO FLEETING EGOGRAPHIES. HOW CULTURAL DISCOURSES AND TECHNOLOGY AFFORDANCES ARE COAXING IDENTITY IN SOCIAL MEDIA

T. Roura, Ester
› Dublin City University, Ireland

This research investigates to which extent creative narratives of the self are being coaxed by technological affordances and mainstream cultural discourses in social networks. It studies a number of digital migrants self-re-presentations in Facebook, Linkedin and Match.com and compares discrepancies between them and their evolution since they first joined the communities. It also compares with previous non-networked autobiographical records (if any) taken by the same subjects. If we take a look to groundbreaking communication developments of the past we will see how they have influenced the ways we tell stories about ourselves. With the access to paper the intimate diary was favored and it wasn't until the arrival of the printing press that autobiography was "invented" as a life narrative to be shared publicly. Seemingly self-portraits were preceded by the technologies of the mirror and the camera obscura first and photography later on. Today's arm length super shared self-portraits or "selfies" are the result of the affordances of a mobile reversible camera device with wireless access. Autobiographical acts are changing along with social structures and communication tools. Networked individualism is on the rise with the widespread of web 2.0 and 3.0 and it is inevitably leading to a change in the way we think and theorize about identity. In this scenario, does the self have any control over the autobiographical act? There are many theories about agency that explain how people are subjected to what institutional discourses and practices make of them in "real" life. Is the networked society empowering the users in their capacity of creating content or it is just mimicking off-line practices? Are the individuals able to create or superimpose their own systems onto the coaxing systems or they are just getting overanxious by trying to fit a mainstream meritocratic bill? By using methodologies of content, discourse analysis and in depth interviews this study explores the different metamorphoses of the self that are emplotted, bounded and framed in different social media contexts. Until recently, autobiographical acts used to be individual inquiries into processes of self-knowing. They were performative and transformational. Are they still the acts of someone telling to someone else (audience) "who am I", "what I want" and "what is happening to me" or they just respond to the networked community expectations? . Today the autobiographical self tends to be a rather fleeting retro-chronological and self-actualizing ego, shaped by the affordances of digital (and mobile) interfaces and subject to mainstream cultural scripts and patterns of self re-presentation.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - CREATIVE COMMUNITIES

› Room 5B, First Floor

POLICY HACKING: HACKATHONS AND POLICY CODE

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› Cardiff University, United Kingdom

The concept of 'hacking' has enjoyed increasing prominence beyond the narrow notion of technological manipulation and innovation. 'Civic' hacking has applied the practice of making, creating and tinkering as a method to change social, cultural and political aspects of one's environment — from disaster response to government services. Science- and bio-hacking has encompassed amateur scientific experiments (Delfanti 2013), and the development of alternative licences (such Creative Commons) has applied this DIY practice to the legal realm (Coleman 2009). Based on curiosity, a "positive lust to know" (Sterling 1992) and a search for innovation, a hacker seeks to understand a complex system and to experiment with its components, often with the aim of changing or modifying its structure. This system can be broader than technological infrastructure. In this paper I will explore the practice of 'policy hacking'. I will investigate several policy-related hackathons which bring together interested people (often, but not always, with tech skills) to analyse and, ideally, improve policies. They include events such as the annual EU Hackathon is Brussels which is organised by digital rights groups (such as the European Digital Rights Initiative and the Electronic Frontier Foundation) and leading Internet companies (like Google and Facebook). The latest edition, 'Hack4YourRights' in September 2013, addressed state surveillance on the internet. Other hackathons target other areas of internet law. Some aim at a better understanding of policy, others develop proposals for policy reform. By crowdsourcing policy expertise, they potentially involve new actors in policy development and deliberation. I will analyse their role in the policy process and ask whether they offer a new approach to increase democratic participation. This paper will complement other research on policy hacking and citizen-based do-it-yourself policy development which I have conducted recently and which focuses on local, national and international policy reform initiatives. By developing elaborate policy proposals, these initiatives have surpassed civil society's traditional role as advocator and have assumed a more central role in law-making. By assembling policy precedents, re-packaging and 'upgrading' them towards new versions of policy 'code', they have combined a technological with a legalistic approach. The next part of the research which I propose to present at ECREA will focus more closely on the technological side of policy hacking. The research is based on interviews with organisers of hackathons and with representatives of policy reform initiatives.

CROWD-FUNDING AS AN ALTERNATIVE PUBLIC RELATIONS STRATEGY FOR INDEPENDENT FILMMAKERS IN TURKEY

Kocer, Suncem; Kocer, Sucem

› Kadir Has University, Turkey

Online crowd-funding is a relatively new strategy for independent filmmakers in Turkey who have always tended to seek alternative methods to finance their media productions. Documentary filmmakers, whose films and videos tend to revolve around contested political issues that are often frowned upon by the government, have become especially active in using online opportunities to solicit production financing. This paper focuses on three such documentaries produced and circulated between 2010 and 2013 and explores the mechanisms of online crowd-funding as part of larger alternative public relations campaigns crafted by documentary producers who have for long operated at the interstices of local, national, and transnational media worlds. My Child is a feature length documentary that focuses on LISTAG, a community center for the parents of LGBT individuals in Istanbul. Ecumenopolis: City without Limits tells the story of urban transformation in Istanbul on a neo-liberal course to destruction. I Flew You Stayed, on the other hand, focuses on the director's journey to find the missing grave of her father, a Kurdish guerilla who died fighting alongside the PKK forces in the mountains. The producers of these three documentaries initiated crowd-funding campaigns during production and post-production phases. It is rare for these documentary film projects to reach the set amount of production budget with online financing campaigns. However, initiating an online drive is a significant step in building a salient and affordable public relations campaign for independent documentary producers. By such crowd-funding initiatives, filmmakers draw attention not only to their films but to the social issues raised therein, harnessing attention from potential audiences and relevant publics. As information about the financing campaigns circulates via online platforms and through social media, particular documentaries receive attention from publics who reemerge around the ideal of collective funding in addition to the subject matter of the projects. Based on in-depth interviews with the directors and producers, I argue that crowd-funding becomes a technology of publicity by which the mobility of films is accelerated and platforms for public discourse on the related social issues are created. As the campaigns accelerate, the promoted documentaries, as well as the social issues their producers strive to highlight, find pathways of circulation in public discourse.

CROWDSOURCING MEMORIES FOR ON-LINE ARCHIVES

Kalinina, Ekaterina

› Södertörn University, Sweden

This paper has two overarching aims: to study the relationship between identity construction and crowdsourcing business strategies; and to explore to what extent open data can become meaningful to communities of urban citizens, engaged in the preservation of cultural heritage. The main questions I pose are following: what role does the digital archive and social networks play in knowledge-sharing practices? What role do these digital archives play for the creation of awareness and mobilization of people for actions? How is the content being selected for archiving and subsequent usage (such as books and study materials)? How is the interaction between users, producers and produsers carried out and to what extent can this interaction potentially have an influence on what is archived and who is archiving? How do different generations interact within this specific online community? To answer these research questions I investigated Encyclopaedia Nashego Detstva, Russian on-line community started in 2006 by company Nota Media. Starting as non-profit archival project on the basis of self-organized on-line communities, this on-line depositories is now developing into a successful business model. The idea behind the launching of this community was to re-unite people scattered across the former Soviet republics, who felt the need to construct a strong collective identity some fifthteen years after the fall of the Soviet Empire. Encyclopedia Nashego Detstva united geographically and politically disconnected people on the basis of common memories. With an escalating political nostalgia for the "period of stability", as well as the eternal search for new collective identities, harvesting memories of the Brezhnev era also became a political question, which is especially acute in the light of the recent political development in Russia and growing patriotism around the Olympic Games. Encyclopaedia Nashego Detstva community members are being encouraged to share their memories, ideas, stories and visual material for the creation of non-tangible (on-line archive material) and tangible (books, study books, audio-books, albums, guide books) artifacts. Following the basic rules of crowdsourcing (offering prices for the best and the most creative contributions, asking for the new products ideas and then releasing products, which meets these expectations), the company managed to effectively aggregate oral culture and tangible artifact into one big pot of cultural heritage. In both cases, resourceful, committed, and, above all, networking people did all the necessary work of aggregating and moderating the data that the producers searched for. These people were not motivated by money, but more by a common idea of archiving, preserving and disseminating knowledge, which otherwise would disappear as official archives, libraries, museums and other institutions at that point of time were not interested in and had no resources to preserve such material. Sharing

common interest in the past and a common desire to communicate and build collective identities lead to the self-organization of two large communities, which used access to the internet and, to a certain extent, open-source software as the main tools for communicative and knowledge-generating practices. As a result, use and application of mass intelligence lead to the production of mass creative works – on-line encyclopedias with the community as one of its authors (the other being the editors, who have been working on the selection and presentation of the collected data).

IMAGINARIES OF FUTURE AND SPACES OF INNOVATION IN THE CONTEXT OF CREATIVE COMMUNITIES

San Cornelio, Gemma; Lanzeni, Debora; Ardèvol, Elisenda; Roig, Antoni
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In this paper we will present an ongoing research based on exploring processes of social change rooted in creative, artistic and technological experimentation with digital media and how images of the future contribute to define and influence innovation. We talk about 'spaces of innovation' as the field shaped by the encounter between scientific knowledge, technology design, artistic practice and media, that not only generate 'future imaginaries' (how we dream things could be) but also 'future practices' (how we choose a specific future from other possible futures in our material practices). These practices are mostly present in the creation and development of technologies, media and artworks, and in the aesthetics of the workspaces and everyday activities of the 'creative class' (Florida, 2002). Digital media are at the core of these "creative communities" where the artists, designers and developers are in pursuit of a different kind of relationship with the public. Thus, in doing so, 'public' is reconfigured and engaged with co-creative practices in a meaningful, sometimes conflictive, ways. In this context, cultural production, users, publics and audiences are being re-imagined (Hartley, 2005) and media creation is thought as part of a wider political, social and aesthetic movement. Creativity is considered by many scholars as a key factor for economical development, as well as artists, creators, designers and developers as the stakeholders of knowledge economy (Florida, 2009). In this context, the figure of the entrepreneur –based on Schumpeter's classic idea of economy (1968)- becomes the artificer of innovation. In addition, from a social perspective, citizens are able to participate in creative processes as new agents of entrepreneurship (Corsani, 2004). Therefore, 'spaces of innovation' open new ways to link the social, technological, artist and scientific knowledge practices. Drawing on different case studies of creative communities located in Barcelona we will present some reflections related to: 1) how space is produced and which role objects and materials play in this configuration, 2) what kind of aesthetics are produced in the spaces and work methodologies, 3) how aesthetics, materials, and space are linked with the future imaginaries. Furthermore, by exploring these examples, we point to a more general objective of linking creativity and innovation with future imaginaries (Castoriadis, 1997), analyzing the whole array of images, discourses and projections that, either from the cultural or the political sides, contribute to shape and define the relationship between creativity, communities and the future.

STORIES OF CHAIRS – STRATEGY, COMMUNICATION AND PARTICIPATION TO INTERFACE LOCAL CULTURE TO GLOBAL CREATIVITY

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This communication presents a research project that interfaces design and participatory digital media together with the industrial heritage of Paredes, in Northern Portugal. It is argued, through the project "Stories of Chairs" (storiesofchairs.org), that participatory digital media are one of the strategic means of citizen engagment with the design culture. It is sustained that design and digital media are part of the social, cultural and economic contemporaneity, where narratives simultaneously global and local are now producing profound changes, adding affective, playful and regenerative dimensions for intended growth and commonwealth. The emergence and visibility of design –as project and strategy– is increasingly recognized in the digital culture we operate and propose it as a strategic constituent for development stimulates a new economic model for the region, crossing traditional industries with contemporary and creative industries and activities. The case-study developed in the research is sustained in the potential to become a "symbolic territory" for all those involved in this "story." Promoting the sharing of stories about the creative universe of the chair –itself an universal object– and integrated in the project Paredes Centre of Furniture Design, promoted by the Municipality, Stories of Chairs wants to intervene and revitalize the local furniture industry, where the chair is the starting point for this reinvention. For the construction of this heritage, we developed a methodology that articulated the overall participation, from the online participatory platform, with local involvement, through engagement activities with the citizens from which new and relevant patrimony arise. These activities, which took place between 2011 and 2012, encouraged the participation of citizens for the thematics, allowing the collective construction of this new territory through digital media, which all shared and felt part. This participation fostered greater anchoring of the project to citizens, with economic, social and cultural benefits, since it spread and strengthened the affection of a dense and complex global project to the small units of it, the local citizens and industries. The global participates with the local and Paredes, as a territory, replies to this creativity. According to the research questions, we developed a qualitative and interpretive metodolody, in which the authors have observed and participated in the design of the strategy itself and its implementation. The implemented approach helped to identify, describe, understand and reflect on a specific phenomenon integrated in a complex and wider context, where many interacting factors met, meshing up strategy, communication and participation.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - MUSIC IN DIGITAL CONTEXT

› Room 5A, First Floor

BRANDING 'DIFFERENCE': POPULAR MUSIC AS PROMOTION INSIDE THE DIGITALIZING 'CULTURE INDUSTRY'

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In a purported 'attention economy' characterized by the perceived scarcity of audience attention (Goldhaber 1997; Davenport and Beck 2002; Terranova 2012), advertisers and media companies have explored a range of new ways to capture and monetize the attention of would-be consumers. As part of a wider response to threats to profitability posed by the rapid growth of unauthorized downloading and the increasing displacement of album sales by digital singles sales, the recording industry has cultivated business-to-business licensing agreements with advertisers and media properties (film, television, video games, and the like). Music companies and consumer/media brands have come together to forge business partnerships ranging from traditional endorsement deals to music licensing agreements to more ad hoc opportunities for cross-promotion. Through these promotional arrangements, popular music and recording artists spanning from major stars to the relatively unknown are rendered branding tools. This paper examines the intensifying mutual interdependence of the music industry, advertisers, and other media forms in the digital age. It centres on how this tightening relationship has fed the proliferation of what, drawing on Anahid Kassabian's (2004) term 'ubiquitous musics', I call 'promotional ubiquitous musics': original songs used by brand partners to promote something other than the recording artist or music itself. The shift away from homogeneous background

music (Muzak) and jingles toward more targeted and diverse popular musics — a shift mirroring the transition from Fordist to post-Fordist capital accumulation strategies (Jones and Schumacher 1992; Krims 2007) — speaks to new tensions at play in an age of ubiquitous digital media. The 'democratization' of musical taste has complemented the turn toward niche targeting and customization, allowing for deepening capitalization on cultural 'difference'. The flipside of audience fragmentation has been the expanding commodification of culture inside global capitalism. This examination of the use of popular music as promotion is supported by findings from an interview program that involved the participation of thirty-six executives from record companies, music publishers, advertising firms, and music supervision companies based in Toronto, New York City, and Los Angeles. The scope of this work is international; it considers how common shifts also are changing business-as-usual in the United Kingdom and further afield. The theoretical framework that informs this critical analysis of the digitalizing 'culture industry' combines critiques extended by Theodor Adorno ([1966] 1973, [1944] 2002 with Horkheimer), David Harvey (1990), and 'cultural industries' scholarship (Miège 1989; Garnham 1990; Hesmondhalgh 2013). The paper reveals how recording companies have responded to the growing decentralization of production in ways that have placed increasing importance on marketing. It focuses on the relationship between promotional ubiquitous musics and 'artist-brands': today, record companies claim to be in the business of monetizing artist-brands connected to multiple revenue streams, including branding partnerships, rather than music alone. Overall, it is argued that these promotional agreements have ushered in a colonization of music worlds by brand worlds, placing severe restrictions on the creative process. References Adorno, Theodor W. [1966] 1973. Negative dialectics. Trans. E. B. Ashton. New York: Continuum. Davenport, Thomas H., and John C. Beck. 2002. The attention economy: Understanding the new currency of business. Boston: Harvard Business Press. Garnham, Nicholas. 1990. Capitalism and communication: global culture and the economics of information. London: Sage. Goldhaber, Michael H. 1997. Attention shoppers! Wired, December. http://www.wired .com/wired/archive/5.12/es_attention.html?pg=1&topic= (accessed January 2, 2012). Harvey, David. 1990. The condition of postmodernity: An enquiry into the origins of cultural change. Cambridge, Mass.: Blackwell. Hesmondhalgh, David. 2013. The cultural industries. 3rd ed. London: Sage. Horkheimer, Max, and Theodor W. Adorno. [1944] 2002. Dialectic of Enlightenment: Philosophical fragments. Stanford: Stanford University Press. Jones, Simon C., and Thomas G. Schumacher. 1992. Muzak: On functional music and power. Critical Studies in Mass Communication 9: 156-69. Kassabian, Anahid. 2004. Would you like some world music with your latte? Starbucks, Putumayo, and distributed tourism, Twentieth-century music 1, no. 2: 209-23. Krims, Adam. 2007. Music and urban geography. New York: Routledge. Miège, Bernard. 1989. The capitalization of cultural production. New York: International General. Terranova, Tizianna. 2012. Attention, economy and the brain. Culture Machine 13: 1-19.

MUSIC PLATFORMS AND CONTEXTUALIZATION

Åker, Patrik
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As recorded music moves from the distinct environment of the CD to giant, free, and constantly accessible digital archives, it is possible to see a crucial switch from music as an artifact to music as a resource that is accessible all the time. This is often understood as a de-contextualization process; for instance, listeners collect and assemble songs while ignoring the album context. However, with the move from LPs to CDs (from analogue to digital technology), a more profound de-contextualization process had already taken place - the situation in which the sound was recorded had been uprooted. Music was no longer the "immediate link between the now and the then" (Rothenbuhler & Durham Peters 1997), and with this loss of indexicality music was reduced to digitally stored information (and with this, it seems to follow, also a lack of interest from the listeners in "original" context). This was the beginning of a development that today has made the CD obsolete as a storage entity in favor of the computer and the database as its dominant cultural form (cf. Manovich 2001). However, when using databases, music is (re-)contextualized in different ways through the interaction between individuals and the architecture of various digital databases/platforms for music listening. This study focuses on that aspect by analyzing how music is contextualized on Spotify (a Swedish program for streaming music) and Vkontakte (the Russian equivalent to Facebook with a strong focus on music) using the different platforms computer versions. The analysis and choice of platforms are informed by focus group interviews with students in Moscow, Russia and Stockholm, Sweden, about their music use. The aim is to understand in which ways experiencing music (i.e. de-contextualization vs. contextualization) is shaped by different orientations (pages, sections or themes, links, framing, salience, and options) on these platforms. The overriding empirical question guiding this study is: As digitally stored information, how is music structured and what are the possibilities for the user to interact with that structure? Music platforms are a form of databases. According to Manovich (2001), the database represents the world as collections which it refuses to order. In principle, it is a representation without hierarchy or beginning, middle, or end — even if it were possible to find different grades of hierarchies — because of the algorithms that structure different databases. This leads to an emphasis on information, or searching and selection, at the expense of narratives and contexts: "...today we have too much information and too few narratives that can tie it all together." (Manovich 2001, p. 217). In this study, I am interested in precisely how the database can be used in order to "tie it all together"; or, in other words, how music is contextualized on the two platforms, Spotify and Vkontakte. References Manovich, Lev (2001): The Language of New Media, Cambridge, Mass.: MIT Press. Rothenbuhler Eric W. & John Durham Peters (1997): "Defining Phonography: An Experiment" in Theory Musical Quarterly (81(2): 242-243.

COPYRIGHT INNOVATIONS AND CULTURAL MARKETS: NEW REGIMES OF IDEAS AND PRACTICES IN THE DIGITAL ERA

Rogers, Jim; Preston, Paschal
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Media industries, under a broader label of creative industries, and reflecting wider upheavals of capitalism associated with drifts from manufacturing to more informational or knowledge-based economies, have received increasing attention from governments around the world as potential sites of employment and economic growth. The emergence of the global economic crisis in the late-2000s Such policy priorities can be viewed as a response to wider developments in capitalism in the late twentieth century in particular, and also the international economic crisis which, since the late-2000s has dampened the potential in many media industries (mature and new) and, alongside processes already associated with the internet, has shaken up traditional structures of production, distribution and consumption. Media and cultural industries sit at the core of such a creative industries conceptualization. In this context, this paper aims at an understanding of cultural production in an era of neo-liberalism by examining the nature and form of recent intellectual property rights (IPRs) developments and how IPR regimes sit at the heart of the responses of cultural corporations to technological change, and the evolving broader economic climate. The main body of this paper aims to address the following three points: 1) The paper will provide an overview of specific Information Society/Knowledge-based-Economy policy discourses and key initiatives in Ireland over the past 20-25 years. 2) The paper will then proceed to offer an overview of how IPRs are conceptualized, framed and described within those policy discourses and documents as discussed in point 1 (above). 3) The paper will then move examine and assess the extent to which tensions between the 'Commons/Public' versus the 'Proprietorial / Private Property / Appropriation by capital' perspectives are understood and debated in the Irish setting. This will be explored via specific case studies that consider the music and audio-visual (TV & video) domains. We ultimately assess these factors in the context of an economy (Ireland) that by its government has been positioned as a knowledge-based (Smart) economy but has also been weakened by domestic austerity and wider processes associated with economic crisis.

LISTENING TO MUSIC, MAKING ONLINE RADIO AND COPYRIGHT

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RadioActive Europe is a project aiming at the promotion of social and technological inclusion of disenfranchised individuals/groups through the production of an online radio hub. This is achieved through a process of documentary storytelling, where individuals/groups develop programming based on what they perceive as the important social issues in their local communities. Its theoretical and methodological pillars are thus located in the fields of Media Education and Participatory Action Research, and it is financed by European Commission's Lifelong Learning Programme. RadioActive is supported by a Consortium that integrates Germany, Malta, Portugal, Romania and the United Kingdom. In this presentation, we reflect on the tensions drawn by copyright legislation and media education agendas, based on the RadioActive experience of the first year and a half of implementation in Portugal, in three communities of semi-excluded young people, and particularly its impact on the young participants' relationship with copyright. During the problematisation phase (Brites et al., forthcoming), when researchers conducted interviews, focus groups and participant observation with young people and social workers to understand their expectations towards the project and capture young people's existing skills, it was found that some of the youngsters took radio to be music. The consumption of music through the internet and illegal downloading was sometimes a practice among the community. Abiding to the current national copyright law, which is restrictive to the broadcast of music, RadioActive pays an annual fee to the national Authors' Association. This fee can be a problematic issue considering the sustainability of the radio, as an online community radio, after the formal end of the project and its funding. In this sense, the dimension of the 'media policy literacy' is still not touched on in the day-to-day of this project, in terms of questioning the «the policymaking process functions, who has a say, and who benefits» (Edwards et al., 2013: 14). However, important reflections come out of these educational experiences that will be discussed with stakeholders and policy-makers. In Portugal, copyright infringement is becoming more and more common and popular, despite the law, especially among young people. What does 'piracy' mean for young people whose lives are already lived with risk? With an emphasis on informal learning processes through the use of digital media (Drotner, Jensen, and Schrøder, 2008), RadioActive involves young people in the production of online radio shows, during which they acknowledge the process of production of news, of abidance to copyright laws, as well as creation of music. For a radio show dedicated to the topic of "Young people and education", participants from "Metas" youth centre created the lyrics for a hip-hop song about education. Media and cultural production is believed to raise awareness towards copyright, as well to media production processes. Activities in the scope of the project have also included visits from young people to commercial or community radio stations, where they saw in loco radio studios, hosts and the production of radio.

'MUSIC IS LIKE AIR TO ME': MODES OF ENGAGEMENT WITH MUSIC ON SPOTIFY

Johansson, Sofia

› Södertörn University, Sweden

As record labels, publishing houses, concert promoters and music artists continue to grapple with economic and legal uncertainties in the wake of digitalization, the Internet has become a central hub for music consumption. By now well-established practices include the shift from offline to online music listening, from album listening to single song listening, and the development of file-sharing and communicative activities within social media. More recently, the popularity of online streaming services such as Spotify, offering subscription-based or advertisement-funded access to a wide range of music, available anywhere and at anytime, has furthered the notion of music as primarily belonging in a metaphorical 'cloud'. Music streaming, consequently, have raised a host of questions about the consequences for music artists and the music industry, but its expansion also opens up for investigations into emerging practices around music and their meanings for listeners. In this paper, I discuss how the Internet is impacting on contemporary music use, focusing on streaming as a rapidly significant mean of accessing and listening to music. Based on nine focus groups with forty young adult users of Spotify in Stockholm, aged 18-24, I examine everyday practices around music in relation to Spotify, and how uses of Spotify, as part of the wider online music landscape, are understood to shape particular meanings of music and music artists. Particular attention is paid to questions around engagement in music in relation to streaming, but also to music listening as embedded into social media. Some of the more problematic aspects of, for instance, the pressure to 'share' music taste preferences online, and the simultaneous desire to keep aspects of one's personal life private, are outlined, as well as the research participants' ideas of how connectivity and 'cloud'-based listening are impacting on overall experiences of music. While previous research on online music use has tended to highlight creative music discovery, audience co-production and active participation in fan communities, this study incorporates the perspectives of 'ordinary' music listeners, and the more ambiguous modes of involvement with music through online technologies. Drawing on theories concerning digitalization, as well as music and everyday life, it highlights how music is experienced as omnipresent and essential for framing emotions, within mobile and connected listening practices, but also how playlist listening and the ease of access to music on Spotify can be perceived to lead to 'lazy' engagement in music, and to a distanced approach to artists. Looking at streaming as an increasingly predominant mode of media consumption, the paper relates to broader questions around contemporary digital cultures, and concerning how technology and cultural experience intertwine.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - USER GENERATED CONTENT

› Room 5B, First Floor

THE CIRCULATION OF ONLINE MEMES: ONLINE CULTURE AS SOCIAL, CULTURAL AND COMMERCIAL CURRENCY

Esteves, Victoria

› University of Stirling, United Kingdom

The rise of participatory culture has been celebrated by academics and popular culture alike. Online interactivity exacerbated by the rise of the web 2.0 dominates our present media experiences: from the popularity of social media to the promise of socio-political inclusion brought by citizen journalism. Online culture has developed quite independently from mainstream media pressures: an underlying aspect present in today's cyberculture consists in users' active participation in the creation of their own culture (and cultural objects). This signals a shift in the previously dependant relationship between mainstream media (cultural elite) and audiences. In the era of participatory culture, the power of making culture lies in the hands of those who consume it, indicated by the ubiquity of the 'prosumer'. It is within this context that a staple object of online culture arose: internet memes. Although they appear to be trivial, internet memes present an opportunity for creative engagement on a global scale, as memes can be very easily made and circulated among 'audiences'. This offers a door to online interaction and participation that is incredibly easy to access, and one which requires much less work when compared to other possibilities (e.g. Wikipedia articles). However this promise of inclusion may be deceptive, as there are informal rules that need to be adhered to in order to partake in meme interaction; as well as a degree of cultural literacy. Being 'meme literate' is important in current online social interaction, as memes can be tailored to include meaning making on a personal scale (e.g. in-jokes), allowing connections to be cemented and maintained through the exchange of cute personalised images, wherein they become socio-emotional capital regarding personal relationships. By circulating, memes work as a gateway

to a shared (online) culture — a social currency of shared meaning, the ticket to participate in meaning making. This is something that has been tentatively harnessed for commercial purposes, as increasing numbers of adverts and marketing stunts include memes in an attempt to capture internet culture in order to profit from it. Yet, as corporations strive to impress the consumer-user with its meme literacy (at times demonstrating a lack thereof), users retract as they see their free objects of socio-cultural capital being appropriated by undesired parties. Furthermore, internet memes have come to challenge the boundaries of online community itself. They are present in all kinds of interactions, beyond online communities, as memes escape confined internet spaces and are shared in a myriad of internet and 'real life' contexts, indicating a reclaiming of offline spaces too. As a product of participatory culture, internet memes are a recognisable sign of engagement with online culture and work as global jokes, seeing they can travel at immense speed around the globe and (due to their malleability) transcend national, linguistic and political barriers. Yet where does the delineation of internet culture occur, if the meme becomes used in all kinds of spaces and contexts? Despite their accessibility, do memes deliver the utopian promise of online participation and empowerment?

FANDOM SOCIAL AND POLITICAL EXPRESSIONS THROUGH VIDDING PRACTICES

Establés, María-Josefa; Martínez, Rut; Lacasa, Pilar
› University of Alcalá, Spain

RESEARCH CONTEXT. Music videos are one of the cultural products where mushup techniques are used to create new narratives. Thus, in contemporary visual culture, the music video is a medium that favors communities of fans creating their own versions for political, social or entertainment purposes. GOALS. The main goal of this article focuses on the analysis of the cultural practices of fandom communities through performing techniques to present their audiovisual creations on the Internet, based on original music videos. The second goal focuses on the analysis of those original music videos, in which fans have relied to create their own remixes. Finally, the third goal emphasizes the analysis of audiovisual productions created by fan communities to spread certain social or political contents through the remix of the most viewed music videos of the year. A TRIPLE-LAYERED THEORETICAL FRAMEWORK supports the research. Firstly, we rely on the concept of spreadability (Green & Jenkins, 2013) based on the virality of new media and the role of the fans and / or prosumers when they present their ideas at a social and political level (Brough & Sangita Shresthova, 2012). Secondly, we focus on the concept of fandom and its influence on the appropriation of the narrative of music videos (Vernallis, 2013). Finally, in the third part, we analyze the concepts of vidding (Ibrus & Scolari, 2012), remix (Doerr, 2012) and techniques used by fans to create new audiovisual productions. A QUALITATIVE APPROACH is adopted, supported by virtual ethnography (Boellstorff, Marcus, & Taylor, 2012) and content analysis of music videos (Wallis, 2011). We have chosen the 10 most viewed worldwide music videos on YouTube in 2013. Once analyzed, we have proceeded to the analysis of the creations and remixes made by fans based on those 10 music videos, with special emphasis on those whichhave had the greatest impact on the users.. THE RESULTS gave us preliminary conclusions for discussion: 1) The original music videos have primarily commercial purposes, although in some cases these audiovisual productions are predisposed to be copied, parodied and disseminated through the Internet; 2) Fan communities are well organized when it comes to broadcasting their content online. In this sense, fans have two main motivations for creating music videos based on other videos. The first motivation is the fact that they look for the visibility of their message, so they choose well-known music videos that have millions of views worldwide. The second one, however, focuses on the content they want to show, as they create for very specific purposes such as political protest, social criticism or the entertainment and amusement of the viewers. References: Boellstorff, T., Marcus, G. E., & Taylor, T. L. (2012): Ethnography and virtual worlds: a handbook of method. Princeton: Princeton University Press. Brough, Melissa M., and Sangita Shresthova (2012): "Fandom Meets Activism: Rethinking Civic and Political Participation." In "Transformative Works and Fan Activism," edited by Henry Jenkins and Sangita Shresthova, special issue, Transformative Works and Cultures, no. 10. doi:10.3983/twc.2012.0303. Doerr, Zephra C. (2012): "Abridged Series and Fandom Remix Culture." In "Fan/Remix Video," edited by Francesca Coppa and Julie Levin Russo, special issue, Transformative Works and Cultures, no. 9. doi:10.3983/twc.2012.0396. Green, J., & Jenkins, H. (2011): Spreadable Media How Audiences Create Value and Meaning in a Networked Economy. In V. Nightingale (Ed.), The handbook of media audiences (pp. 109-127). Malden: Wiley-Blackwell. Ibrus, I., & Scolari, C. A. (2012). Cross-media innovations: texts, markets, institutions. Frankfurt am Main; New York: Peter Lang. Vernallis, Carol (2013): Unruly Media. Nueva York, Oxford University Press. Wallis, Cara (2011): "Performing gender: A content analysis of gender display in music videos". In Sex Roles, no. 64, pp. 160-172.

BETWEEN PROSUMER AND PRODUCER — PROFESSIONAL PROFILES, MOTIVES AND SELF-CONCEPTIONS OF GERMAN YOUTUBE STARS

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The importance of video content offered by the World Wide Web is obvious: Meanwhile, a growing number of the 14-29 years old daily uses video-sharing channels like YouTube (Eimeren & Frees, 2013). In addition, they increasingly consume content provided by private content creators — named as "YouTube Stars". Due to their large ranges — the five biggest channels of German YouTube Stars reach an audience of nearly seven million subscribers — these Internet Celebrities influence millions of young adults and, additionally, serve as interface between the advertising industry and their young viewers. YouTube Stars therefore provide an attractive advertising environment and offer new marketing opportunities for companies. However, despite their growing relevance, by now research has neglected to examine YouTube Stars at all. Hence, the presentation introduces results of an empirical study, which aims to explore the professional profiles, motives and self-conception of YouTube Stars in Germany. Based on sociological and social-integrative assumptions about actors and their actions (Weber, 1984; Schimank, 2000) the study applied a model that operationalized (online-journalistic) actions as a network of associated action-items (Quandt 2005) and transferred it to the private content creators. Additionally, the CTO model (Klimsa & Vogt 2007), which focuses the media production process in terms of technical, organizational and verbal or content elements, was chosen to analyze the entire video-production process. To examine the professional profiles, motives and self-conceptions of German YouTube Stars, we conducted semi-structured interviews with successful German YouTube Stars. Our preliminary results suggest that YouTube Stars are multimedia all-rounder with the abil-ity to master the entire media production process. Moreover, they are social media-experts, with the knowledge to produce Thumbnails, share their videos on other platforms or interact with their subscribers. YouTube Stars also decide how to market their videos, for example with banners — but however, the advertising content is still determined by YouTube. In addition, YouTube Stars also organize themselves in networks to market themselves together and some of them are under contract of companies (e.g. cosmetics companies). In particular, their actions are basically interactive: They communicate with their audience and, for example, implement subscribers' topic suggestions or respond to emails and YouTube comments. It seems that the degree of interaction increases the success of YouTube Stars. But YouTube Stars also watch and control each other to get inspirations and guarantee a high quality of the offered content. Furthermore, the interviews showed heterogeneous motives, which range between self-expression and self-realization, the appreciation of interactive contact and subscriber's sympathy, monetary benefits or considerations that their videos serve as an important stepping stone to work for traditional media companies one day. To sum up, YouTube Stars view themselves as entertainers and interaction artists, who fulfill the needs of their subscribers, who serve as role models for the young audience and as responsible opinion leaders with a high credibility or as YouTube "policeman", because they are closely watching each other.

ONLINE REMIX CONTESTS: A WINDOW INTO THE WORLD OF USER-GENERATED CONTENT PRACTICES AND EXPERIENCES IN MAKING MUSIC.

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Much of the discourse on technological development embraces the concept that 'the digital' has the power to foster a more democratic culture as it allegedly opens up greater user participation in the role of creators and distributors of content. While this perspective is grounded in a 'techno-optimistic' discourse, a newer critical body of research challenges some of the assumptions that digital technologies enhance and advance democratic social roles in content creation. The most compelling arguments from the critical camp derive from research on contemporary practices of labor and work in the digital creative industries. The critique from this field seems to be particularly relevant due to the fact that it is based on discussions about work and labor, and also because the rise of user-generated content has contributed to the blurring of distinctions between professionals and amateurs in the digital world. The effort to understand how user-generated technologies impact people's lives is framed by theoretical discussions, but is ultimately driven by how they conduct their actions. Therefore, it is useful to ground the discourse in cases that can reveal how these complex interactions operate. Online remixing contests provide a very good case. These contests are particularly relevant because they share between them similarities in structure and goals, but also contain a number of significant differences that account for the variety in arguments present in the discourse about user-generated content. To exemplify, take the issue of copyright: within the legal framework all the sites account for copyright on the material, but while some of the websites reserve the rights of all the submitted remixes, others operate under the Creative Commons license. The purpose of this paper is then two fold: first, it aims to contextualize the varied practices that constitute online remix contests within the larger discussions of user-generated content and work in the digital media; and second, it contributes to this discussion by using the different practices of online remixing as case studies that demonstrate the complexities and conflicting discourses that are part of digital user-generated areas. By picking apart different modes of contests that are found on the web, it will be possible to investigate how users are affected by and deal with issues of: 1) copyright and licensing of generated content; 2) the rewarding mechanisms, and; 3) work ethics and standards. To achieve the proposed objectives, the paper will rely on discourse analysis of user-generated content, speculative work competitions and free labour from the vantage point of online remix contests. It will then offer an overview of the kinds of practices that the contests are structured on, and contextualize how these can be framed according to the main trends. Thus, by doing so it should contribute to the discussion on theoretical issues while remaining grounded in digital musical practices.

THE NEW FAME: A COMPARATIVE CASE STUDY ON INTERNET CELEBRITIES

Detel, Hanne
› Tübingen University, Germany, Germany

The growing significance of the Internet for all areas of social life has led to an increasing number of public figures adapting themselves to new media logics: Politicians have Twitter accounts, pop stars present their music on YouTube first, athletes comment on their successes and defeats via Facebook. By these means, celebrities have the chance to establish direct channels to their fans. To gain access to a large, in some cases global audience they are not dependent on the old media anymore. Therefore, the former gatekeepers slowly but surely lose their influencing power on the rise and downfall as well as on the image of celebrities. The democratization of visibility does not only have consequences for already established celebrities but for all people who possess exceptional talents or abilities, special characteristics or innovative ideas – and want to become well-known. The platforms of the Internet, especially of the social web, empower them to present themselves in the way they want. Moreover, YouTube, Twitter, Facebook and Co. give these people the opportunity to gain the attention of many other Internet users and possibly to become online celebrities. These new types of celebrities were researched in an exploratory comparative case study. On the basis of qualitative case studies 16 online celebrities (who became well-know by means of the Internet) were examined. In a first step, the cases were reconstructed by analyzing various materials (content such as texts, photos, videos as well as pertinent newspaper articles, interviews with Internet celebrities). As a second step, the comparative case method (Yin, 2009) was applied in order to provide additional insight into the phenomena of online celebrity. The findings of the study show the characteristics of the Internet celebrity phenomenon, the mechanisms of "celebrification" (Driessens, 2012) in the social web, the different types of wanted and unwanted online fame, the strategies Internet celebrities use to create a certain image as well as to gain and keep the attention of the audience. Furthermore, the results illuminate the new role of the old media, the power of the audience, the economization of the attention, and the commencing professionalization of the do-it-yourself celebrities. In summary, it can be stated that the findings of this exploratory case study show how the fast-paced social and technological innovations of our media change the patterns of the celebrity phenomenon – and thus reveal insightful mediatization effects which may alter in the long term a whole industry. Driessens, O. (2012). The Celebritization of Society and Culture. Understanding the Structural Dynamics of Celebrity Culture. International Journal of Cultural Studies. doi: 10.1177/1367877912459140 Yin, R. K. (2014). Case Study Research. Design and Methods (5th ed.). Thousand Oaks/ London: Sage.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - DRIFTING TOGETHER AND APART: MEDIA CONVERGENCE REVISITED

› Room 5A, First Floor

DECONSTRUCTING MEDIA CONVERGENCE IN TERMS OF ECOSYSTEMS, USES AND CONTENTS

Peil, Corinna; Sparviero, Sergio
› University of Salzburg, Austria

Based on the idea of the fragmented character of innovations, this paper critically discusses the concept of media convergence and identifies inconsistencies and disruptions in media change. While we argue for the empirical investigation on the issues under scrutiny, this contribution intends to theoretically penetrate the emerging field of media de-convergence and to challenge common understandings of media convergence in the following areas: a.) media ecosystems, b.) media use, c.) media content. a.) The term 'ecosystem' is used in order to define and investigate dynamic clusters of interconnected media activities, their stakeholders and institutions. Integrations between media activities are described in the concept of market and economic convergence: Traditional media enterprises shortcut their process of transformation and embrace the digital revolution by creating synergies with new media companies. This principle provided the main justification for mergers and acquisitions in the communication sector. However, the digital revolution has created new complex environments that are characterized by opposite tendencies: specialization has become an even more important feature for companies trying to be successful. Many M&A failed, while joint ventures provided partners with the opportunities of collaborating with a variety of stakeholders, of focusing on their core values, and of remaining more flexible. b.) A central topic of convergence, the idea of a 'super-medium' as a single point of media contact where all media uses come together, is another field of contestation. As formerly separate modalities of mediated communication have merged and even the smallest technologies enable access to a great variety of functionalities and media applications, the super-medium has in fact become reality. However, this transformation of media into all-purpose devices is far from replacing the numerous technologies in the

home and offering a single solution for all mediated activities of the users. Rather, users have to deal with an extremely sophisticated media environment where media uses overlap and require the users to oversee, administer, and synchronize their media ensemble. The implication of technological convergence is hence not necessarily a clearance of the media landscape, but involves a high degree of disorder and complexity with the potential to challenge or even burden the users. c.) Thanks to digitization, previously distinguished media contents (audio, video, text) are translated into binary language so that they can be produced, distributed and consumed easier, more rapidly and with minor costs. In terms of convergence, contents are centrally produced in order to be played out across different channels, platforms and networks; they flow through different media and can be readapted into different media. At closer look, however, the production and distribution of media content is far from being a standardized, linear process and in fact characterized by differentiations and disruptions. This becomes evident with regard to fictional content (e.g. transmedia storytelling) and factual content such as journalistic texts which are tailored to particular media and produce differences in news provision. The analyses are aimed at a critical assessment of current processes of digitization and their implications for cultural and creative institutions and society at large.

THE EMERGENCE OF THE DE-CONVERGENCE IN THE MEDIA INDUSTRIES AMID NEOLIBERAL MEDIA POLICIES

Balbi, Gabriele

› Università della Svizzera italiana – USI Lugano, Switzerland

Convergence has been a buzzword and the notion of convergence has become popular since the 1990s. In the late 1990s, convergence even further became one of the central developments taking place across the media, telecommunications, and information sectors of the media industries. In the early 21st century, media convergence, which has swiftly grown based on neoliberal policies and digitization, has been controversial because it has often failed in producing promised synergy effects. Media corporations believed that they could benefit from homogenous consumer styles backed by advertising through cross-border media channels, which made them convergence mania. However, media firms that had acquired too many companies in too many unrelated lines of business in the conglomerate movement became impossible to manage strategically and began to unravel. As a result, de-convergence, which is the break-up of companies in various ways, has gradually replaced convergence in the media industries. While the de-convergence trend is not new, as Viacom-CBS (2006), AOL-Time Warner (2008), and News Corporation (2013) cases exemplify, media de-convergence has rapidly become a norm in the media industries. De-convergence is an emerging trend in the communication industry, although their discussions have not been supported widely yet, nor discussed in full swing. This paper discusses change and continuity in the global media industries by analyzing the wave of de-convergence, and it addresses political, economic, and technological dimensions that have led to this dramatic change in the global media system. It maps out how some of the key features of the global media industries have been reorganized and transnationalized since the early1980s, i.e., how the transformation of the global media businesses can be understood within the larger context of global political-economic shifts and accompanying technological development. This means that the primary focus is on the contextualization of this changing corporate business trend by historically analyzing the rise and fall of media convergence, and thereafter the emerging corporate paradigm of media de-convergence. In particular, it is crucial to understand the interplay of convergence and de-convergence from political economic perspectives; therefore, it especially discusses the impact of changing media policies in the context of neoliberal globalization. These discussions lead to the articulation of whether de-convergence could become a solid new trend replacing convergence, or whether convergence will regain its power in dominating the media industries. This paper uses the time period between 1982 and 2013 because this time span includes a few major historical events influencing the transformation of the media industries, between the introduction of neoliberal media policies in the U.K. and the U.S. and the break-up of News Corporation in 2013.

CONVERGENCE AS AN ADDITION: THE INTERPLAY OF OLD AND NEW MEDIA IN GERMAN HOUSEHOLDS

Müller, Kathrin; Röser, Jutta; Niemand, Stephan

› Westfälische Wilhelms-Universität Münster, Germany

The definition of "convergence" in audience and reception studies is as complicated as in communications in general. It is defined as the use of different devices over one terminal, seen as a cultural practice of connecting different contents, getting in touch with other users or as communication modes (Fagerjord/Storsul 2007; Hasebrink/Hölig 2013; Jenkins 2006). In the lecture, we will present findings of a qualitative panel study which is called "The Mediatized Home" and is part of a DFG-funded German Priority Program. We have chosen to concentrate on the phenomenon of "terminal convergence" (Fagerjord/Storsul 2007: 20) to get an overview of the usage of old and new media in German households. Our aim was to analyze if classic media, such as television, radio or newspapers, have been migrated into or been replaced by digital media. We conducted 25 ethnographically oriented household studies with heterosexual couples (quoted by age and educational background) referring to three stages of data collection in 2008, 2011 and 2013. Based on the findings of the study, we will discuss the significance of old and new media within the media repertoires (Hasebrink/Domeyer 2012). In our presentation, firstly, we will distinguish three types of households with regard to the internet's role within the media repertoires: A small group, about one tenth of all the households questioned, rarely use digital media and concentrate on traditional media, such as newspapers, TV and radio. The latter has become less prevalent during the last few years. The largest group, three-quarters of the sample, frequently uses the internet as one part of their media practices. We observe an interplay of old and new media in these households, additionally combined with convergent media practices. Only the third type, which consists of a quarter of the households, has established convergent media practices by having replaced newspapers with online versions, using internet radio or watching TV via the internet. The analysis of the relationship between old and new media illustrates that terminal convergence is a phenomenon that is not common for most of the households we visited. Old and new media continue to coexist and no predominance of digital media can be found. Despite vivid public debates on the displacement of old media by new digital terminals and new patterns of multimedia use, non-convergent media use is still common in German households. This conclusion applies to the findings of the research phase in 2011, as well as for that in 2013: Two years later, the number of households which show terminal convergence has not grown: The typology has been proven again and, thus, can be regarded as stable. Furthermore, our findings show that convergence is also connected to media preferences. The respondents often use such media online that they also prefer as non-digital media. Therefore, secondly, we will discuss how other, more content-related aspects of convergence might be reflected in our empirical findings and how a user-oriented definition of convergence could be characterized.

BLURRED LINES, DISTINCT STRATEGIES: TV INDUSTRY AND AUDIENCE PRACTICES IN A CONVERGENT/DIVERGENT SCENARIO

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After several years of both enthusiastic views and critical standpoints on the crucial topic of media and television convergence, it is the right time to offer a more detached analysis, both verifying the endurance and strength of some 'hip keywords' and trying to trace durable trends, innovations and resiliencies. The emersion of many different screens and the diffusion of transmedia narratives have challenged Television and Media Studies, as well as media industry, in several ways: on one side, it becomes more and more important to create, shape and produce texts and narratives according to new and different transmedial criteria, also taking into account new limits and constraints; on the other, television viewers are progressively starting to make themselves more and more familiar with a convergent media landscape, and to engage directly with a lot of TV programs (and their textual extensions, access forms and multi-layered

brands) alongside a variety of paths. These production, textual and consumption modifications are definitely tracing a road towards convergence and indistinction, blurring established boundaries and classifications. At the very same time, however, they are creating as well a new range of differences, stratifications and specificities, in media industry, textual forms and the audiences, in a general process of divergence and compartmentalization. This contribution will build on the final results of a several-years long qualitative research on Italian "convergent television" (Grasso and Scaglioni 2010; Barra and Scaglioni 2013), mainly focusing on the different professional and cultural approaches to television and media convergence (and divergence), as well as on broadcasters' production strategies and on viewers' consumption habits of several products across different genres (Italian and European fiction, US TV scripted series, reality and talent shows, talk shows, information, etc.). In a constant dialogue with the literature on media aesthetic and cultural convergence (i.e. Henry Jenkins' definitions of spreadability and drillability; transmedia, crossmedia and intermediality; social TV; etc.), the presentation will detail a classification of the strategies and the rules followed by broadcaster in enhancing TV products inside the convergent scenario.
The paper will also present an original 'pyramid' model of 'weak' and 'strong' audience engagement, trying to represent effectively the relationships between TV narratives and their public (and offering a hint on the images of the audience built by professionals). Such a longitudinal perspective enables to demonstrate recent trends inside television industry and consumption in Italian industry and across the world - i.e. the passage from a 'trial and error' method towards media convergence to a tailor-made focalization for each operation, the polarization of different viewing temporalities, the current trend of social TV and second screen and its implications, or the double-edged role of TV promotion.

MASS DIGITIZATION AND MEDIATION OF AUDIO-VISUAL HERITAGE IN EUROPE: NEW META-DATA SYSTEMS AS AMBIVALENT CURATORS OF CULTURAL MEMORY

Ibrus, Indrek

› Tallinn University, Estonia

The development of digital technologies, networks and audiovisual content processing software have advanced such that most countries in Europe have initiated programmes of digitizing most of their audiovisual cultural heritage corpora. The objectives of these initiatives include not only the digital preservation of heritage, but also making the collections available for public access and to enable the recycling and repurposing of the heritage. Similar is the situation in Estonia. Due to the small size of the country and its population the corpus of its audiovisual heritage is proportionally smaller and this has motivated the authorities to set an aim to digitize 'almost all' of the heritage in a few years – by 2018 when Estonian Republic celebrates is 100 years anniversary. This is paralleled by the development of a new and a more elaborate metadescription system by Estonian Film Database (www.efis.ee) for turning everything about the heritage films, including all what these films depict, findable. Findability, again, is expected to promote heritage based innovation – heritage turns into a resource that can be re-cycled for a variety of purposes, but especially in educational settings and as part of new 'digital learning ecosystems'. However, people who search for films or other related information may have rather different motivations, needs, contextual awareness or ideological understandings and some of these may be in conflict with the existing meta-description systems (keyword-systems for describing pictures). This aspect and the inherent conflict is the central topic of this paper. In terms of the cultural theory of Juri Lotman the various methods of heritage meta-description could be understood as forms of cultural auto-communication that have the ability to fix the heritage in a culture in specific ways. The detailed description systems such as the one by Estonian Film Database are useful for facilitating heritage recycling for innovative purposes, but they unavoidably also attach concrete meanings to content that may have an effect of fixing that heritage in a culture. Relatedly, the question raises, how open and dialogic should such databases and meta-description systems be? And what are the strategies to turn these systems and description processes more dialogic – including the nature of crowdsourced contributions to metadata collections? These questions also introduce related questions about the appropriate balances between heritage as a public and participatory domain and heritage as a curated domain, a professional field of specialised knowledge and skills. Based on several case studies of different European heritage databases the paper analyzes the current forms and strategies of audiovisual heritage metadescription and discusses the related implications in terms of their ideological features; their effects on cultural dynamics and cultural memory reproduction; on educational practices and on participatory cultures; and finally on media markets, especially regarding creative industries using heritage for innovation and new services. Especially the mutual effecs and implications of these dimensions will be under focus. All in all the paper will discuss the nature of heritage metadescriptions as the new field of cultural policy making (including its main challenges and contradictions).

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - OPENING AND VISUALIZING INFORMATION

› Room 5B, First Floor

SEEING DATA: CAN DATA VISUALISATIONS EMPOWER CITIZENS?

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Big data are increasingly ubiquitous and are assumed to have the power to explain our social world. The main way that citizens get access to big data is through visualisations, which, like the data on which they are based, are also increasingly widely circulated, online, in the mainstream media, and elsewhere. Yet despite our increasing exposure to visualisations and dependence on them as conduits of information, very little is known about how they get received, whether they are effective, how effectiveness might be understood when applied to visualisations, and what skills and literacies citizens need in order to make sense of them. In short, little is known about whether data visualisations can empower citizens to critically engage with data in our increasingly data-driven culture. This paper reports on research exploring the reception of data visualisations and its relationship to citizen empowerment on a project entitled Seeing Data: are good big data visualisations possible?, funded by the UK Arts and Humanities Research Council. Seeing Data takes as a case study data about a contentious social issue: migration. Using independently produced visualisations of migration data, we will undertake empirical research in the summer of 2014, examining the reception of the visualisations of migration data by ordinary citizens with focus group and diary-keeping methods. Social semiotics, with its focus on content, production, context of viewing and relationships of viewers to subject matter (Aiello 2006) will be employed to analyse the visualisations and to interpret how viewers receive them. Another starting point for us is to question the assumed neutrality of big data and data visualisations and the simplistic understanding of effectiveness as 'user-friendliness' or 'ease of use' (Sack 2011). Instead we understand visual reception to be visceral, affective, multi-sensory and content- and context-dependent. We draw on work that understands the role that culturally specific and epistemologically valuable emotions (Jaggar 1989) might play in responses to visual matter. In this presentation, we bring these frameworks together to report and reflect on preliminary findings from the empirical research. Bruno Latour (1986/2008) laments the over-simplification that he claims is characteristic of visualisation tools, asking: 'where are the visualisation tools that allow the contradictory and controversial nature of matters of concern to be represented?' We might also ask the same question of visualisations themselves. Or more significantly, given our interest in identifying how citizens might be empowered to make sense of visualisations and to engage with the data therein, we might put the emphasis on reception, and ask: 'what kind of skills and expertise do citizens need to understand that visualisations represent contradictory and controversial

matters?' As one aim of Seeing Data is to identify how to equip citizens with such skills, in the paper, we reflect on how our findings from the empirical research might help us identify some tentative answers to this question.

MOBILE SOCIAL MEDIA AND CAMERA PHONES AS POWERFUL TOOLS FOR SHARING FACTS, INFORMATION AND VERIFICATION IN A TIME OF CRISIS: CASE BOSTON MARATHON BOMB ATTACK

Männistö, Anssi
› University of Tampere, Finland

Boston marathon bomb attack shocked the world in April 2013. Investigation of that attack highlighted the changing nature of image making and mobile social media (mobisome) in our lives. Lots of studies (list will be included) have been made in recent years on how camera phones; social media and user-generated content (such as Twitter) have become the dominant source of grassroot level information in various crisis and uprisings. These tools have fundamentally transformed and expanded the ecosystem of news making and reporting. Many previous studies (list will be included) have shown that professional journalists are worried about the reliability of citizen-created photos, while at the same time verification of information is considered as "the cornerstone of journalism". In Boston we see for the first time something completely new emerging: Tweets and mobile photos were no longer just sources of or channels for information. More than that mainstream media as well as investigators were using that material to verify the facts and photos taken by someone else. This development was enhanced by extensive and groundbreaking use of big data analyses by the police. Powerful computers enabled using of facial recognition softwares and making of three-dimensional maps of the massive amount of photos gathered from different sources. Thus: metadata rich mobile photos may be used to verify the reliability of other photos depicting the same event. Theoretically this paper contributes to the growing interest on the shift to "networked journalism" (see Andén-Papadopoulos and Pantti, 2013) and to "new patterns of information gathering" (Kristensen and Mortensen 2013). In Boston we see e.g. that journalists rapidly discover from the Twitter the first photos of the attack and ask for tweeters' permissions to publish the photos. In a same manner the police releases pictures of the suspects first in Twitter (leading to an almost instant recognition of the suspects) and officers tell in Twitter in real time about the proceeding of the manhunt. These and other findings strenghten the earlier notions of Twitter as an "awareness system" highlighting the emergence of new journalistic conventions (Vis 2013). The material of the study consists mainly of Tweets and Facebook updates gathered from two central sources of the Boston marathon during April-October 2013. These two sources are: (1) B.A.A., organizer of the running event and (2) Boston Globe, the leading local newspaper in the area. Analyzing the material helps to divide the research period into 10 stages, starting from (1) events in the marathon before the attack and ending in (10) long term follow-up from May until October 2013. Main focus is in the first week following the attack (stages 1-8). During each of these stages Twitter and Facebook performed different functions in terms of to whom they spoke and what kind of information was released. As far as the extensive and creative use of mobisome and mobile photos go it is argued in this paper that in Boston we may have seen the digital age entering a new level.

"PRESCRIPTION" RECONFIGURED: INDUSTRIALIZATION OF INPUTS BY INTERNET USERS

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› [1]paris [1] Panthéon Sorbonne, France; [2]Mines ParisTech, France

Internet is profoundly changing the way goods and services are described, traded and received. More specifically, it renews the mechanisms by which these goods and services are assessed, evaluated, recommended, rated. In all their forms, inputs and contributions by users are now involved in the "qualification" of these goods (Callon, Méadel and Rabeharisoa, 2002). By this activity, users become consumers, customers, information producers and prescribers at once, as the term of « prosumer » (Ritzer, Dean and Jurgenson, 2012) reflects. Economic and sociological studies have analysed these different forms of contribution (Bing Liu, 2012; Bourgatte, 2011; Auray, 2009): the impact of user inputs on the market from a global point of view (Beauvisage, 2013; Belvaux and Marteaux, 2007 Larceneux, 2007) or their impact on consumers from an individual point of view (Kivits 2006; Dedding, Doorn, Winkler and Reis, 2011). However, these studies have not analysed how user inputs are built, how they are related to professional prescriptions, and how they foster new reconfigurations. Indeed, the increased visibility of user inputs does not remove the frontiers between professional prescription, such as guides or reviews, and prescription by amateurs such as word-of-mouth; rather, it prompts reconfigurations of this frontier. Thus, the objective of this paper is to analyse internet users' inputs "in the making", so as to understand their "industrialization". The paper shows how the professionalization of the meeting between users and markets occurs and what are the mechanisms of production of a collective and collected judgment. Based on four examples from the fields of cultural industries and health (Patientslikeme (http://www.patientslikeme.com), Doctissimo (http://www.doctissimo.fr), Goodreads (https://www.goodreads.com) or Jinni (http://www.jinni.com)), this paper presents the results of three analysis: (1) A semiotic analysis of the place and role of internet users' inputs in their relationship with professional prescription: what are the formats of contributions offered to the users? Are users distinguished according to the type or volume of their interventions? How are these inputs assessed? (2) An analysis of the platforms' industrial models: what are the standards, forms of regulation, balances of power at stake in the industrialization of user inputs? (3) An analysis of the "authoring" specificity of inputs: what is the legal status of these inputs? Are any special rules of intellectual property required? references: Auray, N. 2009 « Pirates en réseau: détournement, prédation et exigence de justice », Esprit. Beauvisage, T et al. 2013, Notes et avis des consommateurs sur le web. Les marchés à l'épreuve de l'évaluation profane, Réseaux n° 177, 1. Belvaux B. Marteaux, S. 2007, Les recommandations d'internautes comme source d'information. Quel impact sur les entrées des films au cinéma ?, Recherche et Applications en Marketing, 22, 3. Bing Liu, 2012, Sentiment Analysis and Opinion Mining, Morgan & Claypool Publishers. Bourgatte, M., 2011, « L'écran outil et le film objet : le cas de l'annotation sur Internet », MEI, 34. Callon, Méadel et Rabeharisoa, 2002, « The Economy of qualities » Economy and Society, may, 31, 2. Dedding C, Doorn R, Winkler L, Reis R. 2011, « How will e-health affect patient participation in the clinic? A review of e-health studies and the current evidence for changes in the relationship between medical professionals and patients », Social Science and Medicine, November. Kivits, J., 2006. Informed Patients and the Internet A mediated Context for Consultations with Health Professionals. Journal of health psychology, 11, 2. Larceneux F. 2007, « Buzz et recommandations sur internet : quels effets sur le box office ? », RAM, 22, 3. Ritzer G, Dean P, Jurgenson N, 2012. "The Coming of Age of the Prosumer", American Behavioral Scientist, 56, 4.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 6. DIGITAL CULTURE AND COMMUNICATION (A) - SPACE AND PLACE IN DIGITAL MEDIA

› Room 5A, First Floor

CHILDREN'S REACTIONS TO PARENTAL MEDIATION OF ONLINE RISK

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A body of literature now exists that has documented parental mediation of children's use of the internet. This covers issues such as the types of strategies parents use and prefer (Kirwil, Garmendia, Gariatonandia and Martinez-Fernádez, 2009; Pasquier, Simões and Kredens, 2012) and the effectiveness of these interventions in either reducing experiences parents perceive as risks

or ameliorating negative feelings felt by children (Garmendia, Gariatonandia, Martinez and Casado, 2012) . The EU Kids Online survey also investigated children's evaluations of and responses to such mediation. Allowing for some variation in age, at one level children's reaction appear to be positive: a majority of children regard these interventions as helpful, they are often heeded and appreciated (Haddon, 2012). And yet that same research showed that in sensitive areas such a seeing sexual images, cyberbullying, sexting and meeting strangers, many parents did not know of their children's experiences and, related to this, if the experience was problematic more children preferred to talk about it with peers rather than with parents (Livingstone, Haddon, Görzig and Ólafsson , 2011). There is clearly a set of complex processes at work here. To unpack that overall response to parental mediation, we need to understand how children view and react to particular strategies, related to different 'risks'. In addition, what factors, including perceptions and values, influence whether children choose to discuss problematic issues with their parents? And to understand children's perspectives we may also need to know in far more detail just how parents are acting, beyond knowing that they making rules or talking to their children. This paper address these issues through examining the follow up qualitative research to the EU Kids Online survey that involved interviews (n=113) and focus group (n=57) with children aged 9-16 in nine European countries during the second half of 2013. To provide some examples of what the paper will cover, one issue relates to the developing desire for some privacy with age, and indeed a right to privacy among older children, often because they try to keep their peer- and family-social worlds apart as they present themselves differently to these different audiences. But there is also an ambivalence here since if they make this too much of an issue, especially in the light of internet concerns, can make it appear as though they are hiding something and can threaten to undermine the parental trust that many also value. This tension comes to head in ambiguity about and sometimes resistance to parents' specific practice of checking children's online behaviour (e.g. checking profiles, checking histories) even if that is recommended in eSafety guidance. Meanwhile, when looking in more detail at what parents do, parents can be inconsistent in their actions, fail to adequately explain their concerns and have their judgements challenged by their children — some of which can reduce communication about problematic issues.

MULTIMODAL COMMUNICATION IN INTERACTIVE VIRTUAL ENVIRONMENTS AND DESIGN OF VIRTUALLY AUGMENTED PHYSICAL LEARNING SPACES

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Developments in digital interaction technologies provide new interdisciplinary fields for creative work at the intersection of design, art and technology. The pervasive use of such technologies in higher education institutions also presents new possibilities to integrate physical space with digital layers of information for designing interactive teaching and learning activities. These augmented spaces can accommodate new forms of spatial learning practices, provide task-based customization of the (physical and virtual) teaching environments and allow individuals or groups to actively engage with learning experiences. This article proposes a social semiotic framework to interpret and develop the ways in which interactive virtual environments and virtually augmented physical spaces can support learning by facilitating communication, collaboration and co-creation among students and teachers. I present the multimodal analysis of an ongoing interdisciplinary research project, an immersive virtual environment setting called the Experience Cylinder which is constructed at Roskilde University to simulate bodily interaction with digital layers of information in physical space. The Experience Cylinder setting consists of a 360 degree circle, six meters in diameter, with six projectors, a tracking field generated by a Kinect sensor, and six speakers for directional 3D sound in an immersive 3D space. Multiple users can enter the cylinder and interact with the digital visualizations in various ways, including navigation and object manipulation in virtual space. The affordances for interactivity, spatial navigation and multimodal communication in these environments can enable the students to interact with the digital content in more complex yet engaging ways. It is this multi-dimensional spatiality that characterizes the Experience Cylinder and emphasizes its semiotic potentials for a multimodal analysis: users interact with images, videos, sounds and 3D objects in a virtual environment by navigating and using their bodies in a large-scale physical installation. The construction of space, in a multimodal perspective, refers to a purposeful orchestration of various semiotic resources to generate experiential, interpersonal and textual meaning potentials. Therefore, the social semiotic framework focuses on design as a multimodal sign-making process, or a socially-motivated process of producing sign systems. However, understanding the communicative resources in virtual spaces with the theoretical tools that are conventionally used to describe physical learning spaces become problematic, especially when we consider the affordances and constraints for mediating spatial practices with digital tools. The designers of interactive virtual environments and virtually augmented learning spaces should also consider the needs and requirements of specific learning contexts and aim the improvement of technologically-mediated collaborative working skills of the students. Therefore, based on the social semiotic analytical framework, I propose a participatory design approach to further develop new user-centered design models for improving the physical learning spaces in collaboration with researchers, designers, teachers and students.

TWEETING IN THE DANCE FLOOR: COMMUNICATIVE SPACES OF PROTEST AGAINST THE AKADEMIKERBALL

Rodriguez-Amat, Joan Ramon; Brantner, Cornelia

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The Akademikerball (Academics ball) — a ball organized by the right-wing populist Freedom Party FPÖ; formerly known as WKR (Wiener Kooperationsring) Ball and organized by German-national student fraternities, which include far right members from across Europe — in Vienna is a conflictive event. The institutional and public support providing permission to use public spaces for the event (the symbolically charged Hofburg) and the spending of public funds for granting the ball participants safety caused outcries from those who disagree with both the use of public space and public money for such an event. However, beyond the debate about the reasons argued by the parts, at the evening of 24th of January of 2014 the center of Vienna was a hot zone. The continuous report of violent clashes between police and claimed antifascist demonstrators extended along hours, across the streets, and over the social media, in real time. The experiences of protests and citizen social action challenge the understandings of the communicative spaces. The combination of mobile devices, social network sites and the struggle for political visibility breaks the traditionally stable conceptions of public space, of media of communication, and of the political languages of protest. The expressions of civic engagement seem to resist the most common empirically oriented approaches and escape many of the applied research efforts while edging many of the available categories. Hence, new theoretical and methodological approaches are necessary. This paper avoids the dichotomy between media-centered and place-centered approaches by understanding the communicative spaces as fields of cultural productions. Protests against the Akademikerball in Vienna represent a case to study how media, place and social practices integrate in the formation of a communicative space. Touristic spots under curfew, the public squares taken to express disagreement, order or resistance; the conflict and the geolocalized tweets, the overlapping of places and practices, of communications and structures collide and define a complex territory of visual and textual constructions of place, a geography of media activity and a myriad of social practices. These complex discourses meeting and struggling across the communicative spaces are analyzed using a model suggested by Adams and Jansson (2012) that distinguishes four dimensions: representations, structures, textures and connectivity. This paper is part of an ongoing research about governance of communicative spaces that started by testing the model on cases of crowdmapping and the Spanish protests involving the 25s "rodea el Congreso" (Rodriguez & Brantner, 2013; Brantner & Rodriguez, 2014). Tweets containing the most popular related twitter hashtags #nowkr, #wkr, and #akademikerball provide the corpus of analysis from which the four dimensions have been explored. The findings show both, that the model applied

is very useful to successfully understand the social media practices across the boundaries between the physical and the virtual, and that in spite of the different mapping conditions between the Spanish #25S and the Viennese #nowkr both communicative spaces have many interesting similarities.

NATURAL DISASTER, DIGITAL MEMORY, COLLECTIVE TRAUMA: THE CASE STUDY OF "NOI L'AQUILA"

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Media have always played a pivotal role in the process of constructing and negotiating the collective memory. They can be used for content circulation, revival and storage. The mass adoption of digital devices for recording and preserving content gives a renewed push to the debate about practices and strategies of negotiating, sharing and collecting memories. Furthermore in the last decade several online platforms which aim to collect and preserve digital materials related to specific traumatic events have also emerged (see, e.g. "911digitalarchive", the online collection of stories, images, emails, documents of the September 11, 2001 attacks or HDMB, created after Hurricane Katrina). In this contribution we focus our attention on the analysis of a social map platform named "Noi, L'Aquila" ("We, L'Aquila" - http://www.noilaquila.com), created by Google after the powerful earthquake that hit the city of L'Aquila (Italy) on 6 April 2009. The platform is composed of two different sections: 1) "Explore and remember", allows people to virtually surf and explore the city as it was before the earthquake using the old images captured by Google Street View technology, share their memories, testimonies and feelings tied to specific geographic locations and upload photos, videos and short life stories related to the city and the days before the earthquake; 2) "Inspire the future", allows to model the city in 3D to contribute to reviving the city's heritage and inspiring its physical reconstruction. The greatest merit of this project is to consider the city not only a geographical space, but also a web of relationships, stories, desires; to give visibility to individual personal stories; to remember that history is made first of all by people; and to make collective memory accessible to a vast and varied public. The paper presents the results of the qualitative-quantitative content analysis of the posts (N=278) published on the platform. The main aim of the research is to verify if and how an online social platform intervenes and contributes to the construction and preservation of the memory of L'Aquila. More specifically, we focused our attention on a) the "locations" of the comments and memories left by people on the map; b) the narrative characteristics of the posts; c) the role of the temporal dimension in the content shared online. The main findings of our analysis show that, in the case of "Noi, L'Aquila", citizens use the platform in order to preserve biographical remembrances interwoven with the collective memory of the past of the city; to express emotions and biographical anecdotes; to overcome the trauma.

MODALITIES OF PLACEMAKING: COMMUNITY MEDIA, LOCATIVE NARRATIVES AND CIVIC PLANNING

Giota Alevizou

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Recent approaches to placemaking (Silberbergh et. al., 2013) highlight the importance of civic creativity and social capital, pointing to the interlocking and complex networks of groups, individuals and cross-sectorial alliances. This is intensified by the public realm of communication and mediation -- marked, assumingly -- by an era of instant communication, locative and social media, crowd-sourcing and rapid prototyping. The emphasis here is that utilising creative community narratives (including digital storytelling), may play a significant role in shaping community engagement strategies towards urban planning. This approach may be closely linked to research in new media, which has argued that the emergence of alternative, hyperlocal reporting and neighbourhood media represent a multiplicity of voices and debates coming to reinstate 'the local' in the midst of the global (Hearn et al., 2008, Flouch and Harris, 2010; Lievrouw, 2011; Atton, 2008). Certainly, place is a catalyst for connecting people in diverse and creative ways. This paper aims to unravel some of the creative modalities of place-making by looking at cases of participatory planning/design in London and hyperlocal reporting around Birmingham and London. It pays particular attention to actors, topics and stories of "local-ness" putting forward issues of memory and heritage, but also expressions of local pride and opinion linked to creative opposition, local campaigning, activism or dissent. It points to cases of "user-led innovation" (Hartley, 2009: 162) and highlights notions of 'process, emotion and visibility' with the potential to eventually reshape and even question official models of planning and gentrification. It takes a stance around modalities of place-making a) as civic action: focusing on the ways in which creative citizens perceive and call upon the affordances of physical space, reflect on tensions and engage into action; b) as cultural representation: incorporating the ways in which citizens 'translate' material possibilities (such as making, mapping, story-telling, reporting) and engage in spreading messages across networks. As such it aims to connect diverse approaches to 'representation', from design to reporting and story-telling to notions of creativity and cultural citizenship within particular community contexts.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 6. DIGITAL CULTURE AND COMMUNICATION (B) - NEW MEDIA AND OLDER PEOPLE - AGE, NARRATIVES AND NORMATIVITIES

› Room 5B, First Floor

AGEING IN APP LAND: TABLET COMPUTING, THE PRESUMPTION OF AGE AND THE ACCESS RAINBOW MODEL

Sawchuk, Kim; Carrier-Lafontaine, Constance

› Concordia University, Canada

In 2012, the German comedy show Knaller Frauen developed a sketch in which an older man and younger woman are in the kitchen cooking together. As she stirs a pot, he chops a pile of vegetables. As audience, we quickly realize that his new iPad is the chopping block, which he then calmly puts into the dishwasher. The video went viral on the internet and has been viewed millions of times. Taking this sketch as a point of departure, this paper examines tablet computing with respect to age and ageing. It offers a critique of the discourse of ageing and tablet computing in the media and a preliminary comparative analysis of methodologies for assessing accessibility, age and digital devices. We address three inter-related questions: 1) what are some of the dominant cultural representations of ageing and tablet computing? 2) what does the current academic literature have to say about age and tablet computing and what devices are being tested? 3) what methods may be appropriate for the study of ageing and tablet computing? To answer these questions, we present a more thorough examination of popular media representations of ageing and tablet computing, mainly informed by videos accessible on YouTube. We then discuss current work on ageing and tablet computing. Our preliminary perusal of the mediascape reveals, first of all, a propensity to "natualize" the relationship between ageing and tablet computing. Our survey of the academic literature reveals a different set of inherent biases-a propensity to use the iPad as the default device and as an equivalent for all tablet computing. Our third point, stemming from this observation, is that methodologically what is reproduced is a study of technological affordances that in the world may be too limited. We thus consider the perspective of the "access rainbow" model (Clement & Shade, 2000; Potter & Clement, 2007), which attempts to assess contingencies to access, including carriage mechanisms, devices, software, services, governance and regulatory policies, human practices and informational content (Clement & Shade, 2000). As we suggest, these can

be used to partially account for the complex barriers technological devices can entail. We end the paper with a brief presentation of our preliminary findings of a comparative analysis, with elders on three operating systems (Windows, iOS, Android) examining their accessibility in order to better understand the current state of "Ageing in App land"-a context in which more and more computer interfaces are beginning to resemble those of mobile devices. As media practitioners, educators and digital activists, we work with communities of older adults who are in a position where they must now make a decision about whether or not to buy a laptop or a tablet, and if so, what operating system to invest in. As advocates for alternative approaches to the teaching of digital literacies, what does it mean to be "Ageing in App Land," where there is more and more convergence between the interfaces on a computer and mobile devices?

MARKETING TABLETS FOR "SENIORS"

Crow, Barbara

› York University, Canada

In the mid-nineties, IBM launched a world-wide advertising campaign "Solutions for a Small Planet" to introduce westerners to the possibilities of a networked future. The trope was that networked technology would bring us closer together, but at the same time, allow for our cultural differences (Crow and Longford, 2000). The human representations were about intimacy, friendship and family. Since the introduction of the networked technologies the terrain and landscape of what is possible and who can have access to them has changed dramatically. In particular, mobile devices in the form of cell phones and tablets, for many, are ubiquitous in negotiating the "networked" world. With the arrival of the tablet, "seniors" have become a much more viable and visible market for mobile media (Korkmaz, Kraus, and Lenotte, 2012). A recent Google search on "tablets and seniors" produced over three million hits with links on "how to", and "best tablets" (conducted in February 14, 2014). Mobile media markets have begun to identify and engage "older" users. In North American contexts, we are beginning to see a slight shift in the representations of older people with mobile devices from health care related needs to images of creative and active users of mobile media. In particular, we are beginning to see more inter-generational representations of older and younger people using mobile devices. In this paper, I will explore the shift in the representation of networked culture and older users in the mobile media market in the context of the proliferation and diversification of tablet devices, socio-demographic trends, and older users' reflections on tablet use. To demonstrate how these contexts have shifted representations of seniors, I will review the YouTube advertising tablet campaign of the iPad "Your Verse". The "Your Verse" campaign was launched in January 2014, (http://www.apple.com/your-verse/) with the release of Apple's iPad Air. The campaign begins with beautiful images showing how people are using the iPad and invites you to contribute "Your Verse." The narration accompanying the images is a segment of a reading from Robin William's character in a Dead Poets Society: We don't read and write poetry because it's cute. We read and write poetry because we are members of the human race. And the human race is filled with passion. And medicine, law, business, engineering, these are noble pursuits and necessary to sustain life. But poetry, beauty, romance, love, these are what we stay alive for. [.] What will your verse be? (http://www.imore.com/apple-launches-poetic-new-ipad-air-campaign-what-will-your-verse-be) I will reflect on the shift from "Solutions to a Small Planet" to "Your Verse" and speculate on how the "older" and "older" people are imagined and configured in the latest iterations of the marketing of mobile technologies. References: Barbara Crow and Graham Longford, "Digital Restructuring, Gender, Class, and Citizenship in the Information Society in Canada," Citizenship Studies, Vol. 4(2): 207-230, 2000. Bengi Korkmaz, Christian Kraus, and Jean-Hubert Lenotte, "Cyber Boom: Why Tablet Domination has only just Begun," McKinsey & Company, No. 20 Recall, June 2012.

HOMO LUDENS PLAYING DIGITAL GAMES: THE REPRESENTATION OF OLDER PLAYERS IN MARKET STUDIES AND GAME DESIGN

Loos, Eugène

› University of Amsterdam (ASCoR) and Utrecht University (USG), Netherlands

Huizinga (2008 [1938]) observed that, next to homo faber (man the maker), there is also the concept of homo ludens (man the player). Bogost (2007) comments that these days, we have become as used to playing digital games in the living room as watching television. An increasing number of people are familiar with digital games that are played "for fun". There are also digital games having a "serious" function for the player. Research has shown that playing digital games can benefit the health of young people, and that older people are interested in traditional games which can be deployed as a health instrument. But are digital games also attractive for them? International studies into the motivation of older people are revealing that digital games can enhance their physical and social well-being. If we want to know the percentage of older people playing (specific types of) digital games, it is remarkable that market studies in the field of digital game (design) do not deliver such insights. This contribution will, therefore, first show that such studies are almost uniquely focused on much younger age groups. The concept of 'I-methodology' (Oudshoorn, Rommes & Stienstra, 2004) will be used to explain why older people are not represented in these studies. Then, the Dutch short film Pony Place (http://blog.goshort.nl/?p=1165 and http://kortefilmonline.ntr.nl/page/detail/ kort/video/795324/pony-place—kort—2013-) which premiered during Nederlands Film Festival September 2013 will be used to illustrate how older persons are represented as not being able to use a digital game device. It tells us the story of Emma, a player of the digital game Pony Place, who asks her grandmother to keep the animals at her digital pony farm alive, because she can't take care of them as her parents do not allow her to take an iPad with her during their boat trip. But her grandmother fails, some ponies get ill or even die. Finally, an alternative digital game design approach will be presented by using a study (Vanden Abeele & De Schutter, 2010) which illustrates that it is possible to develop an intergenerational digital game in which older and younger generations are involved. Following this approach could not only result in digital games to be played by different generations together. This could also show how an older person can be represented otherwise in the world of digital games: from not able to play the digital game to a homo ludens having serious fun with digital games. References Bogost, I. (2007). Persuasive Games: The Expressive Power of Video Games. Cambridge MA: MIT Press. Huizinga, J. (2008 [1938]). Homo ludens: Proeve eener bepaling van het spel-element der cultuur. [A study of the Play-Element in Culture]. Amsterdam: Amsterdam University Press. Oudshoorn, N., Rommes, E, & Stienstra, M. (2004). Configuring the user as everybody: Gender and design cultures in Information and Communication Technologies. Science, Technology, & Human Values, 29 (1), 30-63. Vanden Abeele, V., & De Schutter, B. (2010). Designing intergenerational play via enactive interaction, competition and acceleration. Personal and Ubiquitous Computing, 14 (5), 425-433.

'FRESH EARS ON PAST PERSPECTIVES': USING DIGITAL TOOLS, DISRUPTING ASSUMPTIONS ABOUT MUSIC MAKING

Grenier, Line

› Université de Montréal, Canada

Since the beginning of January 2014, eight individuals aged 65 to 85 have gathered once a week to attend digital music workshops offered by the Digital Literacy Project of the Atwater Library and Computer Centre in Montreal. The workshops aim at "empowering musically oriented seniors to use and teach others to use computers to record and create music". (http://digital-literacy.atwaterlibrary.ca/). In collaboration with a student in theatre at Concordia University, Peter Shaw, the authors facilitate workshops designed to provide

participants that have different music backgrounds and even more contrasting social locations and life trajectories, with the basic knowledge of the equipment, software and technical skills necessary to undertake their own audio recording and editing project. These projects range from vocal ensemble pieces of mainstream Anglo-American popular music through mash-ups of contemporary and traditional Andes music, to spoken word and poetry driven compositions and field recording based soundscapes. Participants' projects will be featured on the web and at a public event of collective listening, discussion and exchange that will mark the end of the workshops. In this paper we want to critically reflect on the workshops, the learning and creation pathways of the participants, as well as the potential reverberations of these practices beyond the 'classroom.' We will do so by engaging music and technology "with ageing as a potent theoretical tool" (Jennings & Gardner, 2012, p. 2), considering age as it is configured through notions of the life-course (Katz, 2009) and conceptualized as a process differently experienced according to gender, (dis)ability, race, ethnicity, class, and language (Cruikshank, 2009; Sawchuk & Crow, 2011). We will discuss the workshops as moments of 'music in action' (DeNora, 2000) through which the 'gear' is becoming mediation (Hennion, 2007; Williams, 1985), the computer-as-machine is turned into instrument, and songs are taking on a new identity as collective hybrid productions. We will explore how negotiating age and ageing in connection with music and technology involves navigating norms, expectations and prescriptions through which the (im)proper, (ir)relevant, (un)acceptable, (il)legitimate, (ill)advised and (in)appropriate ways of being, acting, and thinking are rendered visible and challenged. References: Cruikshank, M. (2009). Learning to be old: gender, culture, and aging. Lanham, Md.: Rowman & Littlefield Pub. DeNora, T. (2000). Music in Everyday Life. Cambridge University Press. Hennion, A. (2007). La passion musicale : Une sociologie de la médiation (édition revue et corrigée.). Editions Métailié. Jennings, R., & Gardner, A. (eds.) (2012). "Rock on": women, ageing and popular music. Farham, U.K.: Ahsgate. Katz, S. (2009). Cultural Aging: Life Course, Lifestyle, And Senior Worlds (2nd ed.). University of Toronto Press. Sawchuk, K., & Crow, B. (2011). Into the Grey Zone: Seniors, Cell Phones and milieus that matter. WI: Journal of Mobile Media, 5. Retrieved from http://wi.hexagram.ca/?p=69 Williams, R. (1985). Keywords : a vocabulary of culture and society. New York: Oxford University Press.

OLDER PEOPLE AND COMPUTER ANXIETY: GOING BEYOND ASSUMPTIONS

Fernández-Ardèvol, Mireia[5]; Ivan, Loredana[6]

› [5]Open University of Catalonia (UOC), Spain; [6]National University of Political Studies and Public Administration (SNSPA), Romania

In this paper we critically revise research on computer anxiety. By focusing mainly on older people, our approach questions whether current analyses consider the sociological dimension of the phenomenon. The aim is to propose a framework in which computer anxiety is also related to individuals' media ecology in particular and to individuals' everyday practices in general. This includes social aspects, as the characteristics and the role of the personal network and the social support. Computer anxiety is the emotional tendency of an individual to be uneasy, fearful, and resistant to the current or future use of computers. Research is interested in explaining factors that cause computer anxiety, as well as its consequences and its correlates. We indentify, however, two gaps in the current literature. First, personal predictors constitute the main focus in the analysis of the determinants of computer anxiety, whereas social dimensions are under researched. For instance, there is limited evidence on the relationship between computer anxiety and the expectations, or normative influence, coming from the individuals' social network. Second, the negative consequences of computer anxiety are overestimated, whereas positive aspects are not considered. For example, a given level of computer anxiety could be more functional than dysfunctional in increasing individual motivation for overcoming the fear of using a particular device or application. Most articles focusing on negative outputs are based on a normative construction: they assume an almost linear relationship between computer anxiety and technology adoption. Despite this, common evidence suggests computer anxiety appears mostly in the first steps of the person-device interaction and could diminish once the individual gets familiar with the device. Articles also refer to high levels of computer anxiety that are dysfunctional for individuals causing them to abandon the use of the device, but they do not discuss to which extent modest levels of computer anxiety could have a different effect on ICT use. Studies report that computer anxiety increases with age, and among less experienced and less frequent users. Common narratives on ageing depict old age as a period of decline, thus it is frequent that techno-optimistic approaches implicitly consider older people as 'victims', and computers as their potential 'saviors' (Richardson, Zorn & Weaver 2011). Training, in this context, is seen as a key element for overcoming difficulties and reducing older individuals' computer anxiety. However, other discourses oppose this idea arguing that personal interests and needs are more important than training when deciding on ICT use (i.e. Bennett 2011). These critical approaches, which put into question the way older people are considered in current human-computer interaction studies, constitute our starting point for the literature review. We also consider the importance of longitudinal studies to better capture the evolution of causes and consequences of computer anxiety. References: Bennett, J. (2011). Online communities and the activation, motivation and integration of persons aged 60 and older. A literature review. Version 1.1 (p. 36) (http://www.thirdageonline.eu/wp-content/uploads/2011/11/tao_preliminary_study_60_plus_literature_review_20111103.pdf) Richardson, M., Zorn, T. E., Weaver, C. K. (2011). Older people and new communication technologies. Narratives from the literature. In C. T. Salmon (Ed.), Communication Yearbook 35 (pp. 121-154). Taylor & Francis

POSTERS

13 NOVEMBER

16:00 - 17:30

HALL 4, FIRST FLOOR

DIGITAL CIVIC ACTIVISM IN ROMANIA: FRAMING ANTI-CHEVRON ONLINE PROTEST COMMUNITY 'FACES'

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› University of Bucharest, Romania

Over the past ten years, social media has gradually reshaped the communication landscape between organizations and stakeholders. Consequently, crisis communication has undergone significant change since the 'digital natives' are more interactive, more involved in communication, more critical, and demand more feedback than previous generations (Zerfass et al., 2013). As Starbird and Palen (2011) argued, new media and especially social media are currently, during crises situations, the most essential ways to organize 'digital' volunteers and to communicate. For example, Twitter has proved to be a useful and popular mean of communication for those who are in the middle of a crisis, 'on the ground' and need to offer timely updates of the situation (Vieweg et al., 2010). In October 2013, the U.S. energy giant Chevron wanted to start exploratory works for shale gas in Pungeşti, a small village in Eastern Romania. The villagers mobilized and set up a camp next to the land where Chevron intended to install the drills, thus blocking the access of the drilling machineries. Whereas Chevron provoked an information void by adopting the silence response, the Pungesti protesters, have created two Facebook communities: RezistențaPungeşti and TV Pungeşti, which led to several offline protests in Bucharest and other Romanian cities. This article aims to identify the collective action frames used by the Pungesti protesters on the two Facebook communities. Framing theory (Goffman, 1974; Benford, Snow, 2000; Rothman, Oliver, 2002; Noakes, Johnston 2005, etc.) in social movements will constitute our theoretical background. We will analyse the two discursive processes identified by Benford and Snow (2000): frame articulation and frame amplification. The former type of process will focus on the content of the collective action frames, namely on the verbal and visual framing devices of the interpretative schema assigned by the Pungesti protesters. The latter type of

process will focus on the verbal and visual framing devices used as amplification online strategies in order to mobilize the Romanians to take collective action against Chevron. The comparative content analysis of the Facebook postings (October, 2013 — February, 2014) will reveal: - the most resonant framing devices used for the shaping of the Pungesti online communities' identity; - the salience of four main collective action frames (land struggle, solidarity, political opportunity, and environmental welfare); - the shifting of frames within four months' time. The expected findings are (1) a dominance of land struggle frame followed by solidarity; (2) visual images as the most resonant framing devices; (3) a shifting from the land struggle frame to the political opportunity frame. References Benford, R. & Snow, D. (2000). Framing processes and social movements: An overview and assessment. Annual Review of Sociology, 26, 611-639. Goffman, E. (1974). Frame analysis: An essay on the organization of experience. Cambridge, MA: Harvard University Press. Noakes, J. & Johnston, H. (2005). Frames of protest: A road map to a perspective. In Johnston, H. & Noakes, J. (Eds), Frames of protests. Social movements and the framing perspective. Lanham, Maryland: Rowman & Littlefield Publishers, 1-32. Rothman, F.D., & Oliver, P. (2002). From local to global: The antidam movement in Southern Brazil, 1979-1982. In Smith, J. & Johnston, H. (Eds.), Globalization and resistance: Transnational dimension of social movements. New York: Rowman and Littlefield, 115-132. Starbird, K. & Palen, L. (2011). Voluntweeters: Self-organizing by Digital Volunteers in Times of Crisis. CHI 2011: Communications of ACM Vancover, BC, Canada. Vieweg, S., Hughes, A., Starbird, K. & Palen, L. (2010). Microblogging during Two Natural Hazards Events: What Twitter may Contribute to Situational Awareness. CHI 2010: Crisis Informatics. Atlanta, GA: 1079-1088. Zerfass, A., Moreno, A., Tench, R., Verčič, D., & Verhoeven, P. (2013). European Communication Monitor 2013. A Changing Landscape — Managing Crises, Digital Communication and CEO Positioning in Europe. Results of a Survey in 43 Countries. Brussels: EACD/ EUPRERA, Helios Media.

STRATEGIES AND TRENDS IN INTERACTIVE COMMUNICATION FOR MUSEUM EXHIBITION'S APPS

Sora, Carles; Freixa, Pere; Soler-Adillon, Joan; Ribas, J. Ignasi
› Universitat Pompeu Fabra, Spain

Museums are being affected by the proliferation of mobile technologies equipped with Internet access and location media. Although 70% of visitors own a smartphone (Understanding the Mobile V&A Visitor Report 2012), only a small number of exhibitions are taking advantage of this situation by engaging visitors with apps designed and conceived for a digital and physical exhibition experience. So far most of mobile apps for museums exhibitions have been designed for giving to the visitor additional information of physical objects using augmented reality, increasing the amount of data and information that the visitor already has, but without taking benefit of all its possibilities. Most of these apps are designed with Internet in mind, and seldom make use of concepts related to mobility, play, second screens, etc. We have identified a few projects that break with this design tradition setting the focus at the interception of play and content, visitor roles and storytelling. The design of apps for museums exhibitions offers a great opportunity to create new relations among museum discourse, visitors, space, and cultural content. Heritage institutions can offer new approaches to cultural experience by expanding the reception of cultural heritage with digital mobile technologies and can create new patterns of cross-media consumption. Although the strategy of using participatory engagement for learning has been a major topic for museums and cultural dissemination (Simon 2010), a recent research trend (Deterding 2002, Nicholson 2012) defines video game elements as a good strategy for learning in non-game context, and as a tool to create meaningful experiences and knowledge. This framework can be revisited and adapted as an interactive design tool for exhibition's apps. The goal of this paper is to offer a first review of the state-of-the-art of new game design strategies applied to museum exhibits apps. The gamification framework is used in order to analyse museums apps witch use gaming strategies, as a tool to understand the inner mechanism of these games and the possibilities they provide to cultural heritage. As a result this communication offers remarks on the use of game elements for designing cultural apps focused in two main domains: engaging and participatory strategies for digital culture and novel configurations for time and space reception of digital content. This work is part of the project "Active Audiences and Journalism. Interactivity, Web Integration and Searchability of Journalistic Information". CSO2012-39518-C04-02. National Plan for R+D+i, Spanish Ministry of Economy and Competitiveness.

DESIGNING MACGRID: MULTIDISCIPLINARY RESEARCH AND CREATION IN VIRTUAL WORLDS

Smith, David Harris
› McMaster University, Canada

This paper presents the design phase of an international multidisciplinary research project to design and test a robust, archivable arts and science simulation research platform (macGRID). The design phase includes the development of a robust virtual world environment supported by high-performance computing, prototype interaction and mediation modalities, user-customization, artificial intelligence, and qualitative and quantitative data collection modules. The macGRID design project includes the development of a corresponding network of academic, industry and community partners engaged in multi-disciplinary research and creation, resource and knowledge sharing, using simulation, avatar virtual worlds, and mixed reality systems. This communication and media design project identifies and addresses key issues confronting online multiple discipline simulation research, including the need to overcome insularity associated with academic institutions and disciplines, the need for resource sharing, and workable mechanisms for knowledge networking and collaboration facilitation. macGRID has the objective of creating a shared virtual research environment where researchers can easily exchange ideas, develop research proposals, test prototypes, and share resources.

CITIZENSHIP AND MEDIA LITERACY IN LUGO

Caldeiro, Mari Carmen
› Universidad de Huelva- Education Department, Spain

New technologies and media composed the context today. Media are very important in citizenship life. It´s necessary to know how to use them and it´s more important to discover the relevance of their contains. The Information travels at the same time it appears in order to understand it correctly, then it´s necessary for citizenship to be critical. Sometimes people think that they know a lot about media but in fact isn't true. This leads us to do a study where we can know the level of knowledge about media concepts and about media contains. In our work we have used a test that was used not only in our province but also in nine provinces more in Spain and now there are colleagues in Italy, Ecuador and OTHER countries who are starting to work with our instruments. This work belongs to a project of media literacy in which Huelva University, Valladolid University and Pompeu Fabra University also participate. Specifically, information was recollected for the R & D project of the Ministry of Economy and Competitiveness key: EDU2010-21395-C03-03, entitled "Compulsory education to competition in audiovisual communication in a digital environment" and that depends on the University of Huelva

CANDY CRUSH SAGA: VIDEO GAMES AS COMMUNICATION TOOLS

Cortés, Sara; Manzur, Katiuska; Lacasa, Pilar
› University of Alcalá, Spain

RESEARCH CONTEXT. According to AppData as reported by The New York Times last July, Candy Crush Saga has over 45 million monthly active users (MAU), and can therefore be understood as a social phenomenon. This is a game associated with the digital interactive contexts of social networks —especially Facebook—, and smart mobile devices. We are currently facing an emerging communication environment in digital culture rooted in traditional casual games, which invites to rethink mediating communication tools theories. The main goal of this proposal is to analyze the gamer's cultural practices as present in communicative environments emerging from Candy Crush. The relationships between the rules of the game and the social exchanges growing from it and considered as the game's internal and external grammars, are examined. The SPECIFIC OBJECTIVES are to: 1. Analyze the game mechanics, defining the strategies of the players and their activities during the game, both individually and collectively, as specific communication environments are generated. Special attention is paid to the difficulty levels of the game and the relationships among them, as much as to the social resources provided by the game's developer. 2. Examine the gamers' communicative practices, as presented through their interventions when interacting with other players via social networks. The use of specific discourse as related to the levels reached by the players is also explored. The research is supported by three key THEORETICAL CONCEPTS. First, the concept of affinity space as defined by Gee & Hayes (2011), which requires some people associated with the space to have a deep passion for the common shared endeavor. When this space relates to games, it is defined by their internal and external grammars, that is, their rules and social surrounding environment. Second, casual and hardcore games (Juul, 2009), in order to transcend this dichotomy when analyzing Candy Crush Saga. Third, the communicational context as presented by Consalvo (2007) when she explores the concept of cheating and/or looking for guidance focusing on how the players define and negotiate it. By adopting a VIRTUAL ETHNOGRAPHIC APPROACH (Boellstorff, Marcus, & Taylor, 2012), our data come from two different sources. First, in order to analyze the game, we combine the researchers' experience as gamers and the internal grammars provided by cheats , apps and Wiki. Second, we examine the conversations on a Facebook group including 3,992 members in which the researchers are active participants. Fifty participants in the research were selected according to the level reached in the game. After a first contact and previous agreement, the research team followed participants for three months. Online interviews and the participants' conversations as social exchanges in this group were analyzed according to a discourse analysis approach. (Gee, 2014) Considering to the main goals, RESULTS gave us preliminary conclusions for discussion: 1) Candy Crush becomes a meaningful digital and cultural object, and players orient their activities according to several initial motivations, evolving as a function of their progress during the game. Especially relevant for approaching and interpreting these results is how gamers use several resources provided by the game mechanics and how they refer to them during conversations depending on the acquired level of expertise; 2) Logic and gaming practices are cumulative, that is, gamers have personal and social challenges and individual differences among gamers are found, especially among those aiming to understand their own strategies or those looking for support and social recognition. Generally speaking, preliminary results allow us to discuss specific features that define this affinity space by considering the internal and external rules of the game. REFERENCES Boellstorff, T., Marcus, G. E., & Taylor, T. L. (2012). Ethnography and virtual worlds: A handbook of method. Princeton: Princeton University Press. Consalvo, M. (2007). Cheating: Gaining advantage in videogames. Cambridge, Mass.: MIT Press. Gee, J., & Hayes, E. R. (2011). Learning and language in the digital age. New York: Routledge. Gee, J. (2014). An introduction to discourse analysis: Theory and method (Fourth edition. ed.). New York: Routledge. Juul, J. (2009). A Casual Revolution: Reinventing Video Games and Their Players. Cambridge, Massachusetts: MIT Press.

GARAGE BAND AND OTHER "INSTRUMENTS" — THE FUTURE OF MEDIA PRODUCTION IN THE LOW FORMS OF CONCEIVING AND DISTRIBUTING

Cachapa, Possidonio
› Lusofona University, Portugal

At the same time the world became a smaller place where the word "sharing" became not just a possibility but mandatory, media creators from different areas start producing their films, music or editing their books without a specialized knowledge of the traditional ways of making them. When Steve Jobs team, launch the idea of an app wish allowed non educated musicians to compose and perform their own creations, was touching the new way of nowadays art and media production: just do it. Small independent producers are taking their films to new rentable platforms and outsources of income, like theaters (non theatrical exhibitions) schools enterprises. Making money on the long tail. Filming using DSLRS or Gopro, edited in a Macbook, are changing the way of creation. Suddenly, thousands and thousands of moviemakers took control of shooting, editing, distributing and even making the music of their own movies. Artists could easily create new art pieces with elaborated sounds or strong video images without spending most of the time trying to convince institutions to agree on let them try their vision. When Steve Jobs launched the Garage Band app he used almost the same words that he applied to the IPhone ("this is a new phone") creating the idea that a new way of making music had arrived: ""It's never been easier to make music like a pro. Even if you've never played a note." The same principle can be set to DSLR cameras, which brought cinema to the ends of "amateurs" and the evolution of some editing software. In this work I will try to analyze the connection between this type of technology and the evolution of new media products, like movies and eBooks. I will also try to reason about the consequences for the validation of an artistic product when the production values loose part of their power. Finally I will try to prove that this not so silent revolution will give empowerment for unexpected new performers.

ABSTRACTS SECTION 7
FILM STUDIES

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 7. FILM STUDIES (B) - CROSSING BORDERS: NATIONAL CINEMAS, FESTIVALS AND AUDIENCES

› Room 1.13, First Floor

SPANISH CIVIL WAR IN THE SUTURES OF NEOREALIST GREEK CINEMA: A STUDY OF NIKOS KOUNDOUROS' OI PARANOMI AND TO POTAMI

Villanueva Baselga, Sergio

› Universitat de Barcelona, Spain

Far beyond to current academic trends, which argue for the paramount importance of national particularities and cultural exceptionalisms, new historians seek a deeper understanding of the analogies, common patterns and converging elements between histories of different countries. This is the case of Greece and Spain, two countries that have had parallel histories along time, especially in the last two centuries. Their respective Civil Wars —Spanish from 1936 to 1939 and Greek from 1946 to 1949- are converging elements of their common histories and their impressions on both societies are essential to understand most of their current problems and cultural spheres (Clogg, 1992). Both Civil Wars have had a remarkable impact on their respective national cinemas. Whereas in Spain films into the Civil War are quite recent and were banned for 40 years during the Francoist dictartorship, Greek Civil War has been fictionalised almost from its ending in 1949 due to, mainly, the blooming of Neorealism among Greek directors (Karalis, 2012). Nikos Koundouros was one of the most important representatives of Greek Neorealism who directed and produced a great number of films in which Civil War and its guerrillas were the main topics. The presence of both Civil Wars in both national cinemas has been widely studied. Meanwhile, cross-reflections of these conflicts in reciprocal national cinemas has not been analysed yet. Greek interest for the Spanish Civil War has been higher than the Spanish equivalent for the Greek conflict (Rodriguez Milán, 2007). Therefore, there exist more references to the Spanish Civil War in Greek Cinema than on the contrary. Nikos Koundouros' 1958 masterpiece The Outlaws (Oi Paranomoi), set among the pinnacle rocks of Meteora, central Greece, features ex-guerrilla fighters from the civil war who try to escape their personal problems and the gendarmerie. The River (To Potami, 1960) tells four different stories, all connected by the banks of the river, in which three bandits, a soldier, the daughter of a serviceman and a couple in love find themselves escaping from their own conflicts. In both films, Koundouros creates a poetic atmosphere making overt references the Spanish Civil War. This study will analyse both films by Nikos Koundouros from the lacanian perspective of the Suture Theory of Film (Oudart, 1969). Spanish Civil War stitch in both films conflict histories of soldiers and guerrillas together with the common grounds of South Europe History, expanding subjectivities beyond the national borders. Oi Paranomi and To Potami narratives experience with conceptual editing of photographic shots and reverse shots in which Greek and Spanish identities and histories are blurred into the translational sadness of war.

DISCURSIVE PRACTICE IN TODAY'S GERMAN CINEMA

Wiedemann, Thomas

› Ludwig-Maximilians University, Germany

The paper explores the construction of society across today's German cinema and shows that this media offer is shaped by discourses, which contribute to a modern and critical per-spective of the world. In the past ten years, German movies have experienced a revival, which cannot only be explained by the boom of national romantic comedies. In particular, public attention focused on art house productions such as "Barbara" by Christian Petzold (2012), "Almanya" by Yasemin Şamdereli (2011) or "Oh Boy" by Jan-Ole Gerster (2012) — films that easily make us believe in the potential of movies to initialize socialization and integration processes and to form part of society's cultural identity (cf. Sutherland & Feltey 2012). Certainly, these cultural products have an economic value, too, and both federal and state institutions sponsor the country's movie industry with amounts ranging up to 300 million Euros per year. Thus, film policy measures in Germany make it even more relevant to explore the relationship between movies and the definition of reality and space by focusing on this national case. Of course, the study of communications noticed the rise of visual culture and began to analyze the dynamics and the semantic power of visual media (cf. Lester 2008). However, motion pictures were not at the center of attention. Hence, throwing a light on this media content from a sociological perspective also contributes to discuss methodological issues — in particular by suggesting a promising theoretical and practical way of research. In order to explore how German society is constructed as a physical and conceptual category in today's German cinema, the study refers to the discourse theory of Michel Foucault (1972). According to the French sociologist, all human knowledge is produced by discursive formations. To analyze this socially constructed regime of understanding the world, he proposes to examine the so-called formation rules of discourses (objects, enunciative modalities, concepts, and strategies). These four discourse moments served as global classification ideas of a category system, which took the specific logic of the medium film into consideration as well. The study's research material consisted of ten (popular and sophisticated) German movies of the past decade (both comedies and dramas), which discuss central aspects German society. The findings show that today's German cinema offers orientation in all important social issues. Furthermore, four dominating discourses can be detected: "individual fulfillment", "integration", "tolerance", and "solidarity". In this spirit, German movies are likely to add a modern and critical perspective of the construction of living together as one society in Germany. Foucault, M. (1972). The Archeology of Knowledge. New York: Pantheon. Lester, P.M. (2008). Visual Communication. Belmont: Wadsworth. Sutherland, J.-A., & Feltey, K.M. (eds.) (2012). Cinematic Sociology. Thousand Oaks: Sage.

A COMPARATIVE STUDY OF BAHAMIAN AND SCOTTISH UNDERGRADUATE STUDENTS VIEWS OF FILM CENSORSHIP AND THE CLASSIFICATION/RATING SYSTEMS IN THEIR RESPECTIVE COUNTRIES

Toppin, Monique
› University of Stirling, United Kingdom

Over time the classification of films has become generally accepted as a necessary and relevant form of pupblic protection by censorship. This research probed the views of undergraduate students enrolled in media studies courses at the University of Stirling(UniS), Stiirling, Scotland and The College of The Bahamas(COB), Nassau, Bahamas, to gauge their perceptions of film censorship in general and the film classification/rating system specifically. The goal of the research was to explore the perceived use and effectiveness of censorship at its core objective: the protection of the young children and minors, in particular, and the sensitivities of the viewing public in general; through the lens of the undergraduate students. The research method is a comparative research study in which a quantitative research design was used. A self-completed questionnaire was administered to 168 students selected from a convenience sampling; 117 were Bahamian students enrolled in COB, and 51 were Scottish students enrolled in UniS. The paper explores the following interrogatories: How often do the respondents view films at a public venue or in private, and at what frequencies in each sphere? How do respondents gauge the need for censorship as a means of protecting any necessary segment of the general public from harmful or undesirable elements in films? Who should be the target of censorship? What specifically should the public be protected from? Who should determine the scope of the protection and who should police that protection? And, how effective is the current system of censorship and what impact, if any, does it have on the responders? In the broadest overview and underpinning of the survey responses, it can be established that despite the vast geographical separation between The Bahamas and Scotland, undergraduate students in COB and UniS share similar views regarding the practical relevance of film censorship in their separate societies. The survey revealed that 100% of all Scottish students watch films in a public cinema. Ninety-nine percent Bahamian female students; and 89% Bahamian male students also watch films in public cinemas. A majority of the respondents viewed films at least on a weekly basis. The two top selections for how films ought to be censored were by the current rating/classification systems and censorship by editing film content; and all of the respondents felt that the film production industry should have the primary responsibility to regulate the rating and classification of films. Their overall responses expose very subtle differences in the ways in which the Bahamian undergraduate and the Scottish undergraduate perceive the effectiveness of the current system of film censorship as it aims to protect the young and vulnerable in their respective countries. Despite its limitations, this research opens the door for assessment of the subject of film censorship in The Bahamas generally, and film classification/ rating specifically.

'LOFT' IN TRANSLATION? MAKING SENSE OF FILM REMAKES WITHIN THE SAME LANGUAGE REGION

Willems, Gertjan; Joye, Stijn
› Ghent University, Belgium

Hollywood has a long and rich history of remaking foreign feature films. Lining up is Belgium's biggest domestic popular hit ever, the Dutch-language film Loft (2008), directed by Erik Van Looy who is also the director of the 2014 USA remake. While one of the main motivations to redo a popular foreign movie generally deals with overcoming the language barrier, Loft proved to be a very interesting case as its process of intercultural cinematic transformation was not restricted to the classical Hollywood story of remakes. Despite being shot in Dutch and touching upon rather 'universal' themes, the Flemish producer and the Dutch distributor decided not to release the movie in the Netherlands, but to opt for a Dutch remake with the same title, Loft (2010, Antoinette Beumer). Moreover, Loft was not the first film that was remade within the Dutch language community of Flanders and the Netherlands. From the turn of the millennium on, several popular Dutch films received a Flemish remake, and several more Low Countries remakes are planned in the coming years. This paper scrutinizes the remarkable practice of remaking films within a same language region of barely 23 million speakers. Drawing on a comparative textual film analysis and in-depth interviews with the films' respective directors and common producer, this contribution particularly explores what the Loft-case tells us about the motivation of the filmmakers and their perceived differences between Flemish and Dutch culture. The paper further provides insights into the Flemish-Dutch practice of intercultural cinematic exchange by analyzing the public discourse on this highly polemical phenomenon.

FROM THE PERIPHERY TO THE WORLD. INTERNATIONAL FILM FESTIVALS AND THE INTERNATIONALISATION OF FINNISH CINEMA 1940–1960

Lehtisalo, Anneli
› University of Helsinki, Finland

As it has been noted in film festival research (e.g. Hing-Yuk Wong 2011; de Valck 2007), international film festivals have had an increasingly central role in global film culture. They exemplify the manifold of processes in global changes within media culture, for instance, by supplying films to the global market, by increasing the mobility of professionals and products and by providing the opportunities to encounter stories and images from other cultures. In this paper I will discuss how international film festivals have enhanced the internationalisation of a peripheral national cinema, Finnish cinema. Finnish films have been considered to be excessively national – in other words, they are strongly rooted in national language and cultural features which make them difficult to export. However, Finnish films have been taking part in the major European festivals, such as Venice, Cannes and Berlin since the beginning of the 1940s. The success in festivals has catalysed and expanded the international distribution of certain Finnish films, but, in particularly, it has created the expectations of the international prospects for Finnish cinema. Eventually, international film festivals have affected the ways in which Finnish cinema and its position in relation to Nordic, European or international cinema has been defined in public discussions. My empirical case study on Finnish films in international film festivals from the 1940s to 1960s illuminates the process of the internationalisation of a peripheral national cinema, that is, changes and continuities which have paved the way for the current situation. My historical study is informed by Dina Iordanova's (2010) notion that we need to have data and empirical research on "traditionally ignored flows" of cinema, that is, the international circulation of the films produced in peripheral countries, in order to understand how global cinema works. Furthermore, my historical approach emphasises the importance of the long, diachronic perspective, which is needed in order to grasp the unfolding processes. Methodologically my case study represents an approach which has been called "new cinema history" (Maltby 2011), as, instead of films, it focuses on the distribution of films and the public discussions on national (Finnish) cinema, and it is based on historiographic work on primary sources, existing databases and newspaper articles.

14:30 - 16:00

PARALLEL SESSION 2 - 7. FILM STUDIES (B) - STEREO VISUAL CULTURE AND THE CINEMATIC IMPULSE

› Room 1.13, First Floor

"ESTEREOSCOPIO PORTUGUEZ". THE STEREOSCOPIC ACTUALITIES OF AURÉLIO PAZ DOS REIS

Flores, Victor
› Lusófona University, Portugal

Early stereoscopy has played a crucial role in the industrialization and in the modern consumption of images. To ensure mass-produced images and worldwide distribution, stereocard editors created a standardized system that anticipated the industrial language of cinema. Furthermore, the similarity between early stereoscopy themes and visual effects to those later developed by cinema has enabled its description as a proto-cinematic medium or as a 'prototypical

attraction' (Gurevitch, 2013). Although most studies about stereoscopy are stricted to the nineteenth century, foreseeing the rise of cinema as the decline of stereoscopy, in Portugal the cinematic was instead intensified in the late stereoscopy largely produced until the 1930s. One of the most paradigmatic examples are the stereographs of Aurélio Paz dos Reis. Aurélio Paz dos Reis (1862-1931) was a Portuguese late stereographer whose interests in cinema were famous since he was the author of the first referenced film in Portugal, named Workers Leaving the Shirt Factory Confiança, after Lumiere Brothers' famous film. Paz dos Reis was one of the most active Portuguese stereo photographers (his collection comprehends more than 8000 stereo plates) whose stereographs were awarded in the Universal Exhibitions of Paris (1900) and St Louis (1904), and regularly published in the press during his lifetime. His late stereoscopy met a completely new context in visual industry when compared with early stereoscopy. Halftone printing, photographic postcards and cinema had taken over as major systems of image distribution. Their market orientation led them to resume the representations of distant and exotic landscapes or monuments that stereoscopy first developed as its 'attractions'. This context allowed Paz dos Reis to move his stereo camera towards another program that shaped cinema since the start: the 'actualities'. Paz dos Reis' actualities were the political and social realities that shaped that particular period in Portugal: the republican and freemasonry events and the leisure activities of the new industrial class. These themes are covered by Paz dos Reis with the same cinematic gaze specific to the cinema actualities: an interest for documenting reality and for capturing life, specially crowds, in its spontaneous movement with improvised shots. These instant views happen to be positive to stereoscopic effects because they often contribute to a disorder and greater distribution of the figures in the planes, and therefore to a greater perception of depth. In this presentation we will analyze how Paz dos Reis' actualities, often commercialized in stereocards under the name "Estereoscopio Portuguez" ("Portuguese Stereoscope"), originally combined a stereo and a cinematic gaze that resulted in a dynamic and unique realism unmatched by later photojournalistic reportage. This study is included in the research project 'Stereo Visual Culture' which has done an extensive analysis of Paz dos Reis' large collection and has found several cinematic experiments prepared by two different exposures in the same photographic plate. Selected sets of images will be presented and analyzed to demonstrate how the cinematic was intensified in late stereoscopy.

THE PASSAGE TO CINEMA: PHOTOGRAPHIC STEREOSCOPIC NARRATIVES AND EARLY FILM TRADITION

Medeiros, Margarida[2]; Mendes Flores, Teresa[1]

› [2]Universidade Nova de Lisboa, Portugal; [1]Lusófona University, Portugal

Most of the film historians of early movies pay attention to the moment, around 1900, when the previous one-shot movie that characterized first films and particularly Lumières' cinematograph, gave its way to the multi-shot short narrative film, such as "Stop Thief!"(1901) and "Fire!" (1902) by Williamson, "La Voyage à la Lune" (1902), by George Méliès, or "Life of an American Fireman!" (1903), by Porter. This fact is often explained by the imperatives and desires of storytelling that demanded more complex films than those of only one shot. Moreover, this "narrative drive" has been recognized by film historiography as a major step towards the invention of film language and its special way of thinking through "montage" and "décopage" (Mitry; Bordwell, Staiger and Thompson; Gunning). Influences of magic lantern shows, travelogues, vaudeville and the Victorian novel have been stated (as in the influent 1944 essay by Sergei Eisenstein "Dickens, Griffith and the Film Today"). However, in this paper we will draw upon a rather less stressed influence: the narrative stereoscopic photographic series. Stereoscopy was among the most popular types of photographic technologies of the second half of the nineteenth century. It gave rise to a global mass media visual industry whose model would strongly shape film industry, not only in the type of distribution but also in the intertwining of production practices and photography aesthetics, envisaging popularity. Our focus will be a set of stereoscopic cards, staging different stories, that belongs to Fernando Santana Cardoso's stereoscopic collection owned by the Portuguese National Archive Torre do Tombo. The stories are: "Un Marriage Sous Louis XV", adapted from the famous play by Alexandre Dumas Father; "Fables de La Fontaine: Le Geai Paré des Plumes du Paon" and "Groupes et Scènes de Fantaisie" - all of which produced by the french stereoscopic editors Furne fils et H. Tournier. There are also english stories: "Out of Sight"; "The Old Bachelor" and "Mysterious Appointment". These cards are often numbered to guide the spectator through the story. However, seriality and collections were common forms of stereoscopic consumption. We will analyze the adaptation of a previous text to the stereoscopic mode; the "montage" and "décopage" strategies in use; the use of "subtitles"; the most popular subject matters of these stories and image compositions regarding stereoscopic effects. We will relate it to early movies' storytelling strategies and to contemporary 3D films and "staged photography".

THE BODY AS HYPOTHESIS: SUPERIMPOSITION, TRANSPARENCY AND SUCCESSION IN FRANCISCO AFONSO CHAVES (1857-1926)

dos Reis, Vitor

› Universidade de Lisboa, Portugal

In the extensive stereoscopic photographic work of the Portuguese naturalist Afonso Chaves (1857-1926), made between 1901 and 1926, there are multiple examples of double exposition and visual series of moving objects. The results are superimposition and interaction effects between different visions of the world, transparency and dissolution of bodies and successive transformation and disorganization of forms in space. These experiments were made after Eadweard J. Muybridge (1830-1904) and Étienne-Jules Marey (1830-1904) but often before the photodynamics of Anton Giulio Bragaglia (1890-1960). They differ in various ways from the work of these authors but share with them the cinematic impulse that stands at the base of many transformations of the image and the visual culture of early film making. The consequence is the disbelief in the singularity of the image and of the instant (or in the wholeness and sufficiency of the single image and instant), as well as in its power. It is also the uncertainty about the idea of the body itself, seen as an organized, constant and recognizable representation. Therefore, the body emerges a hypothesis developed in space and time. The idea of the body as hypothesis in the work of Afonso Chaves is based on the effects of the incorporeal, the immaterial and the unstable resulting from the referred experiments of superimposition, transparency and visual succession made by the author. If we also keep in mind that these experiments were always made using a stereoscopic photographic machine, we understand that this dissolution of the idea of body occurs in the context of the immersion of the observing subject in a visual fiction – that is to say, through a systematic and persuasive sensorial appeal to a visual withdrawal from the real world. The consequence is, almost always and in different degrees, a powerful effect of cognitive dissonance, founded on a contradiction between the effect of reality, resulting from the media, and the fictional effect, resulting from the represented signs. In this sense, the hypothesis of body in Francisco Afonso Chaves refers to a paradoxical body in an equally paradoxical context. Above all because this derangement of the organic unity, of the constancy and of the familiarity of the bodies makes them uncertain and disturbing – uncanny or, more accurately, using Sigmund Freud's (1856-1939) 1919 concept, unheimlich.

DIGITAL FILM POST-PRODUCTION REMEDIATES STEREOSCOPIC PHOTOGRAPHY FROM 1860

Costa Luz, Filipe; Peixoto, Rodrigo

› Lusófona University, Portugal

In this paper, we intend to relate the production of visual effects for film and television with examples of stereoscopic photography of the 19th century. We will not reduce our study to methods of capture and production of three-dimensional effect of stereoscopy, but analyze how current processes of image manipulation remediate analogue technology, that could be seen on a set of stereoscopic images of the 19th century. We will try to understand whether the technological

improvement has added any emotional gain to the spectator response to visual effects, as well as the importance of the stereo apparatus in this process. It was possible through the access to various Portuguese collections of stereoscopic photography consulted in the research project Stereo Visual Culture (PTDC/IVC-COM/5223/2012), to make a selection of images that use transparency effects and manipulation, by cutting or drilling the photographic paper. We aim to show that this analogue image manipulation is the basic concept for many compositions in digital cinema, and that the admiration and wondrous feeling is present in these early manipulations, as it is in state of the art 21st century visual effects. We shall also address the importance of the stereo apparatus in the spectator response to visual effects, hoping to comprehend if, how, and in what extent, does the device influence the emotional response. Despite the complex programming of computer-generated effects in several contemporary film productions, it is a fact that these processes remediate analogue painting techniques such as the "glass shots" of Norman O. Dawn in Missions of California (1907), the double exposures of Mélies and Edwin S. Porter, or the model animations of Willis O'Brien, among others. However, visual effects main bibliography ignores stereoscopic compositions using transparencies from 1860, which could be looked upon as direct predecessors of modern created spectacular effects. As an object of study, we selected 6 stereoscopic photographs captured between 1880 and 1900 (identified and catalogued by the Stereo Visual Culture research project), and 4 photos Diableries (Series A) dated 1860-1870 (from a private collection). The original photographs were analysed on a Holmes Stereo Viewer, manufactured by BW Kilburn. Then they were reproduced in studio, using a DSLR camera (Canon 5D). After a minimal post-production manipulation (only to adapt the photographs to 3D TV), they will be displayed in a 3D screen, and observed with 3D polarized glasses by a small sample of students of higher education courses in Film, Photography and Animation, extremely familiarized with visual effects. Next, we will ask these students to visualize the same images, but now using the stereo viewer and the original analogue images. All the students will be interviewed. In these interviews, we will try to evaluate how these young students react to a 19th century stereo photography reproduction, showed in a displaying device they are familiar with, and using a technological apparatus (Holmes Stereo Viewer), in order to understand how do they categorize the impression that they produce, and what experience do they find more spectacular.

«VIAJAR... EM CASA»: VIRTUAL TRAVEL IN EARLY PORTUGUESE STEREOSCOPY

Bicacro, Joana
› Lusófona University, Portugal

The commodification of the virtual travel photographic experience is an important phenomenon of the 19th century visual cultures whose exhaustive archaeology is yet to be made. With great cultural relevance ever since, it transformed early popular media landscapes and helped promote the idea of travel as both a visual and a virtual experience. Frequently associated with postcard collections and the motion attractions of the early cinema shows—for instance, the French Maréorama or the American Hale's Tours of the World—virtual travel is, nonetheless, already present in other visual media of photographic nature throughout the second half of the 19th century, and with special significance in stereoscopic systems of domestic travel. These views of national or foreign landscapes and architectural subjects allowed for fairly cheap, condensed and organized forms of travel, at once local and distant; they were arguably, for a period, more vital as virtual tourism than the eventually dominant postcard. While turn-of-the-century American commercial stereoscopic images, such as the Underwood & Underwood travel system from the late 1890s, are well known and studied, European stereoscopy has remained in the shadow like somewhat forgotten visual media. «Viajar... em casa» («Travelling... at home»), the title of a Portuguese stereoscopic series, reflects one of the most fundamental interests, uses and discourses of commercial stereoscopy in Portugal, from either national or foreign provenance, mostly European, from the 1860s until the 1910s. In this paper, a few case studies in the Portuguese stereoscopic visual travel systems are conducted. A representative selection of stereoscopic cards and glass plates from collections charted and studied by the Stereo Visual Culture Project are considered—namely from the «Archivo Panorâmico e Artístico» and «Viajar... em casa» series. The images are analyzed in connection with literature of the time on stereoscopy and travel, from specialist publications to generalist advertising. Ultimately, the Portuguese virtual travel stereoscopy is positioned in the context of European productions and others of the kind. The archaeological material and discursive treatment of these stereoscopic virtual travel systems allows one to bring light into subsequent cinematic voyage shows, as well as recent and present-day media transformations. Often thought to be typical of later visual technologies, such as today's forms of cyber-tourism, the idea of virtual travel promoted by the stereoscopic systems already places the viewer individually in an immersive, ritualized and programmatic engagement with distant, exotic and unknown places in the comfort of their home or in a local leisure environment. In conclusion, practices of virtual travel are seen here to have emerged from domestic tourism as mass media phenomena, together with (and not much later than) the massification of tourist travel and the expansion of transport, namely the train and the automobile, leading to changes and tensions between global and local. The stereoscopic virtual travel media concern particular modes of an immersive mediated sense of travel that combines 1) a form of miniaturization of the world, 2) an unsettling sense of displacement, and 3) a serialized and sequential experience of perambulation and travel.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 7. FILM STUDIES (A) - TRANSNATIONAL FILM CULTURES: CINEMATIC CANONS AND CULTURE INDUSTRIES

› Room 1.09, First Floor

THE STRANGE CASE OF GRAVITY: THE CROSS-OVER GENRE, FILM AWARDS AND CRITICAL RECEPTION

Haastrup, Helle Kannik
› Roskilde University, Denmark

In this paper the aim is to look at the film industry and film awards combining genre analysis, analysis of critical reception as well as an analysis of the type of awards received - with the cross-over film Gravity (2013) as my case study. In the awards season of 2014 a strange things happened at the film awards shows: Alfonso Cuaron's Gravity a blockbuster was not only collecting technical prizes but were also winning awards for Best British Film and best director - film categories where blockbusters aren't usually found. Gravity is in many ways an example of a cross-over film - it is a co-production between Us and UK, it is a thriller with an existential edge and contributing to new ways of visual storytelling, being the seven highest grossing films of the year (2013) and getting critically acclaim as well. With Gravity as my case study I want to discuss: Firstly how film awards are multi-functional in todays international film culture: Awards are the industry's way of recognizing the work of it's peers, it is the critics tool to pick the best work of the year, they are a way of consolidating and celebrating film culture and for the audience it is a marker of quality, for the film worker it is both useful recognition and visibility and a few of these film awards are presented in global media events live. Secondly I want to discuss how the critical reception embraced the film as an atypical Hollywood production and thirdly how the films balances inventive visual storytelling with an accessible thriller narrative. The method of approach is a combination of genre analysis with analysis of critical reception of Gravity when it premiered (Bordwell, Sobchack, Kovacs, Elsaesser, Hesmondhalgh), the function of the awards as a distinction marker and tool of recognition (Bourdieu, Honneth) and the workings of the awards ceremony as a mediated event and example of how celebrity culture is integral part of promotion for the film industry (Dayan and Katz, Couldry, Rojek, Gamson, Wasko, McDonald). Film Awards singles films out and makes them visible in a media culture where movies needs to differentiate them selves and at the same time presents a platform for discussing what good filmmaking is. Gravity is an exception to the rule - being a favorite both among cineastes and the audience. References: Elsaesser, Thomas. European Cinema:

Face to Face with Hollywood (Amsterdam: Amsterdam University Press, 2005). Hesmondhalgh, David: The Cultural Industries (Sage, 2007). Wasko, Janet: How Hollywood Works (Sage: 2003) Bio: Helle Kannik Haastrup is and Associate Professor, Ph.D. at Department for Culture and Identity, Roskilde University. She has published on film aesthetics and genre, film and intertextuality and film awards and celebrity culture.

EUROPEAN CINEMA, THE COSMOPOLITAN AUTEUR AND TRANSNATIONAL CINEPHILIA

Rascaroli, Laura

› University College Cork, Ireland

European cinema is profoundly changing and no longer occupies the position of centrality and predominance it once had as the cinema second only to Hollywood. Europe's geopolitical repositioning in the globalised world extends to its film industry; as Thomas Elsaesser has argued, European cinema is now part of the broad and amorphous category of World Cinema, which is shaped by discourses that include a cultivated cosmopolitanism on the one hand and, on the other hand, the commodification of ethnicity and the exotic. This new state of things involves issues of sustainability that have to do with aesthetics and form, with industry and market, with economy and hegemony. Against this backdrop, this paper develops a reflection on the relationship between past European film and contemporary World Cinema and, more precisely, between the 'golden age' of European cinema in the 1960s and the globalised, internationally co-produced, festival-winning art cinema of today. My reflection will develop in the form of a comparison between two films: Blow Up (1966) by Michelangelo Antonioni and Uncle Boonmee Who Can Recall His Past Lives (2010) by Apichatpong Weerasethakul. Both Antonioni's and Weerasethakul's names were sanctioned, if not "made", by European film festivals, and especially Cannes. Ingawanij and MacDonald have recently claimed that the status of auteur quickly granted to Weerasethakul by Western institutions of transnational cinephilia like Cannes Film Festival is based on the presence in his films of stylistic markers of past European and North American cinema. I will claim that the references to European auteur cinema in Weerasethakul's work, however, are not pastiche, a mere postmodern game of citations. In the case of Uncle Boonmee Who Can Recall His Past Lives, for instance, Weerasethakul cites abundantly from Blow Up's plot; yet, what is most striking is not the recurrence of key elements of the story of Antonioni's film, but the re-emergence of a gaze that, in the 1960s, produced a stubborn critique of Western capitalist modernity. The question we should ask, then, is what it means for this gaze to erupt again as a destabilising force within the postcolonial spaces of transnational capital (Restivo). How does its relationship with 1960s European auteur cinema shapes Weerasethakul's critique of his own globalised, postcolonial, late-capitalist modernity? How does the cosmopolitanism of Antonioni and of 1960s European auteur film compare to Weerasethakul's ultra-modern, award-winning, transnational cinema? By answering these questions, this paper aims to shed some light on the evolution of the discourse of European auteur cinema and of its continuous sustainability even within a profoundly changed socio-economic, cultural and filmic panorama. References May Adadol Ingawanij and R.L. MacDonald, "Blissfully Whose? Jungle Pleasures, Ultra-modernist Cinema and the Cosmopolitan Thai Auteur", New Cinemas, 4:1 (2006), pp. 37-54. Angelo Restivo, The Cinema of Economic Miracles: Visuality and Modernization in the Italian Art Film (Durham: Duke University Press, 2002). Natalie Boehler, "The Jungle as Border Zone: The Aesthetics of Nature in the Work of Apichatpong Weerasethakul", ASEAS - Austrian Journal of South-East Asian Studies, vol. 4, no. 2, 2011, pp. 290-304.

BLOCKBUSTERS AND AWARDS: CONTEMPORARY EUROPEAN FILMS EARNING CRITICAL AND POPULAR ACCLAIM

Marklund, Anders

› Lund University, Sweden

Every year a few European films cross the line between otherwise often polarized taste cultures and manage to achieve both popular and critical success. Films that have been at the very top of the box office on their national market, and have received a leading national film award are unusual, but not unheard of. Examples from the markets and period discussed here - European films after the Millennium - include The Others (Amenábar, ES, 2001), Good Bye Lenin! (Becker, DE, 2003), I Served the King of England (Menzel, CZ, 2006), The Deep (Kormákur, IS 2012) and, most recently, The Hunt (Vinterberg, DK 2013). In this paper I identify and study all film belonging to this exclusive group. Against the background of European Art Cinema becoming more marginalized to festivals and virtually excluded from large multiplex chains prioritizing a limited number of local and international popular films, this paper aims to reach a better understanding of the juncture where popular and critical tastes coincide, and films where financial returns coexist with economy of prestige. One aspect that will be foregrounded is the categorization of these films, primarily aiming to determine how genre elements blend with aesthetic and narrative devices rather belonging to an art cinema tradition, and to study how contextual factors (i.e. cultural memory) may contribute both to a popular appeal and perceived value as art, or as a work with social/historical relevance. The wide material from different countries allows a comparative approach and discussions on cross-European similarities. A second aspect that will be foregrounded regards international distribution and screening. While this paper will attend to each national market on its own, it will also study the circulation of these films on the European market, determining how exportable these national successful films are. A seemingly reasonable assumption that will be tested is that these films, if any, should manage the difficult task of crossing borders and achieving substantial international distribution and screenings/ audiences - sometimes reaching multiplex cinemas, but more often becoming the "art cinema light" films (Elsaesser) that tend to find their ways into Arthouse cinemas. This part of the study will not only analyse box office and distribution, but also to select yearly retrospective awards, such as Academy Awards and European Film Awards, in order to observe if further correlations exist. Overall, the study draws on earlier work regarding cultural awards, international distribution of both popular and art-house cinema and marketing. Apart from analyses of box office and awarding institutions against a film industry background, the study also include analyses of the films themselves, including select cultural contextual material. References Elsaesser, Thomas. European Cinema: Face to Face with Hollywood (Amsterdam: Amsterdam University Press, 2005). English, James F. The Economy of Prestige: Prizes, Awards, and the Circulation of Cultural Value (Cambridge, Mass. And London, 2005) English, James F. "The Economics of Cultural Awards", in Victor A. Ginsburgh and David Throsby (eds.), Handbook of the Economics of Art and Culture, vol 2 (Amsterdam: Elsevier, 2014)

FROM WORLD CINEMA TO TRANSNATIONAL CULTURE: EUROPEAN FUNDERS AND FILM DISTRIBUTION

Baschiera, Stefano
› Queen's University Belfast, United Kingdom

This essay engages with the issue of international distribution and availability of world cinema films supported by European funders, focusing in particular on the Hubert Bals Fund and the World Cinema Fund. In doing so, it argues that distribution is far from being a "passive", last stage of filmmaking. On the contrary, it plays an active role in shaping the production as well as contributing to genre classification and the construction of a film canon. Despite the fact that the digitalisation of media allows a disintermediation of distribution and the consequent possibility for "niche cinemas" to directly meet new audiences, distributors continue to be the gatekeepers of cinema access. In fact, film distribution continues to represent one of the main obstacles to cultural diversity in the exhibition sector and beyond. The aim of the analysis is to grasp the role that European funders played in the creation of a transnational cinema culture. Moreover, the essay will provide an overall definition and understanding of world cinema itself from the perspective of the distribution sector. In order to achieve these aims, I will differentiate between funding awards, which are granted to help the production and development stage, and awards made available to distributors to facilitate the theatrical circulation of specialised films in given markets. Among the films financed by European funders, I intend to analyse the Iranian production The Hunter (Shekarchi, Rafi Pitts, 2010), focusing on its European distribution life, from film festivals to home videos and digital distribution. In relation to the awards to distributors, I will look at the World Cinema Fund, and how it has affected the ability of the awarded film to travel in the German market. The film Caramel (Sukkar banat, Nadine Labaki, 2007) will function as my case study, because its genre belonging allows a reflection on the concept of popular cosmopolitanism and transnational culture within cinema going. Engaging with the role played by the distribution awards in comparison to other forms of financing, and with the critical reception of the films in different markets, my essay will ultimately argue for the importance of a distribution beyond the festival circuits in setting a film canon for World Cinema. Bibliography. Acland, Charles R. 2003. Screen traffic: Movies, multiplexes, and global culture. Durham, NC: Duke University Press. Betz, Mark. 2009. Beyond the Subtitle. Minneapolis: University of Minnesota Press Cubitt, Sean. 2005. Distribution and media flows. Cultural Politics 1, no. 2: 193-214.

BUILDING THE NATIONALITY OF THE STAR. THE CASE OF PENÉLOPE CRUZ

Elduque, Albert; Rey, Endika; Carnicé, Margarida
› Universitat Pompeu Fabra, Spain

Through decades, some Hollywood stars have been characterised by their birthplace: Rudolph Valentino, Marlene Dietrich, Carmen Miranda and Jackie Chan are just some examples of how ethnicity, accent or body-language can determine the kind of characters performers play in the mainstream movies, and consequently their construction as cultural icons and their economical role both in American film industry and global markets. However, most of the times these actors and actresses have also a previous career in their own countries, and sometimes, as happens with Anna Magnani and Ingrid Bergman, they return there after an international, English-spoken trajectory. In these cases, their construction as popular performers in the birthplaces leads to their fabrication as worldly icons of a certain nationality, and, eventually, to their performance as international figures in a local context. Their acting and the characters they play are not only influenced, but determined by these changes and the contact with different audiences and industries. Their nationality is defined both internally and externally, both as a vindication of small cultures in front of the global media and as a stereotype of this same global media. In this paper we intend to analyse how the nationality of the star is build through these displacements. One of the most important cases in contemporary cinema is the trajectory of Spanish actress Penélope Cruz. She rose to fame in Spain in mid-90s, when she starred in some auteur films with a strong folkloric component, such as 'Jamón, jamón', 'Belle Epoque' and 'La niña de tus ojos'. In the late 90s she started an international career where she has played characters not only Spanish, but also Brazilian ('Woman on Top'), Greek ('Captain Corelli's Mandolin') and Mexican ('Bandidas'). Her duplicated role both at a Spanish production ('Abre los ojos') and its American remake ('Vanilla Sky') as well as her collaboration among French ('Fanfan la Tulipe') or Italian ('Non ti muovere') productions, determined the new form of the actress: someone who surpassed the national or ethnic frontiers to become a transnational figure. Her career is a round trip: Penélope's path begins in Spain and continues in Hollywood & Europe to finally come back to her Home Country with glocal films such as 'Vicky Cristina Barcelona', 'Manolete' and two features by Almodóvar, 'Volver' and 'Los abrazos rotos'. Her public image is no longer only about Spanish identity because her figure belongs to the international market. This trajectory has defined her construction as a cultural icon both in Spain and internationally and shows how Film Industry is a key symbol for the assembly of global identity. To analyse Cruz's career we will compare it with two precedents: Sara Montiel and Sofia Loren, who were similar phenomenon in the 50s and 60s. We will approach to the acting and characters of these three actresses following the classical studies of Edgar Morin and Richard Dyer, Alastair Phillips and Ginette Vincendeau, and the acting studies of James Naremore and Martin Shingle.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 7. FILM STUDIES (A) - INSIDE EUROPEAN PRODUCTION CULTURES: FILM AND TELEVISION

› Room 1.09, First Floor

WAYS TO SURVIVE AS A FILM COMPANY IN NORWAY

Bakøy, Eva
› Lillehammer University College, Norway

This paper compares and contrasts the production/organization cultures of two small/medium size film companies in Norway: Paradox and Motlys. Paradox was established in 1998. Since then the company has produced over 200 commercials and more than twenty feature films. From the summer of 2012 the company downsized the production of commercials and started focusing on feature films and TV-drama. Today Paradox is one of the leading film producers in Norway. Motlys started in 1983. In the last ten years the company has mainly produced feature films and quite a few of them have won international prizes as for example Oslo 31. August, which won 'Un Certain Regard' in Cannes. The main purpose of the comparison is to investigate how the companies have operated in order to survive over time. The investigation is based on Edgar Schein's definition of organization culture as a "pattern of shared basic assumptions that a group has learned as it solved its problems of external adaptation and internal integration, that has worked well enough to be considered valid and therefore, to be taught to new members as the correct way to perceive, think, and feel in relation to those problems." This implies that the paper will consist of two parts. The first part focuses on the external adaptation of the company. It includes a discussion of how the companies have been able to take advantage of the Norwegian support system for film production. Film policy has been one of the most important areas of cultural policy in Norway during the 2000s, with an ambition that the Norwegian film industry shall be top in the Nordic countries. In seeking to realize this goal the Ministry of Culture has initiated a major restructuring of both the administration of the Norwegian film industry and the system for subsidies. This part also examines the marketing strategies of the companies as well as their relationships to their distributors. The second part of the paper is concerned with the internal integration. It investigates how the companies organize their work on a daily bases. Taking Schein's model of organization culture as well as on Daniel D. Denison's ideas about organization culture and effectiveness as a point of departure, this part includes a discussion of the missions of the two companies, the leadership style, the division of labour and the general working climate. The

paper is based upon numerous sources. The most important source is semi-structured interviews with almost all the employees in the two companies from the daily leaders to the assistants. In addition to the interviews come observations of the artifacts in the work place as well as an examination of the webpages of the companies, their web activities (Facebook/Twitter) and how the companies have been featured in the news.

RED PRODUCTION: A CASE STUDY

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This paper will explore the methodology and initial findings from an extended investigation and analysis of a typical (small, innovative and rapidly evolving) UK television company: RED Production. The investigation forms part of the UK component of a European partnership project, Success in the Film and Television Industries (SiFTI), which aims to explore and explain what characterises the organizational culture of successful film and television companies, understanding 'successful' to encompass critical reputation, a degree of longevity (have been operating for at least five years) and economic turnover. RED Production has been investigated using three interrelated modes of enquiry. The first is desk based: consisting of research in the trade press including Televisual's Production 100 and Broadcast's Indie Survey, for example), alongside data drawn from the BFI's Statistical Yearbook and other publications such as Screen Daily; analysis of the company's self-promotion and the broad characteristics of its output. This constitutes the preparatory work for the second mode: ethnographic field work that consists of extended in-depth interviews with key personnel in situ. RED Production has recently relocated to Manchester's MediaCityUK, a 'production hub' housing several 'creative' businesses. The third mode encompasses reading academic analyses, government reports and policy documents in order to situate RED Production within the broader history, regulatory framework and overall organization of the UK's television industry. This detailed empirical investigation is theoretically informed by a range of disciplinary practices and methodologies. The interviews draw on Organizational Studies - notably Denison and Mishra's four-fold schema (mission, adaptability, involvement and consistency) - in order to understand the nature of organizational cultures within particular companies. These organizational concepts and models are located within methodologies used in the rapidly developing field of Media Production Studies, which has offered a valuable synthesis of approaches derived from critical political economy, media economics and cultural studies and has emphasized the importance of situating detailed empirical enquiries within wider economic, social and cultural frameworks. Following Caldwell's lead in Production Culture, the project examines the ways in which these companies present themselves to the industry/other media professionals and to the public. Drawing on the work of David Hesmondhalgh in particular, the project analyses the particularity of labour within the cultural industries, the routines and rituals that constitute the companies' working practices and the ways in which employees understand their roles. On a macro level, RED Production faces the challenges and opportunities of the new media logics consequent upon digital transformations. These include the proliferation of platforms; the rise of powerful 'super-Indies' that blur national/international boundaries; and the struggle between the highly influential (in the UK context) tradition of public service broadcasting and the imperatives of a transformed marketplace. Thus analysis of RED's production culture will shed light on the major concerns of this conference.

FILM AND TELEVISION PRODUCTION IN THE NETHERLANDS - A COMPARISON BETWEEN THREE MEDIUM-SIZED PRODUCTION COMPANIES.

Puijk, Roel[1]; Sanders, Willemien[3]
› [1]Lillehammer University College, Norway; Utrecht Univeristy, Netherlands

This paper discusses the different ways in which production companies established in similar ways can develop over time. It takes three Dutch private film- and television companies as cases. The research forms part of the Dutch component of a European partnership project, Success in the Film and Television Industries (SiFTI), which aims to explore and explain what characterises the organizational culture of successful film and television companies, understanding 'successful' to encompass critical reputation, a degree of longevity (have been operating for at least five years) and economic turnover. Film production in the Netherlands has from the beginning been organised through private enterprises; television production until the 1980s has been dominated by integrated public service organisations. Since the 1990s a large number of private production companies have been established, with varying degrees of success. Many companies are small or medium-sized, but enter in network relationships with a range of others, including with freelancers, commissioning editors, distributors and other production companies, in what has been called flexible specialisation of the film industry (Lorentzen 2009). This network organisation has a global dimension, as the most successful companies are often bought out by foreign multimedia conglomerates. Recently this was the case with Eyeworks. In this paper we compare three production companies. One company produces art-house feature films as well as fiction for children and youth. The second company produces a large range of television programmes: reality programmes and fiction as well as documentaries and game shows. The third company specialises in children's television, educational and cultural programmes. All three companies were established in the 1990s by two persons. They are successful in terms of having survived in a competitive market since the 1990s and in terms of having received critical acclaim for their productions. Still the way they developed is very different. In this paper we will discuss various factors that relate to the companies' developments. We will look at their internal conditions (the companies culture, identity, and strategies), and their networks (interactions with freelancers, other producers, television channels, distributors and public funding bodies). We will also look at how the owners and employees reflect on their organisations (the origin of the companies and their internal organization), on their network, and their development within it, and on success and their achievements in terms of their own success criteria. This paper is based on interviews with owners/employees of the companies, observations of their work environment, and textual analysis of their webpages as 'deep texts' (Caldwell 2008). Caldwell, J.T. (2008). Production Culture: industrial reflexivity and critical practice in film and television. Durham: Duke University Press. Lorenzen, M. (2009). Creativity in context. Content, cost, chance and collection in the organization of the film industry. In: A.C. Pratt & P. Jeffcutt (eds.) Creativity, Innovation and the Cultural Economy. London and New York: Routledge.

FROM PLANNED ECONOMY TO MARKET ECONOMY. NORWEGIAN FILM PRODUCTION IN THE 1980S

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Since 1950 Norwegian film production has relied on public support to survive. But support schemes have changed over time. Around 1980 the yap culture reached Norway and a new liberal, right wing government took up office. New liberalistic ideas influenced all parts of society and also the film sector. To encourage production of a more popular, action oriented cinema, film policies changed, demanding higher own risk for companies and introducing tax shelter benefits for financing movies. The paper will explore how changes in film policy in the 1980's influenced film production. It will do so by focusing on the Norwegian production company Marcus Film (1974-1989). In the Norwegian context Marcus Film would count as a small/medium sized (3 employees), successful company, understanding successful to include critical reputation, a degree of longevity (11 movies in 15 years) and economic turnover. The paper will explore how the company adapted to changes in film policy, how this influenced production culture and film output and what eventually caused the demise of Marcus Film. The investigation take Daniel Denison's model of organizational culture as a point of departure, focusing on his concept of adaptability. The goal is to chart company strategies to cope with external challenges. The research is based on archive studies in the National Library (newspaper articles, reviews, etc) and the National Archives of Norway. The latter seems especially relevant since it

contains the historical archives of the Ministry of Church and Education that administered the public production support system at the time. Marcus Film gained public support for most of their productions and analysis of documents from the National Archives will reveal how the company maneuvered to obtain support in these times of policy changes. Other sources will be trade press articles and policy documents together with an interview with the company CEO at the time. The paper is a part of the historical component of the research project Success in the Film and Television Industries (SiFTI). The main research question for the historical study is: "What caused the growth and demise of prominent film- and television companies in Norway under selected historical periods". In the Norwegian context public production support is a decisive element in film production. The paper seek to shed light on the transformational effect of film policy in this important period in Norwegian film history.

"MEDIA AND EURIMAGES AS THE GLUE OF EUROPEAN CINEMA?": A POLICY ANALYSIS OF THE EFFORTS OF THE AUDIOVISUAL SUPPORT SYSTEMS MEDIA AND EURIMAGES TO EMPOWER CROSS BORDER CIRCULATION OF NATIONAL FILMS.

Schooneknaep, Ilse
› Vrije Universiteit Brussel, Belgium

The past decades the local European cinema market shares altered in favour of the European productions. National European film productions gained more audiences in their local markets and on occasion the international critics also noticed these productions. However despite these successes, films from neighbouring countries or other European Member States are being pushed aside by the public. Audiences tend to prefer the works of art that either represent a universal emotion or their own traditions. A process that the European Union wished to alter by the creation of two support schemes, MEDIA and Eurimages, to engage the audience in cultural encounters with film productions from other Member States without the loss of the diversity of culture. Several attempts before the 1990's to join forces in co- productions on a political and economical level failed. The Cinema Directives of the European Union, that tried to regulate quotas, clearly didn't suffice. A definitive support supranational system was needed to help maintain the European identity and film industry. The European Union structured the industry thought the creation of two institutions (MEDIA and Eurimages). The MEDIA program was created to "support the European film and television program industry, make it more competitive and foster the circulation and production of European audiovisual products"(European Commision, s.d). Today the MEDIA program just ended its fourth edition and worked with a budget of 755 million euro (European Commission, s.d). MEDIA tries to work on those handicaps of national cinema that prevent the "intercultural dialogue inside and outside the European Union" (European Parliament & Council of the European Union, 2006, p.14). The second supranational initiative is the Eurimages program with a budget of 25 million euro a year, paid for by all the member states and additional member countries such as Turkey. The main focus of the film fund is also co-production to support those projects that display the different facets of the European Community (Council of Europe, s.d). The creation of the supranational institutions that give direction to European co-productions and cross border circulation are of great importance for small European nations as they add necessary funds to the already very limited budget. But is it just additional funding or does it actually empower the cultural encounters the European Union set out to achieve? This paper presents an policy analysis of the MEDIA and Eurimages policies that empower cultural encounters and a secondary data analysis of the Flemish, British and Danish film productions that were supported by the MEDIA and Eurimages program to determine whether these films actually had a wider cross border circulation.

10:30 - 12:00

PARALLEL SESSION 9 - 7. FILM STUDIES (A) - ART FILM, GENRE AND MEDIATION

› Room 1.09, First Floor

IMAGINED PLACES IN LARS VON TRIER'S FILMS

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Abstract The ECREA conference, Lisboa, 12-15 November 2014 Imagined Places in Lars von Trier's films Gunhild Agger, Dep. of Culture and Global Studies, Aalborg University Location in the oeuvre of Lars von Trier represents quite a riddle. It is striking that the locations where Trier's films take place are unspecified and obscure, yet highly suggestive, emotionally appealing and charged with symbolic meaning. They represent mirrors of the state of mind of the characters or of the dominant mood of the film. Opposing a prevalent cinematic trend during the last decades, Trier's choice of places certainly does not aim at promoting our sense of place. In a topographical sense, where would his 'Europe' in the Europe trilogy be? Under the impact of the hand-held camera, the tainted colours and the leaps in time, Copenhagen and the venerable hospital 'Rigshospitalet' in Riget (The Kingdom, 1994/1997) are estranged from a more reality based perception of the Danish capital and the nation's top hospital. The so-called America in Dogville (2003) is reduced to some chalk lines on a floor. In Antichrist (2009) the chosen location is called 'Eden' — a remote forest apparently governed by its own rules. In contrast, the primary location of Melancholia (2012) is recognizable (Tjolöholms Slott). But in the cosmic light of the Apocalypse, the image of this castle and its surroundings is as abnormal as Rigshospitalet. There is one common denominator in all these locations: They are shot as imagined places, supporting the atmosphere of the film and the state of mind of its characters. Space of some kind is a precondition of filming. The aim of my paper is to highlight how locations are transformed into imagined places in Trier's oeuvre, by which means this transformation takes place and which purposes it serves. The theoretical framework takes as its point of departure Marc Augé's concept of non-place (1995). It will discuss the role of place and space put forward in Edward S. Casey's The Fate of Place [1997] and Andrey Tarkovsky's concept of cinema as 'sculpting in time' (1987) as well as modern film location theory. A comparative approach will be applied by selected films of Andrey Tarkovsky and Carl Th. Dreyer — two of the most influential sources of inspiration for Lars von Trier. On that background I shall propose a redefinition of Augé's seminal concept of non-places. References Augé, Marc. 1995. Non-Places. Introduction to an Anthropology of Supermodernity. London: Verso. Edward S. Casey. 2013. The Fate of Place. Berkeley: University of California Press. Tarkovsky, Andrey. 1987. Sculpting in Time. Austin: University of Texas Press.

GENERATING EMOTIONS THROUGH SOUND DESIGN: A COMPLETE STUDIO MODEL FOR SOUND DESIGNERS AND FILMMAKERS

Cuadrado Méndez, Francisco José
› Universidad Loyola Andalucía, Spain

The generation of emotions has always been a major (if not the most important) objective in creating and producing films, as well as in the film studies field of research. This is a topic that has been traditionally approached from multiple perspectives (psychology, semiotic, cultural studies, etc.), but that have had a less deep development in the specific area of film sound (compared to, for instance, film music). In the last years, the field of study about the relationship between perception, emotion, sound and music has recently been enriched by the contributions from different disciplines. The studies in psychology, particularly those from the positive psychology, have further defined the principles of emotional intelligence and the mechanism and strategies involved in the management of our emotions. Furthermore, different experimental studies and research conducted in the field of neuropsychology have helped to define

the way our brain reacts to different music and sound stimuli, or how our brain system responsible for the generation of expectations respond emotionally to them. Our study starts from the theoretical model of dynamic conception of the film proposed by Rick Altman (1992). As a part of this dynamic view of cinematography, the film text ceases to be regarded as the nerve center of study to become a close intersection between two major areas: production and reception. This approach takes into consideration the conditions of production and reception of the work, exceeding the limits of the film text itself. It also addresses the importance that many of the circumstances and events surrounding the production process have on the final work. Similarly it puts in value the factors that define the experience that viewers have for the screening of the film, in a wide sense (including emotional). From this approach a complete model for the study of production and generation of emotions from sound design is proposed. This updates the model proposed in a previous study (Cuadrado, 2003), focused in the perception and interpretation of sound inside a movie. The objective of this study is to provide a meaningful analysis model not only for researchers in the field of film studies and studies of sound perception, but also for the development of the professional activity of sound designers, musicians and filmmakers. Finally, as a practical demonstration of the usability of the model, it is applied particularly in the analysis of sound design in several film and television productions reference.

THE DOUBLE MOVEMENT OF FILM

Bragança de Miranda, José
› Lusófona University, Portugal

In a complex way, film is crystalized movement, operating on the dynamics and acceleration of modern life, giving it the coherence of narrative and fable. L'Atalante by Jean Vigo is a paradigm of this viewpoint. In a reverse movement, as soon as a film enters life it also fragments, penetrates other compositions, it is appropriated and circulates erratically. As Victor Burgin states in Remembered Cinema: «a 'film' may be encountered through posters, 'blurbs', and other advertisements, such as trailers and television clips; it may be encountered through newspaper reviews, reference work synopses and theoretical articles (with their 'film strip' assemblages of still images); through production photographs, frame enlargements, memorabilia, and so on. Collecting such metonymic fragments in memory, we may come to feel familiar with a film we have not actually seen». There is thus a generating oscillation in film, ranging between restriction and expansion. One restricts the excess of life by the tale, film is expanded which disseminates in life. Digital and broadcasting technologies have intensified this oscillatory process. To some it would seem that film may be losing its ability for tale-creation with the inevitable crisis of the narrative line. But the above mentioned oscillation is intrinsic to film, and one can only speak of post-film because we are the heirs of a wide experience of its dispersion in life, just as early last century we witnessed with surprise the conversion of life into film. The film is an object which emerges as increasingly fragile in the crossroads of this double movement. We aim to analyze this issue, evidencing how the form-film and its characteristic operations, as exemplified by Jean-Luc Godard or Alexander Kluge, act as schematics for the contemporary film creation.

WITCHES AND MONEY: REPRESENTATIONS OF THE SUPERNATURAL, EXCESSIVE MATERIAL WEALTH AND ECONOMIC INEQUALITY IN NIGERIAN FILMS.

Dekie, Afra[1]; Meers, Philippe[1]; Vande Winkel, Roel[1]; Van Bauwel, Sofie[2]; Smets, Kevin[1]
› [1]University of Antwerp, Belgium; [2]University of Ghent, Belgium

The paper explores the images and narratives of witchcraft, the supernatural, and occultism in Nigerian films. Drawing on theories of post-colonialism, and witchcraft and modernity (Ashcroft 2005; Comaroff and Comaroff 1999; Geschiere 1997, 2002), the paper brings in anthropological insights in the textual analyses of Nigerian films. Furthermore, the paper is also based on an audience study, as part of a larger study on Nigerian film culture, among African diaspora audiences in the cities of Antwerp and Ghent, Belgium. Semi-structured face-to-face interviews and focus groups have been used to shed light on diaspora audiences' perceptions of the representations of witchcraft, the supernatural, and excessive material wealth and elite (Western) culture in Nigerian films. Often criticized for portraying negative, primitive and violent representations of Nigerian and African culture at large, the paper goes beyond this criticism by both reading images of witchcraft and the supernatural in Nigerian films as part of the horror film genre (Tcheuyap 2011; Wendl 2007), but also, and particularly, as representations of socio-economic inequalities following Africa's post-colonial state of existence (Okome 2007). In Nigerian films, witchcraft and ritual killings are often narrated hand in hand with a quest for (excessive) material wealth (e.g. by obtaining wealth through money rituals), exemplifying what has been called 'the economies of the occult' (Comaroff and Comaroff 1999). These images of the supernatural in Nigerian films therefore often relate to representations of global consumer culture within the context of modern African urbanities and city life. Encompassing an elite culture, these depictions of abundant material wealth have also been criticized for ignoring and excluding class differentiations and economic inequalities in representing Nigerian society and Africa at large in Nigerian films. The paper, however, shows how Nigerian films indeed depict strong moral judgements of occult economies, condemning and punishing deceitful acquisitions of material wealth (e.g. through the use of witchcraft), and hence also offer critique on practices of economic exclusion and inequality, enacted both by individuals as well as state actors in Nigeria. Furthermore, by linking the immoral and evil practices of witchcraft and occultism to (Western) consumer culture and material wealth, Nigerian films also question the morality of global economic (capitalist) structures, and notions of Western modernity in particular. Yet, on the other hand, by representing global consumer culture, Nigerian films equally aim to partake in global film culture, as well as subvert its often essentialized, 'non-modern' representations of contemporary Africa by foregrounding different representations of an 'Afromodernity' (Becker 2013). In the paper, the textual analyses of several films, combined with theoretical insights (particularly from the field of anthropology and African Studies), and the perceptions of African diaspora Nigerian film audiences will shed light on these various representations and relations between witchcraft, material wealth and Afromodernity in Nigerian films.

15:00 - 16:30

PARALLEL SESSION 10 - 7. FILM STUDIES (A) - PRODUCTION, POLICY AND AUDIENCES

› Room 1.09, First Floor

UNDERSTANDING THE SOCIAL IN A POST-MOVIEGOING AGE. AN EMPIRICAL RESEARCH INTO CONTEMPORARY CINEMA AUDIENCES.

Van de Vijver, Lies
› Ghent University, Belgium

My research is a study of the social experience of screen culture from the emergence of the multiplex to the absorption of film in digital culture in the present day. The focus of this paper – questioning the social experience of the present-day cinema – lies on the eventfulness and sociability historically ascribed to moviegoing. From a theoretical point of view, the research focuses on defining place as a spatial site of cinema, and space as a constructed social site of cinemagoing (Massey, 2005). Contextualized by an ongoing historical research on the structure of cinema culture (a structural analysis of the film exhibition scene using archival material on geographical locations and policy) and by an ongoing programming research (describing the supply and popularity of films), this paper focuses on the audience itself. To understand the nature of the eventfulness and the sociality of cinemagoing in a 'post-moviegoing age' (Allen, 2011), the empirical audience research method of the survey is used. This paper discusses this as a case study; a survey questioning young moviegoers on their cinemagoing habits and film consumption by combining different types of questions. The paper discusses the process of the survey, the results and the possible (re)usability

for qualitative, multi-method research into the sociality and eventfulness of moviegoing in the age of the multiplex. By working from a bottom-up perspective, this paper by no means claims representativeness yet analyzes what (the event and the sociality of) contemporary moviegoing means for these respondents within their film consumption and daily lives.

THE INFLUENCE OF CINEMA ON TOURIST IMAGERY

Serrenho, Marisa
› FCSH-UNL, Portugal

It is increasingly believed that tourism marketing should be based on consumer perceptions and preferences. The leisure practices (e.g. tourism) are strongly influenced by the culture industry based on mass media such as literature, television and cinema. In today's society the audiovisual productions establish themselves as the main vehicle of information, dictating rules, values, habits and fashions. Studies have established that the destination image is an important factor in the choice of a holiday destination (Um and Crompton, 1999). The first contact a tourist has to a place is not with the place itself but with some form of representation of the site. This representation can take the form of a painting, a photograph, a descriptive text, etc. The image of a destination is crafted directly by promotional institutions and indirectly by movies or television programs. In this context, the role of destinations in these productions is compared to product placement, influencing the attitude of the spectator in relation to a brand, therefore films have an influence on the image of the venue where they take place. Moreover, film-induced tourism is one of the fast growing sectors of the tourism industry. Countries such as the UK, US and Australia have all experienced success in using blockbusters to promote a series of interesting landmarks and features to cinema fans. Film-induced tourism studies have focused on aspects such as the destination image and perception (Frost, 2006; Kim and Richardson, 2003; Lee, Scott and Kim, 2008), destination choice (Iwashita, 2006), motivation (Busby and O'Neill, 2006; Macionis, 2004; Macionis and Sparks, 2009), impact on the host destination (Beeton, 2001, 2005, 2008; Mordue, 2001; Connell, 2005), destination marketing (Hudson and Ritchie, 2006; O'Connor, Flanagan and Gilbert, 2008, 2009), and tourist experience (Couldry, 1998; Carl, Kindon and Smith, 2007; Connell and Meyer, 2009; Kim, Argusa, Lee and Chon, 2007; Kim, 2010; Torchin, 2002; Tzanelli, 2007). The research we intend to undertake will explore the growing phenomenon of film-induced tourism through the Cinema perspective, as a means of communication and cultural product, whose consumption is significant in today's society. The research aims at measuring the impact of the medium film on destination image construction and travel decisions. A survey will assess the extent to which viewing a specific motion picture alters cognitive and affective images of the place depicted and generates interest in visiting it. Benefiting from a multidisciplinary nature, the research will enable us to create a conceptual model of destination image enhancement and to grasp the full potential of film to tap into our society's consumer psyche.

OFF THE TABLE: SCREEN PRODUCERS IRELAND, IRISH ACTORS EQUITY, AND THE WITHERING AWAY OF RESIDUAL PAYMENTS.

Murphy, Denis
› Dublin City University, Ireland

In the past two decades, utopian celebrations of creative labour (e.g. Florida 2002) have activated a considerable backlash, with a growing body of recent critical literature addressing the question of creative labour. This work highlights some important underlying features of "knowledge economy" rhetorics, including a shift from a state to market frame in the construction of cultural policy (Garnham 2005), and the increasingly precarious nature of contemporary creative work (e.g. Ursell 2000; McRobbie 1998, 2002; Ross 2008; Hesmondhalgh and Baker 2011). Despite this welcome turn, media work remains under-represented in the literature, with Mosco (2011) lamenting the "labour blind spot" in western communications studies. Scanter attention again has been paid to declining trade union influence in the film, television and related industries, despite the rich tradition of union organization – to the general benefit of media workers – in these areas historically (see Chanan 1976; Nielsen 1983; Horne 2001). The proposed paper seeks to address this gap, at least in an Irish context. Employing a critical media industry studies (CMIS) framework to interrogate collective bargaining processes in the Irish screen industries, I analyse documents in the union archives recording the lengthy negotiation of a labour agreement reached between Irish Actors Equity (IAE) and Screen Producers Ireland (SPI) in 2005. The narrative suggests that SPI succeeded in what arguably was its primary objective: a licensing system based on advance buyout (performance rights anticipated and fully paid in advance) rather than residual payments (supplementary actor fees for repeat showings, distribution through new media channels, and other forms of performance reuse). I argue that Irish Actors Equity – already in a symbiotic relationship with producers over the administration of casting and payment of screen extras – thus missed an important opportunity to extend its representational role in relation to principal actors. For its part, SPI successfully avoided a replication of conditions prevailing in the US, where screen actors enjoy a three-tier compensation system, of particular value to those at the lower end of the pay scale. SPI also sidestepped a further important power concession to screen labour: the US residuals system is so complex that the major entertainment corporations rely on trade unions for its administration (Paul and Kleingartner 1994). By failing to fight for a similar system, IAE thus lost an opportunity to emulate its US counterpart and retain an integral role in the management of the employment relationship. The SPI's "victory" therefore reflects a general decline of labour power in the screen industries, in tandem with the trend towards vertical disintegration and transition towards flexible labour (Christopherson and Storper 1989). In conclusion, by closely examining the 2005 SPI-IAE labour agreement, this paper throws new light on the question of screen labour in a globalised industry, as screen commodities are distributed through traditional and emerging channels. In the CMIS tradition, "midlevel fieldwork" is thus applied in the interests of uncovering new understandings of the media industries from a critical perspective (Havens, Lotz and Tinic 2009).

DANISH INDEPENDENT FILM, OR HOW TO MAKE FILMS WITHOUT PUBLIC FUNDING

Toft Hansen, Kim
› Aalborg University, Denmark

Throughout the past decade, Danish independent cinema has grown from being amateur home productions to more self-aware production companies and film communities. This works, principally, by directly reacting against the institutional and economic dominance of primarily The Danish Film Institute. Indirectly, filmmakers seem to react against 'what is allowed' in Danish film culture. In observations made in interviews with directors, actors and producers there seems to be a gradual transition from being truly independent (dubbed "guerrilla style" by director David Noel Bourke) towards being a part of the establishment. Hesitance towards the film institute often comes directly from reluctance towards genre cinema, which indirectly means that indie directors fear loosing control of their projects if they were to do what it takes to be granted subsidies. In these cases participants express that they seem to play a subordinated role and feel particularly pressured by the establishment; these are the filmmakers I would describe through 'institutional independency'. In other cases participants highlight that they are in the film business because they feel a need to be and not in opposition to institutions and production companies; I dub these groupings 'aspiring independency'. Rather than being countercultural, aspiringly independent filmmakers can be explained by what Jostein Gripsrud – drawing on Nancy Fraser – calls 'training camps'. These two groups are not at all clearly separable and there may be development from one group into the other. In this way, studying independent cinema in Denmark may, by way of analysing the cultural movements within a film culture, an interesting and backwards way of reading the experience of power relations and control mechanisms in the system.

FILM POLICY IN PRACTICE: AN IN-DEPTH ANALYSIS OF DISCOURSES AMONG SOUTH AFRICAN POLICY ACTORS REGARDING THE POSITION OF FILM IN THE CULTURAL AND CREATIVE INDUSTRIES

Kowalik, Natalie; Meers, Philippe
› Universiteit Antwerpen, Belgium

South Africa's political landscape can be seen to be in constant change. With the 1994 democratic elections the South African government conducted extensive investigations into the creation of a new post-apartheid film industry, one that would redress past imbalances and promote South Africa's cultural identities to both domestic and international audiences. This was vital as previous apartheid policies left South Africa's film industry severely fragmented with production, distribution and exhibition all under white control (Botha, 2012). This new cinema legislation would provide equal opportunities for all South Africans regardless of race or gender. Film was identified as a key sector in the cultural industries with the idea that it would be able to create a national identity essential for nation building and political transformation. Over the past 20 years the South African government has introduced various film policies and development strategies in order to facilitate the placement of South Africa's film industry both commercially and enable it to become an international competitor. With the increase in film production the South African government has identified the creative industries (including film) as a key sector for job creation and economic empowerment. Film policy is often less recognised than many other areas in film studies (Moran, 1998), usually incorporated into general studies within film industries, international trade or national cinema. Due to film being seen as both an economic commodity as well as a cultural good (Moran, 1998), policymakers are faced with the question of how to balance film as an industry with film as cultural product. Ward (2004:112) points out "convergence has caused governments worldwide to rethink film policy that acknowledges film and television as part of a much larger 'creative sector'". This shift from film as sector in the cultural industries to the creative industries can be seen in South Africa's national policy strategies. Although policy has never been restricted to only one decision-making power, over the past few decades there has been a shift where policy formulation has become the responsibility of multiple policy actors at national and international levels (Van Den Bulck, 2012). Framed within the field of film policy (Moran, 1996) and media studies we examine the discourses in a selection of film policy texts and among policymakers (including directors, councillors, heads of policy and research at various government departments and agencies) in order to establish the level of film policies in South Africa and their effectiveness. With the use of Yanow's (2000) Interpretive Policy Analysis, Altheide and Schneider's (2013) process of qualitative document analysis, this study includes an extensive analysis of published material including commercial and government media (48 primary policy and strategy documents will be analysed; white papers, legislations, critical reports) as well as 20 in-depth interviews with key South African policy actors. Drawing on the insights of Van Den Bulck's (2012) discussions of stakeholder analysis, policy communities, advocacy coalitions and policy networks we establish the role film policy plays within South Africa's film industry, locating it within the cultural-creative industries debate. References: Altheide D, L. & Schneider C, J. 2013. Qualitative Media Analysis. 2nd Edition. (Sage University Papers Series on Qualitative Research Methods. Vol. 38).Second Edition Newbury Park, CA. Sage. Botha, M. 2012. South African Cinema 1896-2010. UK and USA. Intellect. Moran, A. 1996. Film Policy: International, National, and Regional Perspectives. Routledge. London. Moran, A. 1998. Film Policy: Hollywood and beyond. In. Hill, J. and Gibson, P.C. 1998. The Oxford Guide to Film Studies. New York. Oxford University Press. 365-370. Van den Bulck, H. 2012. Tracing media policy decisions: of stakeholders, networks and advocacy coalitions. In. Price, Monroe et al. (eds.) Routledge handbook of media law. London, Routledge. 17-34. Van Gorp, J. 2008. Staat, Cinema en Natie. Een onderzoek naar de constructie van nationale identiteit als filmbeleidsdoel in post-Sovjet Rusland (1991-2005). Antwerpen. Universiteit Antwerpen. Ward, S. 2004. National Cinema or Creative Industry. Media International Australia, Incorporating Culture & Policy. Issue. 112. 115-130. Yanow, D. 2000. Conducting Interpretive Policy Analysis. (Sage University Papers Series on Qualitative Research Methods. Vol. 47). Thousand Oaks, CA. Sage.

ABSTRACTS SECTION 8
GENDER AND COMMUNICATION

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 8. GENDER AND COMMUNICATION - DISCOURSE AND GENDER I

ROOM 1.02, FIRST FLOOR

"GLOBAL" GIRLS AND MEDIA DISCOURSES ABOUT POST-FEMINIST GENDER EQUALITY

Vendramin, Valerija

› Educational Research Institute, Slovenia

The author takes as a starting point some of the predominant trends in discussions about gender equality in education today, where, as it seems, the promotion of the culture of standards and achievements is at forefront. Furthermore, she exposes the neo-liberal logic of practicality in the context of accountability and neo-liberal discourse of excellence in educational contexts. It appears the case that the coordinates are more and more fixed: standardized international approaches in educational research are closely connected with political and economic imperatives and the neoliberal terminology (i.e. "knowledge-based economy", "cost-effectiveness", etc.) is put to all too frequent use. There is less and less regard given to anything that does not comply with the politics of the market (or marketization). This is additionally motivated by globalization, with its restructuration of educational systems – homogenization and introduction of a new scale of values where, for one thing, specific cultural identities no longer come into view. The success of girls in international testing presumably attests to achieved gender equality. Transnational spaces are formed in which markets and consumptions are of utmost relevance. The author positions this understanding of "achieved" gender equality in education in a somewhat broader context which today can be named as post-feminist. In this, so called post-feminist landscape, feminism is seen as no longer needed or obscure, certain feminist ideas have become a kind of common sense, but feminism itself is very much repudiated. In this landscape (or: mediascape) the media present girls as the new attractive heroines that can easily compete with their male peers. The author explores how helpful are the notions of "backlash" (S. Faludi), "retro-sexism" (I. Whelehan) and "post-feminism" for making sense of contemporary media representations (according to R. Gill). In the analysis of the relations between media, dominant gender and sexual discourses, educational policies, research directions, and the lived experiences of girls and women, the following proposition can be articulated: post-feminist presumptions about gender equality "obscure on-going issues of sexual difference and sexism that girls experience in the classroom, playground and beyond" (as worded by J. Ringrose).

THE BODY OF THE QUEEN: SCIENCE AND GENDER IN THE TELEVISED NOBEL BANQUET

Ganetz, Hillevi

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Each year, December 10th, the Nobel Day is celebrated: a day when science and the world's most prominent scientists are praised and awarded prizes. It is the culmination of several weeks of activities in which press, radio, TV and web media present success narratives of the natural sciences, linked to the Nobel Prizes in Physics, Chemistry and Medicine. The Swedish public service television company Sveriges television (SVT) shows the whole day, including the closing Nobel Banquet, a whole-evening live broadcast interspersed with short pre-recorded interviews and background material. The televised Nobel Banquet is the part of the Nobel broadcasts that have the biggest audience in Sweden and is by far the most popular part of the whole Nobel Day, surpassing the prize ceremony itself. The televised festive entertainments broadly present an image of what is science. This image has been negotiated between representatives of media and science. The aim of the project, which this paper is a part of, is to use the Nobel Banquet as prismatic focus to investigate and discuss representations of mediated science. It studies the ambivalences and tensions found in the media/science interplay. The mediated banquet consists of three main structuring elements: visual, muscial and verbal. All these key elements together form the significant and polysemic media text that is 'the Nobel Banquet'. They communicate notions of class, gender, ethnicity, nation, politics and economy, and how these categories are interrelated to science. The visual, musical and verbal representations both reproduce and create an image of science and the scientist that through the television medium is communicated to a wide and diverse audience. This paper will focus on the appearance of the female participants, and especially the Swedish queen, who gets more TV time than any scientist. Through an analysis of her body, dresses and the verbal comments of the hostesses, the paper discusses how an ideal femininity is constructed in relation to science. The material consists of interviews with representatives of science and media as well as a close analysis of Nobel Banquet broadcasting for 50 years (more than 80 hours television). Theoretically the project leans on the fields of feminist cultural studies, celebrity studies, media studies, and science communication.

EVOLUTION OF WOMEN'S IMAGE DURING THE SPANISH CIVIL WAR. PRELIMINARY RESULTS OF CONTENT ANALYSIS APPLIED TO COMMERCIAL PRINT ADVERTISING.

García Castillo, Noelia

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According to diverse international agreements, such as the Beijing Declaration and Platform for Action, nowadays, mass media are able to provide a crucial contribution to women´s situation. However, this current phenomenon has its historical roots. In this way, we can observe the importance of Gender and Mass Media Studies applied to different periods of time that supply us with empirical parameters for comparative analysis in terms of gender equality. Over last decades, social psychology literature has changed its view of stereotypes as rigid structures into flexible constructs subjected to social context. Furthermore, these studies assert that internal wars increase the possibility of modifying gender stereotypes. The Spanish Civil War was a three-year-long conflict that began with a military coup in 1936. It was fought between the Republicans, loyal to the established and democratic Spanish Republic, and the Nationalists, a rebel group led by generals from the Spanish Republican Armed Forces and supported by conservative and catholic parties. It concluded with a Nationalist victory that led to a military dictatorship. This conflict resulted in a rise of new female roles representation on the Republican side while in the Nationalist territory an exacerbation of traditional gender roles took place. In the case of republican women, war blurred the boundaries between public and private spheres. Nevertheless, as Mary Nash explained, the importance of this redefinition

of gender roles has to be specified. Thus, this female imaginary cannot be considered as a direct reflect of society, but it has to be decoded to confirm the reconstruction of gender system. We base our research on this theoretical framework with the objective of analyzing the evolution of women´s image in print advertising during the Spanish Civil War. Up to now, other researchers specialized in the study of gender stereotypes of this period have focused their interest in propaganda posters. Our dissertation completes those previous studies with an extensive review of the commercial print advertising published in the main newspapers of both Republican and Nationalist factions. In this paper, we report part of the preliminary results obtained from a doctoral thesis supported by the Spanish Ministry of Education, Culture and Sports with the FPU program fellowship. The chosen methodology for our research is content analysis, given that it has been supported by UNESCO as a suitable index for monitoring women's image in mass media. We combine quantitative and qualitative methods of content analysis applied to text and image corpora. The evolution of female image will be demonstrated by means of a comparative longitudinal analysis in each faction and a transversal analysis in both of them. This process will be developed with various procedures, among them the statistical tool SPSS stands out.

"DOING-GENDER" IN MEDIA DISCOURSES ON FAMILIES

Prinzing, Marlis[1]; Tank, Jennifer[2]

› [1]mhmk university cologne, Germany; [2]universitaet bundeswehr, Germany

This proposal aims to deconstruct gender and its representations in the media discourse on families. The "family-topic" functions as an example of how gender images are (re-)produced in the media by different actors. We pose the question whether there are differences in the construction of gender by different actors: How do parents represent gender images in different family types? How do journalists depict them? Does it make a difference whether the author of an article is female, male -- or anonymous? Which conceptions of gender do women represent as actors in texts about families? Which discourse strategies and frames do male and female journalists use in reporting on families? By taking a closer look on imbalances in media production and in media contents, we argue that "doing-gender" is a circulating process in the discourse between parents and journalists, i.e. the ones performing gender and the ones observing it. The discourse on family issues in German print media illustrates the processes that construct gender roles and images in family-related aspects. It demonstrates whether it fulfills its normative function of inclusion and multivocality and whether multiple perspectives on family life in combination with different gender constructions are given voice. The theoretical approach starts out from different perspectives: first insights into family pictures (amongst others: Gruendler et al. 2013; Keddi et al. 2010; Nave-Herz 2012; Peuckert 2012;) second discourse analysis and framing (Dahinden 2006; Schemer 2013; Scheufele 2003; Potthoff 2012); third conceptions of the public (Fraser 2001 & 2008; Lünenborg 2009; Habermas 1990) and fourth (de-)construction of gender (Butler 2004; Klaus 2006; Klaus/Lünenborg 2011). We refer to models of the civic public which require that each person can participate equally and it follows the need to break the male dominance in hegemonic publics. We approach the analysis by first looking at "how" family issues are described and then refer back to "who" is it that describes (vgl. Kinnebrock et al. 2012). Methodological approach: The sample of the quantitave and qualitatitve content analyses includes the coverage of different family types in German print media (regional and nation-wide distributed newspapers, weekly newspapers and magazines, special interest magazines) in 2011 and 2012 -- a total of 1100 texts. The findings of the content analysis were complemented by 14 expert interviews with journalists, researchers and lobbyists. Some key findings: Mothers rarely have a voice in reports about their situation fathers are mostly ignored by journalists. But: male journalists prefer to talk to fathers, they are generally referred to as responsible for the economic and less for the emotional well-being of families throughout all publications. Both, male and female journalists use clichés and stereotypes, but the way they frame discourses are different. mainly both depict traditional families, construct traditional concepts of gender and mother/father roles despite social reality draws different pictures of family life. Noticable: In regard to familiy policy, men have the major share in the coverage. In order to discuss recommendations for Improvement, e.g. we refer on online tools (http://opengendertracking.org; e.g.) visualizing gender inequalities in media content.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 8. GENDER AND COMMUNICATION - DISCOURSE AND GENDER II

› Room 1.02, First Floor

GENDERED PHOTOJOURNALISM? A GENDER ANALYSIS FROM A TABLOIDIZATION PERSPECTIVE

Wadbring, Ingela

› Mid Sweden University, Sweden

In media as well as in society in general there is a gendered logic, a system of hierarchical power. One important part of this hierarchy in the media concern the question on what is highly evaluated and what is not. Traditionally, hard news has acknowledged a higher value than soft news, or, in other words, the official sphere is regarded more important than the private. This hold for content per se, as well as what kind of reporting male and female journalists usually work with. What is regarded as soft news, and thus as less important news, is also news that female audience appreciates to a larger extent than male audience. Altogether, this means that the gendered logic can be used in an analysis at several levels in relation to what is regarded as valuable in media as well as in society. In this study, the media content is in focus. The background to the discussion on hard and soft news can be found in research about the tabloidization process, often stating that soft news has increased at the expense of hard news--and that this is a problem. One can thus easily argue that a gendered hierarchy is at hand in this perspective, since tabloidization as concept is used for evaluating different kinds of news content. In the paper the analysis will be made from a photojournalism point of view, since a lot of studies already have been conducted concerning journalism texts, and thus hard and soft news as texts. The specific aim is thus to analyze gender representation in newspaper photojournalism in a longitudinal perspective. That will be conducted through two research questions: RQ1: In what kind of news--hard or soft--are women respectively men represented on news images, and are there any changes over time? RQ2: In what kind of roles--e.g. official or private--are women respectively men represented on news images, and are there any changes over time? The study will be conducted through a longitudinal quantitative content analysis of Swedish newspapers. The analysis is made on all editorial material in the papers, ie. news, feature, opinion etc. Such an approach makes is possible to analyze if there are displacement in photojournalism over time. Both tabloids and quality papers are included in the analysis. The data collection is running right now, and no preliminary results can therefore be presented in this abstract.

TELEVISION JOURNALISTS MAKING STORIES OF VIOLENCE AGAINST WOMEN IN SPAIN

Gómez Nicolau, Emma

› University of Valencia, Spain

The media discourse on Violence against Women (VAW) has been a big area of feminist media studies. International researchers have studied the way in which VAW has been framed, depicted, and how VAW has been shaped as a social problem by the media discourses. In Spain, gender-based violence has raised as a political issue in the last two decades taking it from the private sphere to a public and political one. Media, and specially television, have achieved a big importance in framing VAW as a social problem, not without several critiques in the way it is

constructed and framed. This paper focuses on the discourses reflected in the production of television stories of VAW in Spanish television. Eighteen in-depth interviews have been done to television journalists covering gender-based violence stories in order to explore the professional discourse on VAW in relation to its political significance. The interviews have been analysed from a critical approach with three main goals: identifying how violence as an issue is tackle by the media organizations, analysing how VAW is shaped by the journalists, and identifying what the journalists look for with the coverage they and their companies are following. The critical discourse analysis highlights that, although the media organisations have several programmes, recommendations and materials in order to improve the depiction of VAW --indeed, the Spanish law sets how VAW has to be covered--, it's not considered as a main problem by the routines. Discourses point to a surfeit of information about VAW that makes it less attractive to be covered. Newsworthiness depends on the spectacular or oddity of the stories. As well, setting-agenda function is still a key theory to study how intimate citizenships items are covered by television. On the other hand, regardless the ideology of the journalists or even their closeness to feminist's points of view, the depiction and coverage of VAW tends to reinforce the sex difference, presenting women as a victims and men as aggressors founded in a dichotomist approach in which the women's agency is erased. At the time the victim is constructed, the political subject is destructed. The routines, organisation and the journalist culture restrict the way VAW is covered. And, even though the journalistic field also assures the reign of hegemonic ideology, newsrooms take in a battleground in order to impose a truth definition of VAW. Finally, journalist discourses include several definitions of what the profession may do in order to fight against VAW. Each conception of media and power implies a conception of responsibility and journalist quality.

THE USE OF HUMOR IN PROPAGATING GENDER STEREOTYPES. A COMPARATIVE ANALYSIS IN BRAZILIAN AND PORTUGUESE TELEVISION ADVERTISING.

Freitas, Simone; Freitas, Simone; The use of humor in propagating gender stereotypes. A comparative analysis in Brazilian and Portuguese television advertising.

› Minho's University, Portugal

This study proposes a comparative discussion of how stereotypical representations of men and women are prepared in Brazilian Portuguese and advertising, using humor as the main persuasive element. For some time, advertising has humor as ally in winning hearts and minds, as advertising for their peculiars features lie in the mood to raw material to delight and entice the consumer public. In this respect, the study has a significant importance for Advertising. Understanding that advertising is a field of identity , cultural and social representations , assuming that humor is a strong persuasive argument, this study directs a look at advertising taking into account the presence of stereotypes and persuasion by the humor in space television. Therefore, being more specific, we intend to analyze the use of humor in television advertising, directing his gaze to the maintenance of stereotyped representations of gender in Brazil and Portugal. In this scenario, the study assesses how humor can be used for breeding and maintenance of gender stereotypes in television advertisements. The methodology used was the qualitative method of content analysis, through a spontaneous selection of commercials shown during prime time (20 to 23h) , the leading TV channel audience in each country during the period of August 2010 to July 2011. In the analysis, factors such as the nature of advertising, product category, advertising appeal, creative strategy, target audience and theme of the ad were also observed. It is known that a comparative analysis of advertising always reveals similarities between countries or specific differences in cultural values manifest. Based on these results, similar aspects between the two countries were observed, although certain features also not go unnoticed. For example, in Portugal, the use of humor is more applied in ads aimed at the male audience, while in Brazil the mood is more present in spots meant for both genders. However, in both countries, the female figure is the one most subject to stereotypical representations, where the mood appears as a way to mitigate and soften the negative aspect presented. Furthermore, given that the advertising for each product type adopt a position search, and therefore a character represented by a stereotype, it is important to note related to the difference in male and female images approach according to appropriateness of the target group to be reached. Overall, the results indicate that the use of humor in television advertising allows gender stereotypes act freely, from unnoticed to society by society its harmful effects. This shows that there is still much to do in advertising to promote gender equality.

PROMOTING EQUALITY OR PERSISTING IN THE OLD STEREOTYPES? THE COVERAGE OF SPORTSWOMEN IN LONDON 2012 OLYMPICS AT THE GUARDIAN, THE NEW YORK TIMES AND EL PAÍS FROM THE PERSPECTIVE OF JOURNALISM ETHICS

Authors: Xavier Ramon

› Universitat Pompeu Fabra

As the most prestigious international sporting mega-event, the Olympic Games are key spaces for the legitimization of individual and collective identities. They are also crucial sites for the dissemination of essential values such as justice, equality or antidiscrimination. The 2012 Summer Olympics represented a milestone for the inclusion of sportswomen: 44.2% of the athletes were women, including representatives from Muslim countries that had never sent female athletes to the Games. This achievement opened new possibilities to evaluate the quality of their coverage, in order to see if media challenged the traditional minimization of women in sports journalism.

Through the triangulation of the qualitative analysis technique and semi-structured interviews with 15 internationally-known scholars in sports communication and journalism ethics, the paper examines the textual and photographic portrayal of sportswomen in 2012 Olympics in three quality newspapers: The Guardian/The Observer (United Kingdom), The New York Times (United States of America) and El País (Spain).

In quantitative terms, all the analysed newspapers devoted a remarkable space to sportswomen, including a wide presence in their front pages and sports sections. Qualitatively, The Guardian, The New York Times and El País included key pieces in which they celebrated the milestones achieved by sportswomen. The sporting qualities shown by remarkable athletes such as Jessica Ennis, Nicola Adams, Missy Franklin, Gabrielle Douglas, Mireia Belmonte or Marina Alabau, were highly praised throughout the coverage. Nevertheless, a persistence of gender stereotypes was appreciated. Although overt sexist comments and physical attributes weren't the main stereotypes used by quality media, some features were systematically repeated over the studied period, such as the emotionality of women or the inclusion of elements of their private lives. Moreover, the coverage of certain athletes, such as Victoria Pendleton or Rebecca Adlington, was constantly characterized by criticism or by the comparison with male stars. In the case of the Chinese swimmer Ye Shiwen, her portrayal was constructed around the doubts over her performance.

Taking all those elements into account, the research has determined the media compliance with the prescriptions regarding the treatment of gender included in the ethical codes promoted by UNESCO, the Council of Europe, the International Federation of Journalists (IFJ), the Associated Press Sports Editors (APSE) and the journalistic codes of United Kingdom, United States and Spain. The interviews with experts reveal further data about the patterns of continuity and change in the media coverage of sportswomen after the Olympic Games. They highlight that although the awareness about the role of women in sport has raised, inequalities still persist. The success of sportswomen in London 2012 has not been translated on a greater and better coverage on audiovisual, print and digital media.

17:30 - 19:00

PARALLEL SESSION 3 - 8. GENDER AND COMMUNICATION - READINGS AND RECEPTION

› Room 1.02, First Floor

DIGITAL GAMING EXPERTISE: NEGOTIATING GAMING CAPITAL AND GENDER WITHIN THE CONTEXT OF GAMERS' DAILY LIVES

Toft-Nielsen, Claus

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In a digitally saturated environment digital media users of all kinds, engaged in different areas of activity, are increasingly categorized in terms of their ability to appropriate and use digital media -- they are regarded as non-users, experts, natives, or literates for instance. Within communication and game studies there are multiple understandings of how digital expertise is expressed and performed, and subsequently how these expressions and performances can be valued, understood and theorized within the research community. Among other things expertise with and within digital games has often been framed as pertaining to cognitive problem-solving & literacy (Steinkuehler and Duncan, 2008), social skills & cultural capital (e.g. Chen, 2009) or sports & professionalism (Taylor, 2012). However, this is not a paper about literacy, social skills, professional gamers or even expert gamers -- rather, this is an paper that develops an understanding of how digital media expertise emerge and is negotiated among everyday gamers in domestic contexts. The paper is based on empirical data from qualitative focus group interviews (Morgan, 1997) and participant observations in-game and out-of-game (Schrøder, 2003) in a three-year-long study of men and women (couples and singles) playing the largest Massively Multiplayer Online Role-Playing Game to date, World of Warcraft. In focusing on how different aspects of gaming expertise are articulated, negotiated, and performed, I aim to illustrate how traditional conceptualizations of gaming expertise, of technology-in-use as either simply descriptive (of a particular capacity to use), or normative (as an elevated level of engagement desired to be obtained) are contextually produced: They intersect with various social categories -- most notably gender (Butler, 2005; Butler, 2004). This calls attention to conceptual and critical questions around the values, qualities and activities increasingly claimed and collated with gaming expertise: Who, or what, is a digital game expert and what is evident in the name of expertise? Who can claim to be an expert, to have access to the dynamic power systems in and around digital games theorized as 'gaming capital' (Consalvo, 2007) and who cannot? I argue, in other words, for an understanding of digital gaming competence as a reflection, negotiation, and production of gendered power relations, performed in ways that embed gaming technology into the social power dynamics of both in-game and out-game contexts. The paper will draw on digital game studies, gender studies, reception studies witch is theoretically qualified through conceptualizations of gender, technology and performed gaming practice (Walkerdine, 2007; Jenson and de Castell, 2010).

GENDERED MORAL REPERTORIES IN HOUSE OF CARDS AND AUDIENCES' RECEPTION

Krijnen, Tonny

› Erasmus University Rotterdam, Netherlands

Academic interest in the moral content of popular TV and what audiences do with TV on a moral level has increased tremendously over the past decade. Cultural studies scholars such as Hawkins, Hill and Krijnen have scrutinized the imagination of morality in popular TV concluding that TV offers a rich environment for moral reflection. Interviews and experiments with audiences regularly show similar results. Authors like Raney argue that audiences can use TV to sharpen one's moral lens, while Krijnen shows that people appropriate moral content in various ways. Simultaneously, more and more TV shows appear that are labeled as 'quality drama', such as House of Cards, The Wire, and Game of Thrones. These TV shows have two striking similarities: 1.) all of them are visually attractive and sometimes even visually spectacular and 2.) all of them present us with morally ambiguous characters of both genders - which in previous shows was not the case . Apparently, these two features combined result in high quality drama that is appreciated by both critics as audiences as all of these shows receive high ratings. Yet, we do not know whether these TV shows' moral content and the gendered moral repertories, are s also what audiences do reflect on. Though it seems appealing to assume that the apparent moral and gendered features of the show are what audiences actually pick up on when appreciating the show we do not know if how and when audiences reflected on gendered moral repertories. Though the moral content and reception of TV has been receiving enough attention over the past years, studies that actually scrutinize the content and reception of one TV show are rare, if they exist at all. This study tries to fill this void. Taking House of Cards as a case study, the gendered moral repertories of the TV show and its reception by the audiences has been studied. The moral repertories were assessed using a qualitative analysis of all episodes in season 1. Developed in earlier studies, this method takes the narrative as the starting point of analysis and focuses the construction of moral repertories and its gendered dimensions. Additionally, the visual aesthetics that surrounded this moral construction were taken into account. The reception of this moral content in House of Cards was studied by using a novel method combining photovoice and in-depth interviews with 15 participants who enjoy watching the show. Results show that the aesthetic quality of House of Cards is of importance for the reception of moral repertories. Not unexpectedly, audiences did not reflect on every moral issue offered by the show. However, the more spectacular the setting and scenes in which the moral repertory is constructed, the less value was contributed to the gendered dimensions thereof. Therefore, we would like to argue, that these results suggest that aesthetic quality is of vital importance for the reception of gendered moral repertories in TV-drama.h

COMING OUT OF THE STABLE - THE BRONY MASCULINITY

Hautakangas, Mikko

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The animated television series My Little Pony: Friendship is Magic (Hasbro 2010-), originally targeted to little girls, has achieved an unexpected world-wide fan base among young adult men. These fans, referred to as Bronies (a coinage from "bro/brother" and "pony"), are met with confusion and controversy in the public eye: the men's interest in something so "childish and girlish" seems to call for some kind of explanation. Public discussions, especially on internet discussion boards, speculate about the possible sexual aspect of Brony fandom. Is it a fetish? Are they gay? Or are they just 'trolling'? The Brony community however refuses to provide such explanations, insisting on a non-ironic attachment to and sincere enjoyment of the show. Despite the common prejudices, Bronies cannot be categorized as a queer or camp phenomenon; for instance, the extensive statistical survey carried out within the fandom in two consecutive years ("State of the Herd Report" 2012 and 2013) supports the view that although the Brony community welcomes LGBT people, clear majority of Bronies are however heterosexual males. However, among the Brony community, there is a strong discourse of "coming out" as a Brony. Stories of having told family, friends, colleagues at work or even comrades in the military about one's affection for My Little Pony circulate among Bronies and serve to reinforce their togetherness -- and to foreground their 'weirdness' and violation of gender norms. This paper focuses on the codes of mainstream masculinity that Bronies appear to violate, and the significance of these violations to Bronies themselves as a transgressive identity strategy. The aim is to shed light on the codes of young men's (mediated) culture, especially in relation to presentations of male sexuality, that the Brony fandom appears to violate, and the significance of these violations to Bronies themselves as a transgressive identity strategy. The empirical material consists of interviews (focus group and individual) among Finnish Bronies, ethnographic observation of a Brony meetup, and content analysis of internet discussions. This material was collected as a part of a research project "Young Men's Media Culture and Participation" in research center COMET at the University of Tampere,

between April 2013 - August 2014. Relating these observations to the vast material available online about the international Brony fandom, including the feature-length documentary film Bronies: The Extremely Unexpected Adult Fans of My Little Pony, it can be argued that the emancipatory narratives of "coming out of the stable" that Bronies produce and circulate are reworkings of masculine identity, on one hand very intimate and personal, on the other hand part of the transnational discourse of the fandom.

HOMOSEXUALITY IN SOCCER AND THE PUBLIC - QUEER FOOTBALL FANCLUBS (QFF) IN EUROPE

Sinner, Philip

› University of Salzburg, Austria

It all started in 2001 with „Hertha Junxx" (Junxx means boys) in Berlin, when some gay soccer fans on Planetromeo.com founded the first official gay-lesbian fanclub of a professional soccer team in German Bundesliga. In 2006, „Hertha Junxx" and two more such clubs from Stuttgart and Dortmund („Stuttgart Junxx" and „Rainbow Borussen") established Queer Football Fanclubs (QFF) -- a network to bring gay, lesbian and open minded fan organisations together. However, up to now the network comprises 29 fanclubs and one NGO with common goals in four European countries (Germany, the Netherlands, Spain and Switzerland). Their main objective is the promotion of tolerance, integration, networking, support and visibility (in the media), in order to turn homosexuality in soccer as well as lesbian, gay, bisexual and transgender fans into an everyday occurrence. Homosexuality shall be seen in the soccer stadiums and should be recognized as something equivalent. Therefor, the aim of the present contribution is to provide answers on two issues: Which visibility and impact have the QFF in the media and society? Furthermore, and in accordance with the main area of their work: What is the presence and significance of QFF on the Internet and in social media? To achieve these objectives, a combination of two methods has been applied: First, a literature study was conducted in the form of a document analysis (selected by theoretical sampling), in order to outline the goals and achievements of the QFF as well as the amount of coverage about them in the media. In a second step, a content analysis in the form of a manually conducted web screening was carried out, in order to assemble all websites and social media offerings of the 29 QFF (full-scale survey), their dates of establishment and the amount of attention they receive (likes, followers etc.). Due to the exploratory character and the theoretical background of the study, mainly qualitative approaches were used; but strong quantifiable elements were also recorded and processed. This outlined project is based on the concepts of queer studies and everyday culture. Soccer is seen as a commercialized media sports and a phenomenon of popular culture. Unfortunately, soccer is still characterized by hetero-normative concepts of masculinity up to today, while other forms of masculinity and sexuality are discriminated against or negated. But popular culture is actively processed by its users or recipients and may be charged with (new) meanings. Against this theoretical background, however, it is a further aim to point out, how social web and its management forms can be used by subordinate groups or groups outside the mainstream, in order to create critical counter-publics and to make their matters to be heard. In this way, these alternative media can take over the function of research databases to impart knowledge to the society.

WOMEN IN A MEN'S WORLD? THE RECEPTION OF THE UEFA EUROPEAN FOOTBALL CHAMPIONSHIP 2012 ON TV: INTENSITY AND COURSE OF MOTIVES OF WATCHING -- A COMPARISON OF MEN WITH WOMEN.

Schallhorn, Christiana; Holger, Schramm; Johannes, Knoll

› University of Wurzburg, Germany

Although men are more interested in watching football on TV in general, women are increasingly delighted in watching mega sports events like the FIFA World Cup or the UEFA European Football Championship. Many studies proved that men watch televised sports because of motives like to thrill in victory, to let loose or to enhance their self-esteem (Wann, Schrader, & Wilson, 1999; Gantz, 1981), while women prefer watching because of social needs, e.g. spending time with their family (Meier & Leinwather, 2012; Whiteside & Hardin, 2011; Gantz & Wenner, 1991). Pope and Williams (2011) assume that this stereotyped picture of men and women may no longer exist because women are also more and more interested in watching mainstream sports like football and basketball. Similarly, Gantz and Wenner (1991) suppose that when interest in watching televised sport is controlled gender differences will disappear. But in most studies interest is not considered as an important indicator, thus here is need for research. This study analyses the reception of the UEFA European Football Championship 2012 taking into account the sex of the viewer and their interest for watching football. The following research questions will be answered: RQ1: Which motives can be identified? RQ2: Do the identified motives fluctuate during the tournament? (The tournament was divided into three periods: preliminary round, quarter final, semifinal). RQ3: How do the motives of watching differentiate between men and women during the tournament? RQ4: How does the interest on televised football influence differences in motives between men and women? All in all, 904 persons took part in the online-survey which was conducted during the tournament in 2012. By calculating an oblique-angled factor analysis including 20 motives, four main-motives were evolved: suspense (α=.69), social communication (α=.66), curiosity about the football teams (α=.71), and estimated potential of conflicts (α=.60) (RQ1). Only the motive "estimated potential of conflicts" fluctuated during the tournament and was highest before the semifinal. The other three motives were stable during the tournament (RQ2). An analysis of variance (ANOVA) revealed differences between men and women as it was shown in many studies before. That is, for example, that for women social communication is more important than for men, while the motives curiosity about the football teams and estimated potential of conflicts are more important for men (RQ3). When general interest in football was controlled by using a two-factor analysis of variance, some gender differences concerning motives disappeared (e. g. curiosity about the football teams), instead, other astonishing meaningful interaction effects between sex and interest were found (e.g. social communication, estimated potential of conflicts, suspension) (RQ4). Nevertheless, surprisingly, these differences were smaller than former studies had indicated. Possible reasons and the implications of these findings will be discussed.

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14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 8. GENDER AND COMMUNICATION - DOING GENDER IN POPULAR CULTURE EXPRESSIONS

› Room 1.02, First Floor

FACEBOOK, GENDER AND CONFLICT ONLINE: TEENAGE GIRLS' UNDERSTANDINGS AND EXPERIENCES OF CYBERBULLYING IN AN IRISH SECOND-LEVEL SCHOOL

Ging, Debbie; O'Higgins-Norman, James

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In recent years, cyberbullying has become the subject of intense media focus, with a number of teenage suicides -- almost all of them female - alleged to have been caused by online aggression. These events have given rise to contested and contradictory public discourses on the nature, causes and impact of cyberbullying. Very little of this discussion, however, addresses the gendered nature of (cyber) bullying, in spite of the fact that the abuse and conflicts documented are almost always related to the victims' gender and/or sexuality. Bullying among girls or abuse directed at girls tends to focus almost exclusively on body image, sexual morals, sexual jealousies or self-harm, while male-directed bullying usually relates to sexuality (homophobia) and/or lack of (especially sporting) ability (Hoff and Mitchell, 2009). In addition to this, many anti-bullying initiatives are either gender-essentialist or gender-blind, in spite of the fact that conceptualisations of gender and sexuality are central to understanding and addressing bullying behaviours, both off- and online. This paper presents the findings of an empirical, qualitative and quantitative study of teenage girls' experiences and understandings of cyberbullying in an Irish, single-sex secondary school. Questionnaires (n=116) and individual depth interviews with students (n=26) and teachers were used to explore the girls' internet use, the nature of their friendships off- and online and their discursive constructions of and approaches to conflict. Our research underlines the urgent need in anti-(cyber)bullying policies and initiatives to consider the impact -- both negative and positive - that postfeminist culture has on young women's lives, from their own perspectives. We argue that a more holistic understanding of the gendered discourses and dynamics of bullying could help school leaders to intervene more effectively and to proactively break down the gender stereotypes that work to perpetuate victimization among girls and aggression and denial among boys.

NORMATIVE FEMININITY IN FA(T)SHION BLOGS: FASHION AS SOCIAL CAPITAL IN IDENTITY FORMATION

Huovinen, Annamari; Harju, Anu

› Aalto University School of Business, Finland

In gender studies considerable attention has been paid to the marginalisation of overweight people (Moorti & Ross 2005) and their stigmatization in our weight-obsessed society. The empowerment of marginalised groups on various social media sites has also been studied (Ciszek 2013), as well as online community interaction having positive effect on self-image negotiation (Tiidenberg 2014). However, within marginalized consumer groups, fashion and identity from a gender point of view is still an under-researched area (e.g. Downing Peters 2014). Plus-sized women have traditionally been viewed as 'othered', displaced, and non-hegemonic objects, as subjects without power. Often, plus-sized women are seen as forming a homogeneous group without paying attention to intra-group diversity. Drawing on the gender studies literature, particularly the butlerian notion of undoing gender as resistance, as well as research on identity and self-presentation in social media (e.g. van Dijck 2013), this paper examines identity construction and the struggles of fatshionistas; fatshionistas are plus-sized fashion bloggers, marginalized among fashion bloggers generally but also within the wider norms of Western beauty ideals. Using Bourdieu's conceptualisation of different types of capital, we argue that fashion and knowledge thereof is a form of social and cultural capital that can be used to position oneself favourably, thereby attaining a more acceptable social role in our society. The empirical materials of the study consist of twenty fatshion blogs. These blogs form a representative selection of active blogs belonging to what has been called the fatosphere (Scaraboto & Fischer 2013). The authors also consulted Instagram, Twitter and Pinterest using the #fatshionista hashtag to further establish and validate the self-representations resorted to by the fatshionistas. The methods used to analyse both the visual and verbal meanings in the blogs are based on the tradition of critical discourse analysis. CDA allows the examination of culturally diverse material and helps uncover the underlying power positions and struggles affecting the complex mechanisms of identity construction. A careful analysis of the empirical material revealed different discursive practices employed by the fatshion bloggers in their identity construction: on the one hand, they separate themselves from other fashion bloggers, but on the other hand seek similarity with and acceptance by mainstream fashionistas. The discursive strategies include, for example, separation from the mainstream by reference to the group as fatshionistas instead of fashionistas, thus underlying a difference based on size, yet similarity-seeking by way of visually mimicking and reproducing assumptions and representations associated with fashion that contribute to the narrow female representations. The analysis shows that in their resistance, the fatshionista bloggers nevertheless conform to the traditional representations of women, and thereby effectively act as social gatekeepers controlling the norms of acceptable femininity in the fatosphere. At the same time, by using this strategy the fatshionistas fail to promote equality for all overweight individuals.

BENDING THE BODY: A TEXTUAL ANALYSIS OF STROMAE AND BEYONCÉ'S BODY POLITICS

Van Bauwel, Sofie; Dhaenens, Frederik

› Ghent University, Belgium

Since the introduction of the music video format, visual culture has become increasingly important in the popular music industry. Particularly, the visualization of the performer's body is a key aspect of the industry's marketing strategies. Not surprisingly, popular and academic debates have scrutinized the role of these bodily representations. Within these discourses, a dominant trope has emerged, which stresses that the body is often sexualized, objectified and rid of any agency. Taking into account that most of the bodies on display belong to women, this discourse argues that these bodily representations serve the preservation of a patriarchal and heteronormative hegemony (e.g., Wallis, 2011). Moreover, a polarization takes place when discussing these representations. Whereas female bodies are argued to be objectified, male bodies in videos are considered to be desexualized, displaced or disguised (Railton & Watson, 2011). These strategies ensure that the male body cannot become a tool of emasculation by becoming the object of sexual desire and guarantees that men can assert their agency. Additionally, these scholars argue that the dimensions of race and ethnicity further organizes these bodies into a hierarchy where white bodies are represented as superior to all bodies of color. As such, representations of black male and female bodies are more likely to be represented in a hypersexual way than white male bodies. This research however aims to nuance these debates. Drawing on critical theory (Alcoff, 2006; Butler, 1993; Grosz, 1994; Weis, 1999), this paper demonstrates how the mediatized body can be used to articulate intersectional gender and racial subjectivities and empowerment. To fortify our argument, we will conduct a textual analysis of media representations (e.g., music videos, media performances, official artwork) of two popular artists, namely American female artist Beyoncé and Belgian male artist Stromae. Both artists engage in body politics that complicate the dominant assumption that black gendered bodies on display are per definition vulnerable, (hyper-)sexualized, or objectified. We argue that Beyoncé and Stromae explore and embody diverse and complex subject positions in their media representations. References: Alcoff, L. (2006) Visible identities: Race, gender and the self. Oxford: Oxford University Press. Butler, J. (1993) Bodies that matter: On the discursive limits of sex. New York: Routledge. Railton, D. & Watson, P. (2011) Music video and the politics of representation. Edinburgh: Edinburgh University Press. Grosz, E. (1994) Volatile

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POPULAR MUSIC, SACRED FORMS, AND SEXUAL FREEDOMS

Carlberg, Jennifer
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Theoretical Framework: Of late, academic scholars addressing popular music commonly use functionalist definitions of religion in order to argue that contemporary musical subcultures and their respective scenes fulfill the roles formerly assigned to organized religions. (Please see, for instance, Rupert Till's text, Pop Cult.) Nonetheless, these sorts of arguments do little to engage with the many dialogues concerning the roles played by religions, narratives of individual empowerment, and ethics in the public sphere, nor their supposed newfound political importance (e.g. Jürgen Habermas, Judith Butler, et al's The Power of Religion in the Public Sphere). In addition, these sorts of arguments do little to engage with the various perspectives of queer theorists, nor their discussions of music and sexuality (e.g. Sheila Whiteley and Jennifer Rycenga et al's Queering the Popular Pitch). Gordon Lynch's cultural sociological approach to the "sacred," however, provides more analytical purchase in such discussions, especially when engaging the perpetual appearance and evolution of varied, competing sacred forms in our increasingly pluralist societies. By "sacred," Lynch points to forms that are not necessarily identified with a particular organized religion yet still exert normative claims over collective social behavior. For instance, within Western democracies, "human rights" constitutes one of many sacred forms. Whenever multiple sacred forms exist, Lynch argues, they form hierarchies, wherein "a subjugated form--if not cast as a profane source of pollution--can also remain a latent presence and potentially be animated as a strong focus for moral and emotional identification at a later point in time" (80). Sexual rights and LGBT political freedoms, I propose, might serve as examples of subjugated forms, ones perhaps complicating Lynch's hierarchy. Outline of Argument: This paper examines LGBT rights within popular music as an example of the hierarchical sacred phenomena identified by Lynch. In particular, I investigate this issue in regards to those artists who either identify as LGBT or align themselves with causes that support various LBGT political agenda seeking equality. Through case studies of Sir Elton John, The Kinks, Freddie Mercury, Madonna, and Lady Gaga, I analyze the complex transition from a world in which the sacredness of chastity and "natural"--that is to say, heterosexual--sexuality seemingly gives way to a new situation in which the previously subjugated sacredness of sexual human rights and freedoms becomes less subjugated. But I also aim to complicate such an ideal trajectory by attending to the recent writings of queer theory that describe increased queer visibility in the media as a paradoxical condition, one capable of maintaining "a visible-invisible state" (e.g. editor Kevin G. Barnhurst et al's Media/Queered: Visibility and its Discontents,11).

DOUBLE STANDARDS AND GENDERED CRITICISM ON SOCIAL NETWORKING SITES

Willem, Cilia[1]; Araüna, Núria[2]; Tortajada, Iolanda[2]
› [1]Universitat de Barcelona, Spain; [2]Universitat Rovira i Virgili, Spain

This paper deals with teenagers' gender and sexual identities on Social Networking Sites. SNS' affordances offer a high level of Intimate Self Disclosure, thus allowing researchers to gather a vast amount of information teenagers' gender identity as expressed from their own points of view. After a previous content analysis of 400 Fotolog pages and an in-depth qualitative analysis of 18 extra profiles (some covering several years of activity), we observed patterns of girls portraying themselves in a 'to-be-looked-at-ness' manner, implying a passive exhibitionist female [body] and a strong sexualization. Besides, 21% of all positive comments received by girls regarding their pictures refer to physical features. To better understand this recurrence, we used focus groups and interviews involving a total of 32 teenagers from the region of Catalonia (Spain), delving into their interpretations of the gendered use of SNS. Results show that both girls and boys believe that by uploading a lot of pictures of themselves they will become more popular. Girls seem to be under more pressure to represent themselves in sexualized ways and are aware that by adopting sexy poses they will attract boys' attention. On the one hand, these practices are a form of 'playing around', as many interviewees have confirmed, but on the other hand, they imply some consequences that are especially tough on women: boys who pose in sexy outfits get less criticism than girls who do the same. This research shows that, just like in offline interactions, this double standard blames women online with sexual slurs ("slut") degrading them vis-à-vis men, who are only thought to be "show-offs". In conclusion, online interactions are strongly gendered, constructed and interpreted in terms of masculine and feminine expressions. We can see this in the images that teens upload of themselves, in their talk about these pictures, in the nicknames they choose and, finally, in the social judgments they receive from and apply to others.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 8. GENDER AND COMMUNICATION - GENDER DIMENSION OF PRODUCTION ROUTINES

› Room 1.02, First Floor

GENDER AT WORK IN PORTUGUESE NEWSROOMS: PROFESSIONAL PRACTICES, CAREERS, EXPECTATIONS AND BELIEFS

Lobo, Paula; Torres da Silva, Marisa; Subtil, Filipa; Silveirinha, Maria João
› CIMJ - Centro de Investigação em Media e Jornalismo, Portugal

In the last few decades, many studies have documented a systematic under-representation of women in the news (e.g. Global Media Monitoring Project, 2005, 2010). Aside from being fewer than men, research has also shown that they are frequently portrayed according to traditional stereotypes that have been proven to be disadvantageous for women (Lobo, 2011; Media Watch, 2010). When considering this problem, it has often been argued that news content will be more gender balanced when the number of female journalists increases. However, the recent so-called 'feminization' of media professions has shown that this assumption is too simplistic (Silveirinha, 2004). If we want to better grasp gender biases in news content we will need to take a deeper approach into the processes of news production and into journalism culture itself, taking the study of newsmaking (Epstein, 1974; Tuchman, 1978; Gans, 1979) as a starting point and theoretical framework, with the purpose of examining the actual newsroom routines, professional values, structures and news access in terms of reporter-source interactions (Lachover, 2005; Berkowitz, 2009) that eventually lead to an unbalanced media representation of women. In order to understand how gender meanings are negotiated in media content production, we conducted a series of in-depth interviews with female and male journalists ranging from young reporters to top management executives from some of the main Portuguese news media organizations. The choice of this qualitative research method can be explained by our interest in understanding the way by which the interviewees associate certain meanings to a given process (Berg, 2004), particularly if their experience is relevant to the research questions and aims (Lindlof et al., 2002). Throughout these interviews, we have focused on the effects of gender on professional experiences and on the lived experiences of female and male journalists in national newsrooms. Drawing insights in organizational sociology, we have considered newsroom practices as a result of professional routines and socialization and focused on how women respond to newsroom dynamics and structures. We also analyzed the gendered organization of the newsmaking process and the subtle and/or obvious glass-ceiling obstacles reported by interviewees. Finally, we sought to examine female manager's career paths within media organizations as well as the way journalists choose to cover or

ignore certain topics or select a particular source when covering a story. During the interviews participants were asked to talk about their careers, expectations, values and beliefs. The transcriptions of all conversations were subjected to a quantitative analysis of common themes and categories with coding procedures using adequate software (NVivo). Among our results we have identified important gender patterns concerning the journalistic culture and the news production process. With this research we believe to be developing a deeper knowledge on the 'why' of biased gender meanings in news' contents as well as creating a useful framework for future gender policies development.

GENDERING IN POLITICAL JOURNALISM: MODES OF ORIGIN

Voronova, Liudmila

› Södertörn University, Sweden

Since the 1960-s, when gender media studies originated, a special attention of gender media scholars has been paid to the different aspects of political communication. "Gendered mediation" (Gidengil and Everitt 1999), or "gendering", of politicians and politics is considered to have a crucial influence both on the voter recognition of female and male candidates, and political participation of women and men. Scholars have provided potential reasons, which can explain the way women and men politicians, as well as the problem of the gender imbalance in political sphere are covered in political journalism (e.g. Braden 1996, Ross 2002, Falk 2008). Despite the media institution (its logic, organization, and individual characteristics of the media producers) being defined as the key "guilty party" of the patterns revealed by the scholars, journalists have remained silent producers of the assumed "gendered mediation". This paper turns to the political journalists' vision of the (gendered) media portrayal of politicians and politics. Its aim is to explore the reasons of gendering in quality press, as they are conceptualized by political journalists. The study focuses on journalists working in two different cultural and political contexts -- in Russia and in Sweden. The choice of the cases is driven by the wish to define the similar and different elements in the journalists' conceptions of the reasons of gendering in different political and cultural contexts, where the two cases work as an illustration of the global tendency of mediatization of politics. The study is based on forty semi-structured interviews with political and international reporters, department- and chief-editors working for the quality press in the two countries. Based on the analytical framework suggested by Hanitzsch (2007), the paper turns to the journalists' conceptions of gendering in relation to their concern of the professional norms and ethical standards, institutional roles, and epistemological beliefs. The concluding discussion links gendering as a component of the national culture of political journalism and the global tendency of mediatization of politics.

PAC-WOMAN & SUPER-MARIA: EXPERT INTERVIEWS WITH WOMEN WORKING IN THE MALE-DOMINATED GERMAN GAMES INDUSTRY

Ganguin, Sonja[1]; Hoblitz, Anna[2]

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Organizations and trades in which the majority of the employees are men, are generally referred to as male-dominated fields (cf. Kanter 1977). Empirical studies on women working in these male-dominated areas are numerous and diverse, especially in the STEM fields (cf. Ihsen 2010).International studies reveal that this also holds true for the games industry, which is perceived as a dynamic, creative and male-dominated field of work (cf. Bryce/Rutter 2002; IGDA 2005; Dyer-Witheford/Sharman 2005; Deuze/Martin/Allen 2007; Prescott/Bogg 2011a,b; 2013, a,b; Skillset 2013). While today almost every other gamer is female (cf. BIU2013, ESA 2013) and the gaming industry is continuously changing due to new products and technical innovations, one issue persists: the steadily low percentage of women working in this field. This stagnation is astonishing, yet the reasons why games companies are interested in the female workforce are diverse, often pointing to the demographic change and the subsequent lack of skilled labour (cf. Teipen 2008). For this reason it becomes increasingly important for (games) companies to recruit and keep qualified employees (keyword: diversity management; cf. Richard/Ford/Ismail 2006; Kafai et al. 2008). Ultimately, this poses the question of why there are so few women working in this creative and challenging area. Possible reasons which are often highlighted in this context are the long and not very flexible working hours, the difficulty of reconciling work and family life, and women's supposedly little interest in the so-called STEM fields. At the same time there already are some successful women in the games industry -- as producers, developers, publishers, etc. However, little is known about their biographies, careers, about their points of view and attitudes. What was their specific way into the industry? How would they describe their own role in the business? Are they confronted with gender differences in their daily work? To answer these questions we developed a qualitative study, which focuses on the perspective of women working in the game industry by interviewing them as experts. The results of this qualitative study with 15 female experts show that there is no royal road to enter the games industry. However, it is also obvious that this sector has become increasingly professionalized. Can women benefit from this development? Exactly this conclusion is frequently drawn in the literature. Game-specific study programs with projects and several internships seem to be interesting especially for women because they enable them to get into direct contact with the industry and foster women in their self-confidence to work in a mainly male-dominated field (cf. Fullerton et al. 2008). However, as research in gender studies has shown, from a historical point of view professionalization tendencies have always simultaneously constituted processes of exclusion, afterwards often resulting in the marginalization of women (cf. Wetterer 1993). All in all, we gained profound insight into the careers of women in the German games industry as well as into the advantages and disadvantages of being a woman in a male-dominated line of work, an issue which we want to present and discuss critically in this paper. References: BIU (2013): Gamer in Deutschland. http://www.biu-online.de/de/fakten/gamer-statistiken/gamer-in-deutschland.html, 01.02.2014. Bryce, Jo/Rutter, Jason (2002): Killing like a girl: gendered gaming and girl gamers' visibility. Paper presented at the Computer Games and Digital Culture Conferences. http://www.digra.org/ digital-library/publications/killing-like-a-girl-gendered-gaming-and-girl-gamers-visibility/, 30.01.2014. 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TEACHING METHODOLOGY IN COMMUNICATION AND EQUALITY: PRACTICAL EXERCISES IN JOURNALISTIC WRITING AND GENDER PERSPECTIVE

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Representation of social diversity is very limited in the news emitted by the hegemonic mass media. As is apparent from the abundant literature dedicated to analyzing content from a gender perspective, the reproduction of stereotypes through the media is a constant factor influencing how the imaginary of the citizenry is shaped and conditioning advances in equality. This communication delves into the results obtained in the framework of a project EHU13/38 that is being carried out in the Faculty of Social and Communication Sciences of the University of the Basque Country (UPV/EHU) with the collaboration of Emakunde, the Women Basque Institute. The principal aim of the research is to design training guidelines based on gender equality through the elaboration of a plan of action that integrates different courses from the academic curriculum in the area of Communication. In this paper we present the results obtained in the first phase of research, extracted from an analysis of the practical work of the students on the News Genres course. A combined methodology was used to carry out the study. In the first place, work was done in the lecture hall requesting the students to elaborate news pieces on the basis of a single premise: that their central theme should be equality between men and women. Proposing this open question enabled the research team to make a classification of the issues that future communications professionals associate with equality, as well as the predominant approaches and the sources employed. In the second place, an analysis was made of these news products elaborated by the students on the basis of categories created for that purpose. These categories take account of elements associated with journalistic quality, which necessarily includes a gender perspective. The results obtained in this first phase of the research make it possible to draw up a state of the question based on work in university lecture halls for the future creation of an integral teaching plan. Amongst the most outstanding conclusions we find that in their work the students reproduce stereotyped models of women's role in society. The results show very restricted proposals that limit the concept of equality between men and women, if we take account of the overall selection of themes, the analysis of the sources and language employed, as well as the inclusion of stereotyped, uncorroborated maxims, amongst other questions.

'GENDER DIVIDES IN TRANSITION?' A STUDY ON THE IMPACT OF THE CHANGING WORKING CONDITIONS IN JOURNALISM ON THE BARRIERS FOR FEMALE JOURNALISTS

DeVuyst, Sara; Raeymaeckers, Karin
› Ghent University, Belgium

This paper sets out to examine recent changes in the journalistic profession from a gender perspective. In the last decades, rapid technological innovations and changes in economic circumstances stimulated profound transitions in the media industry. In terms of working conditions, ample studies have documented that journalists need to produce more content in less time and with fewer resources. It has been repeatedly demonstrated that the intensified work regime combined with the arrival of digital technologies results in an increased demand for multi-skilled journalists that are able to produce content for print, audiovisual and online platforms. However, even though scholars agree that men and women have different working experiences in the journalistic profession, the impact of the changing journalistic work setting is rarely studied from a gender perspective. To date, research on gender inequality in journalism has uncovered several barriers for female journalists (e.g. the incompatibility of journalism and motherhood, the glass ceiling, sexism), but few of these studies have adopted a longitudinal perspective with respect to the changing media ecology. The aim of this paper is to fill this gap by examining the possible gendered dimensions of the changing working conditions in journalism. The study explores whether these recent changes have influenced existing gender-related barriers or whether they have created new gender divides in journalism. We developed a longitudinal study of working conditions in Flemish newsrooms from a gender perspective. With a five year interval (2003-2008-2013), all active professional journalists were invited to participate in a survey that aimed to sketch the profile of the Flemish-speaking journalist with respect to various work-related aspects such as education, job satisfaction, autonomy and career development. The questionnaire was inspired by similar profile studies of journalists conducted by David Weaver and his colleagues in the United States. All three samples were representative of the entire population in terms of gender and age. The response rate was 45% in 2003 (1026 journalists), 30.5% in 2008 (682 journalists) and 33% in 2013 (751 journalists). Respondents could complete the questionnaire either online or on a paper version that was distributed together with the monthly magazine of the professional organization of journalists in Flanders. The findings are mixed. On the one hand, the data show that traditional barriers for women in Flemish journalism are slowly breaking down. The analysis reveals that the numerical inequality between men and women is increasingly eliminated and that female journalists are making progress in gaining leadership positions. On the other hand, the findings suggest that the increasing workload is a big burden on the work-life balance of female journalists. Moreover, our findings point out that new technologies create new (digital) gender divides in journalism. Women are under-represented in online and multimedia journalism: female journalists work less for websites compared to male journalists, and they produce less often content for different news platforms.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 8. GENDER AND COMMUNICATION - FOSTERING GENDER EQUALITY IN AND THROUGH THE MEDIA: TOWARDS A EUROPEAN SCHOLARLY NETWORK

› Room 1.02, First Floor

THE CHALLENGES OF CROSS-CULTURAL COLLABORATIONS: LESSONS LEARNT FROM AN PAN-EUROPEAN RESEARCH PROJECT

Karen Ross
› University of Northumbria, United Kingdom

Most of us would support the idea of working with colleagues from a variety of cultural backgrounds and with diverse experiences of both research and collaboration, but to get the most out of such relationships, we need to pay close attention to processes of consultation and feedback and invest time at the outset in agreeing shared goals, methodological approaches and research tools.

NETWORK BUILDING FOR GENDER AND MEDIA IN EUROPE

Daniela Frumusiani
› Université de Bucarest, Romania

The contribution addresses the challenges of promoting policy and media oriented research (correlated with advocacy for women's rights and gender equality); building capacities and advancing women studies (as part of the teaching of social and human sciences); strengthening collaboration among universities and research centers on women and gender issues, by carrying out research with an important focus on international collaboration, public seminars, and conferences.

BARRIERS AND TRANSFORMATIVE PRACTICES IN OVERCOMING GENDER-BASED INEQUALITIES IN THE MEDIA

Iolanda Tortajada
› Universitat Rovira i Virgili, Spain

The presentation discusses the obstacles that both people and policies meet when trying to overcome gender-based inequalities in the media, and on what successful practices can be implemented to introduce a gender dimension in media production and representation. Examples will be taken from the Spanish context.

FOSTERING EQUALITY: CULTIVATING AN EQUITABLE MEDIA AND BEYOND

Brenda Murphy
› University of Malta, Malta

I will examine on the challenges we face as we strive to foster gender equality in Malta, as we swim against the tide of a prevailing dominant patriarchal cultural. I will focus on the recommendations made in Advancing gender equality in decision-making in media organisations (2013) and explore how they can be implemented to advance gender equality in and through the media.

CULTURAL AND NORMATIVE BOUNDARIES FOR GENDER EQUALITY IN THE MEDIA

Maria Edstrom
› University of Gothenburg, Sweden

Is it possible that general gender equality legislation can do more for the development of gender equality in media industry than self-regulation? In Sweden, that seems to be the case.

POSTERS

GENDERED MESSAGES AND PRACTICS IN TELEVISION FICTION AND VIDEOGAMES
POSTFEMINISM AND WOMEN REPRESENTATIONS IN USA FICTION

Chicharro Merayo, Mar
› Universidad de Burgos, Spain

This paper analyses the relationship between postfeminist ideology and popular culture. In particular, this object of study is exemplified in three massive consumption products of television fiction, very well-known, popular for the audiences and with international access Ally McBeall (Fox, 1997-2002), Sex and the City (HBO, 1998-2004) and Desperate Housewives (ABC, 2004- 2012). It starts from the assumption that television is an ideological mean. It reflects cultural dynamics, and it is also a socialization agent that is able to reproduce and legitimate feminine models. Therefore, this research reviews these formats as texts in which the process of revisiting, criticizing and adapting feminist philosophy can be read. Using the content analysis technique, we will explore characters, topics, plots and sceneries. This information will provide us a detailed knowledge of the message. Although their differences, there are some important links between these three products and their connected research will let us identify a kind of discourse about contemporary femininity. This way of telling femininity shows important differences with the classical proposal of Second Wave feminist movements. In this sense, images and worries related to contemporary women can be pointed through this method. Thus, the analysis of these three formats, especially theirs semantics, will allow for identifying women's models presented, and also their contradictions with feminine and/or feminist images that were hegemonic time ago.

EL TIEMPO ENTRE COSTURAS (TIME BETWEEN SEAMS), ANOTHER WAY OF UNDERSTANDING THE ROLE OF WOMEN IN WORLD WAR II

Soria Ibáñez, María del Mar
› Universidad Complutense de Madrid

The paper studies how the fiction series El tiempo entre costuras (Time between seams) represents the intellectual contribution of women to the World War II. This television format adapts the novel, bearing the same name. It is focused on the character of Sira Quiroga, who show the spectator another way of understanding international conflict resolution, in which women took part. We analyses this central character using content analysis technique. This exercise let us explore the main issues of her message. Indeed we start from the assumption that this character reveals new representations of gender, showing a woman who changed the destiny of a country to save it from a new conflict. The narrative of the production is part of a new symbolism: the story points that spying might have woman's name. In addition, we denote a break with the stereotypes of the "impossible love", economical and political female submission to male and establishment. Otherwise, the impact of audience is studied. El tiempo entre costuras is a fiction production which success marks of audiences from the first of their 11 chapters. The main reason has to do with the character of Sira Quiroga, who deals with another way of telling a war. The study leaves the door open to new research that can provide other relevant information about the female representations in time series. For example, Dolores Quiroga, a single mother in civil war; doña Manuela, a sewing's enterprising facing alone the evolution of their own business during the 1930s. Those are some examples that the femininity that should be studied and highligthed.

PRODUCTION OF FICTION: TELEVISION SERIES FOR YOUNG PEOPLE AS A BUSINESS FROM A GENDER PERSPECTIVE

Alcolea Díaz, Gema
› Universidad Complutense de Madrid, Spain

The relevant place of domestic production of television fiction, increasing its importance in relation to American production, is one of the features of television dynamics in Europe, as well as in Spain. The main importance of this industry and also the reinforcement of these products in television schedule, because of it strategic value, is going on. For the last two decades, television networks have carried out several market strategies for increasing their incomes. The design of several and new "windows", original ways of publicity, or the creation of transmedia products, are some of the strategies followed. This paper tries to analyze this dimension of the business of domestic production in Spain. It is related, specially, to a specific product and target: television series for young people. In our analysis we will take into account one more variable: gender perspective. This research assumes that, on one hand, these strategies for developing these products have been impelled by new technologies, and, on the other, they have evolved in the same sense as young people and their way of consumption. Thus, we can say some of these strategies are designed in the script, that is to say, the product has been orientated from the beginning. In this sense, we consider that gender feature has to do with this way of developing the product. Our methodology implies the analysis of the different stages in the production of the most successful series for young people broadcasted in Spain: from production to commercial development. Previously, television schedules and audience ratings would have been studied, in order to describe the specific formats to research. The results will give us a view of these strategies, and also of tends used in television fiction market in Spain. In this sense, our conclusion will provide a kind of prospective picture as well.

MODS IN VIDEOGAMES: CREATION GENDER AND SPEECH

Gómez García, Salvador

› Universidad de Valladolid, Spain

Mod (modification) is a word that describes an extension or modification in a videogame that introduces new features in the original releases. Mods can include new characters, stories, game modes among other things. The popularity of this kind of extensions implies a lot of gamers that develop and create this kind of content. The extension of the narrative borders of the original work (the one that was released in a commercial way) for the own consumers implies a re-elaboration of the videogame (the one that was created by the game developers) to new frontiers that supposes new ways of relations between gamers and their fictional worlds. This paper wants to study how these kinds of creations –mods- build different gender spaces between the users and how these fictional spaces can be read as gender constructions. The resources of this research will be The Elder Scrolls V: Skyrim internet boards, modders community and other online points of gathering of these users. The implications for identity, gender studies and game research are discussed.

MODS IN VIDEOGAMES: SPEECH, GENDER AND RECEPTION

Planells de la Maza, Antón

› [4]U-Tad, Spain

The possible worlds theory has underlined the potential of new media narrative related to interactive entertainment, especially in video games. In this paper, and in addition to “mods in video games: creation and speech”, we analyze the reception of this fan-content that extends mainstream video games life beyond its initial purpose. However, there has been no feedback yet related to the logic of the collective intelligence of this fandom phenomena. We are not addressing the role of fans as fictional worlds (re)writers but as receptors of unofficial content from that community of users to which they belong. In this sense, we will analyze the main reasons for using certain The Elder Scrolls V: Skyrim mods from the logic of gender studies. From the methodological perspective, we track and extract the main motivations of players involved in Skyrim Nexus official forums.

ABSTRACTS SECTION 9
International and intercultural communication

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 9. INTERNATIONAL AND INTERCULTURAL COMMUNICATION (B) - BUILDING IDENTITIES AND IDEAS: INTERCULTURAL MEDIA FLOWS

› Room 1.03, First Floor

ACADEMIC INTERCULTURALITY IN COMMUNICATION STUDIES: FROM KNOWLEDGE ON COMMUNICATION TO COMMUNICATION OF KNOWLEDGE

Cordonnier, Sarah[1]; Wagner, Hedwig[2]

› [1]Université Lumière Lyon 2, France; [2]Bauhaus-Universität Weimar, Germany

This proposal deals with the science and its collective frame, and how they differ from one country to another. With a focus on social sciences and, more precisely, on sciences dedicated to communication, we want to examine the ways in which diverging cultural conditions and different scientific and academic cultures lead not only to different representations of knowledge but even change what is knowledgeable. The sciences dedicated to communication in Europe and more specifically here in France and in Germany, are an interesting field to look at the international circulation of scholarly knowledge in its complexity. These new discipline are anchored in national, institutional, disciplinary and academic contexts which their (recent) history can contribute to reveal and to analyze. As a lot of researches have already shown, the social sciences are strongly embedded in the national context in which they were created and developed. But most of the studies deal with "ancient" social sciences, such as sociology or history, which were institutionalized at the end of the 19th century. The sciences dedicated to communication emerged in the last decades of the 20th century and in this perspective , they give us the possibility to look precisely at the contemporary issues of the international circulation of academic knowledge, which means , the international circulation (or not) of concepts and methods, but, too, of ways of doing, thinking, teaching, communicating, and using institutional and academic frames. We will present some results of an investigation ["Savoirs sur la communication, communication des savoirs : Circulation des connaissances, interculturalité et épistémologie comparée (France et Allemagne)" (Knowledge on communication / communication on knowlegde, interculturality and compared epistemology, France and Germany, 2012-2013), a German-French research project funded by the French Institut des Sciences de la Communication du CNRS (ISCC)] whose purpose was to identify these frames via the academic curricula of researchers who nationally, internationally and locally animate intercultural scientific exchange. How, in very various ways, is the interculturality at stake, how does it intervene in researchers' career, in the life of a university department, in the development of a discipline? Our qualitative inquiry is based on interviews with French and German researchers in the field of communication and media studies, with a significant international and/or intercultural experience (charge of a join degree, long stay abroad, translation and edition of foreign texts, organization of international scientific events, etc.). Throughout the narratives, research objects, methodology, individual and collective practices appear, with their similarities and with their differences due to diverging disciplinary affiliations, but also to very local academic history. The analysis of the interviews allows then to identify national and international frames which influence or even determine science as both an institutional organization and as a result of individual and local decisions. By focusing on the intercultural dimension of scientific careers, we can better describe their actual manifestations, their (individual, disciplinary, etc.) positive effects as well as their more frustrating, limiting, restraining aspects.

ASSESSING THE IMPACT OF UNITED STATES MASS MEDIA ON CROATIAN CULTURAL IDENTITIES

Imre, Iveta

› Western Carolina University, United States

Researchers throughout the decades have been interested in understanding how global media coming from the West affect different cultures around the world. The Western countries today dominate the global media landscape. United States and United Kingdom corporations produce and distribute much of the world's news and current affairs output. This means that the bulk of global entertainment and information flows between Africa, Latin America and Asia is mediated through content provided by Anglo-American media organizations. Many have raised concerns about the impact of American media on unique national cultures. Researchers such as McChesney (2001) and Schiller (1991) argue that globally transmitted American programs, art, culture, and other values overwhelm the foreign countries and negatively influence them in a sense that they contribute to homogenization of diverse cultures into a pandemic of Westernized consumer culture. The main purpose of this study was to understand how exposure to American television influences cultural identities of young people in Croatia and whether this exposure leads to cultural homogenization. This study takes the media import debate into a part of the world where it has not been studied in detail. In fact, literature on the foreign media impact on cultural identities in countries of former Yugoslavia is almost non-existent. Croatia, a former Yugoslavian republic, is particularly interesting because it is a fairly new democratic country with a strong communist background. Croatia is a country that has had only a couple of dozen years to distinguish itself from the Yugoslavian and Communist mentality and transform into a democracy. The researcher looked into how this cultural transformation transpired, and whether American influences played any role in it. A total of 26 undergraduate and graduate students from the University of Zagreb participated in 5 focus groups in May of 2013. The participants saw influences coming from America in every part of the Croatian society, from what they watch, to how they live their lives, what they eat, what they listen or the ways they think. Most of these influences are coming from the media since very few people have any personal contact with Americans. However, even though American cultural influences are clearly visible in Croatia, it does not appear that the consumption of American media leads to homogenization. Instead, what appears to be happening is cultural hybridization. Robertson (1995) was one of the first researchers who argued that globalization involves the incorporation of locality. In other words, globalization does not overwhelm the different cultures and change them completely to look exactly like Western cultures. Instead, these cultural encounters lead to cultural hybridity, an emergence of a new form of culture comprised, on one hand, of old, well established Croatian cultural elements, and on the other hand newer, accepted or assimilated Western cultural elements.

ACCULTURATION STRATEGIES AND SOCIAL IDENTITY IN THE CONTEXT OF INTERCULTURAL CONTACT

Smokova, Liudmyla
› Odessa I.I.Mechnikov National University, Ukraine, Ukraine

Abstract The present paper supplements quantitative and qualitative researches and theoretical propositions regarding the relationship between acculturation and identity. The purpose of this research is to explore and explain the determinative role of social identity, particularly its sub-structure: ethic and national identities to the acculturation process of the people from immigrant backgrounds in Germany and hence the intercultural interaction. The study sample consisted of 306 native German undergraduates and workers in Passau and 84 Russian-speaking immigrant's undergraduates and workers in Passau, Cologne and Hamburg. The age of the interviewed people lies between 18 and 55 (M = 25.53; SD=9.56 and the median is MD=23.5 years). The results in the study were gathered by administrating a 14-item Multigroup Ethnic Identity Measure (MEIM) (Phinney, 1992), social identity 16-items scale by Orth, Broszkiewicz & Schütte (1996), a Multicultural Personality Questionnaire (MPQ) (Van der Zee & Van Oudenhoven, 2000, 2001), scales for acculturation strategies (Berry, 1997) and scales for hostility towards foreigners (Strobl, & Kuehnel, 2000). The findings supported a hypothesis and indicated that immigrants who have more identified themselves with dominant society have expressed the strong preference to integration strategies. The immigrants that had a high degree of ethnic identification have expressed the low preference to the integration as well to marginalization and assimilation. In its turn, the powerful feeling of belonging to an ethnic group and attitude towards the group promotes immigrants segregation choice. Findings revealed also that acculturation strategies of both groups are different. While the German host majority members expect immigrants to be assimilated into their new host society, the immigrants themselves prefer a strategy of separation.

THE CONSTRUCTION OF EMPATHY IN INTERCULTURAL DOCUMENTARY FILM

Nals, Jan
› University of Helsinki, Finland

The concept of identification and empathy is central to our understanding of narrative. This study examines how visual storytellers use the construction of empathy as a tool to increase our understanding of "the other" that exists outside our own selves, families, communities and cultures. It examines the possibility of universal empathy triggers in narrative, as opposed to the notion that affective reactions to narrative are predominantly culture specific. The world grows smaller and more connected, but also more divergent due to a multitude of information, voices and digital platforms. Thus the role of empathy grows larger and more important than ever. Contemporary neuroscience has brought us closer to an understanding of our emotion sharing abilites. Media input such as film stimulate mirror neurons in the cortex of the human brain, which enable empathy. Practically, empathy is created through storytelling, which is not only the most successful remote means of creating empathy, but has actually been an engine of cultural liberalization and change, and a tool for increased social cohesion and understanding. This paper offers the construction of empathy as a powerful tool in intercultural communication. I will demonstrate why I believe storytelling is the key to empathy creation. Emotions such as empathy can be used as arguments for cultural understanding and to combat cultural stereotypes. Experiencing empathy is also a powerful way to learn new things and change ones preconceived notions. Empathy is invited by character identification, which in turn can be achieved by different empathetic narrative techniques, i.e. empathy triggers. Combining narrative theory with cognitive theories of emotion and fiction, the paper has a special focus on intercultural documentary film. The history of film shows that documentary has always had a special role as a medium that represents "the other". In recent years documentary film has found a new life on global digital platforms, such as Youtube-channels and interactive websites. The study presents a theoretical discussion of empathy in visual narrative, and places it within the context of five documentary films produced in South Africa. It goes on to present a comparative study that identifies empathy triggers in the aforementioned films. The films in question are targeted to a global audience, a fact that adds particular relevance to the material. From the point of view of the target audience, they are films of "the other". The paper examines the similarities and differences in the construction of character, identification and empathy in the films, and suggests certain key empathy triggers as universal storytelling devices as a conclusion.

LOOKING AT EACH OTHER IN ORDER TO SEE OURSELVES: INTERCULTURAL COMMUNICATION AND THE RE-CONSTRUCTION OF THE INDIVIDUAL'S CULTURAL FRAME

Inceoglu, Irem
› Kadir Has University, Turkey

My proposed paper is based on my research of a civil initiative project called BAK. BAK was an eighteen-month cultural collaboration and exchange project bringing twenty-four young individuals from four cities- two from the East and two from the West of Turkey. The project theme included cities, memory and narratives, and it was designed to engage youth from different cultural backgrounds and collaborate on artistic production using audio/visual material. Bringing young individuals between the age of 18 to 26 from four different cities of the country, moreover from the cities that represent Turkish nationalism and Kemalism the most (Izmir and Canakkale) as opposed to the cities that represent Kurdish identity (Diyarbakir and Batman) inevitably raises the issues of gaps between the two politically contradictory identities and possible conflicts and negotiations throughout the process of socialising over cultural and artistic products. The paper will focus on the shift of discourses of participants in relation to their own cultural narratives. The theoretical frame of the proposed paper is based on critical intercultural communication. This particular perspective problematises the conceptualisation of culture as a static and essential category. Instead, culture is considered as a constructed site of power struggle and process of negotiations. Communication process is an inevitable part of the cultural exchange. Individual members of societies and communities are agents of culture rather than merely being subjects of these cultures. Therefore, there are times when individuals comply with cultural frames but also times when they attempt to reconstruct the discourses of a particular culture frame. In these cases engaging with cultural forms that are particularly represented as the 'other' provides an opportunity for the breaking up of the hegemonic narratives of cultural frames an individual feels bound to. This proposed paper is based on the ten-months long involvement with the BAK project and collection of data using various methods, including participant observation and focus groups. The research aimed to scrutinise the challenges and negotiations during the communication process in a setting where communication among presumably conflicting cultural agents were encouraged to work together to produce an artistic outcome. During the process of data collection, the concepts of hegemonic discourses of cultures, the ideological turn in intercultural communication, encoding/decoding model and the evolution of communication between the agents were at play. This paper will focus on everyday life discourses including the ones in relation to food, gender and perception of one's own cultural context and the shift in the discourses of participants throughout the project duration rather than the shift of discourses towards the 'other'. Therefore, based on the data, this paper will argue that communication involves the creation, construction and interweaving of situated meanings and discourses not only towards external settings but towards the taken for granted and internalised ones.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 9. INTERNATIONAL AND INTERCULTURAL COMMUNICATION (B) - THE POWER OF THE MEDIUM? INTERNATIONAL MEDIA AND AUDIENCES

› Room 1.03, First Floor

BEYOND THE SYSTEM BOUNDARY: TOWARDS A TRANSCULTURAL THEORY OF MEDIA ACCOUNTABILITY

Fengler, Susanne[1]; Karmasin, Matthias[2]; Eberwein, Tobias[3]

› [1]Erich Brost Institute for International Journalism, Germany; [2]Alpen-Adria-Universität Klagenfurt, Austria; [3]Dresden University of Technology, Germany

Many comparative studies on journalism and the media draw on the concept of the nation state as a starting point for juxtaposing different (or similar) media systems and their journalistic output. As in the well-known typology of media systems by Hallin and Mancini (2004), the relationship between media and politics in a specific country often serves as the main indicator that helps to differentiate one media system from another -- and identify country clusters that are referred to as "polarized pluralist", "democratic corporatist", or "liberal". However, taking into account current trends of globalization, more and more researchers question the appropriateness of the nation state as a level of analysis because media systems are no longer related to single political systems (Jakubowicz 2010). The proposed paper takes on this criticism in a comparative analysis of media accountability processes in different journalism cultures -- and strives to lay the foundation for a transcultural theory of media accountability that transcends the boundaries of the media systems approach. The point of origin for the analysis is marked by the conceptualization of media accountability by Bertrand (2000) and McQuail (2003) who understand media accountability instruments (MAIs) as non-state means of making media responsible towards the public. Press councils, ombudspersons and other institutions of media self-regulation are rather traditional examples of MAIs, but over the past years, various new channels of media observation have emerged online -- such as media blogs, online comments or user criticism on Twitter and Facebook. These participatory MAIs -- and the question whether they can correct some of the deficits of conventional media self-regulation by including the perspective of media users and citizens -- make media accountability a highly topical field of research that directly relates to the theme of this year's ECREA conference, "Communication for empowerment". Our theoretical concept is based on a large-scale comparative journalists' survey in 14 countries in Eastern and Western Europe and in the Arab world. The quantitative investigation helped to collect empirical data on journalistic perceptions of media accountability and the value that journalists ascribe to audience participation in news production processes. The survey shows that notions of media accountability and audience participation clearly differ in the media systems that are covered by our project. However, the degrees of divergence only partly correlate with the groups of media systems that are proposed by Hallin and Macini. As a multivariate analysis of the survey data demonstrates, journalists' judgments depend on a variety of other factors, including age, gender, journalistic education, media segment, hierarchical position in the newsroom, but also personal experiences with media criticism and involvement of the management to encourage (or discourage) media criticism. These findings are transferred into a theory of media accountability that leaves behind the nation state as a determining factor -- and instead focuses on various cultural parameters that shape the idea of 'good journalism'. By this means, we can identify different 'cultures of media accountability' that are not necessarily congruent with the Hallin/Mancini model -- and substantiate the need to discuss media accountability from a transnational perspective. References: Bertrand, C.-J. (2000). Media ethics & accountability systems. New Brunswick, London: Transaction. Hallin, D. C., & Mancini, P. (2004). Comparing media systems: Three models of media and politics. Cambridge: Cambridge University Press Jakubowicz, K. (2010). Introduction. Media Systems Research: An Overview. In B. Dobek-Ostrowska, M. Glowacki, K. Jakubowicz, & M. Sükösd (Eds.), Comparative Media Systems. European and Global Perspective (pp. 1--21). Budapest: CEU Press. McQuail, D. (2003). Media accountability and freedom of publication. Oxford: Oxford University Press.

ONLINE NEWS COVERAGE OF THE EUROZONE CRISIS: DISCUSSION AND RECEPTION IN ITALY AND SPAIN

Albertini, Marta; Morganti, Luciano

› VUB, Belgium

In the last years, the European Union (EU) has been suffering from a serious economic crisis. This economic crisis has challenged the development of a European Public Sphere (EPS) and increased the online coverage of EU news. As a result, the increased readership of the national online newspapers' together with the development of the Internet technologies, has modified the way of reporting the EU news, thanks to new tools and features, such as multimedia, interactivity and immediacy. Therefore, on the backdrop of the current socio-economic crisis, it is nowadays essential to outline what the Online EPS is and start defining its characteristics. This contribution focuses on Spanish and Italian online newspapers and tries to delineate the way journalists have depicted European events and affairs related to the Eurozone crisis. Through the analysis of the content of selected online articles from May to July 2012, the paper aims at analysing the online coverage of news, by comparing the two newspapers' articles, while taking into account the original press releases or statements published by the EU institutions (Midday Express and EU Press Room). The theoretical part of the paper traces the transition from a European public Sphere to the Online EPS and the role and place that online newspapers are shaping and assuming in the new media ecology. This part refers to classical and recent research on the EPS. The empirical work is based on an empirical interpretative method. This will be used to explain the way online newspapers have changed their role in the construction of an Online EPS. The interpretative analysis has been applied to 206 articles from the Italian newspaper La Repubblica and the Spanish newspaper El Pais. This comparison highlights (amongst other things) the strong national perspective of the Spanish and Italian newspapers. Moreover, it outlines that both newspapers often shed light to the Eurozone crisis' news through a German point of view, or by paying special attention to the economic differences between northern and southern EU member states. Last but not least, it proves that the online articles do not take advantage of the main Internet's characteristics, as they often just reflect the features of the printed versions. On top of the articles' content analysis, this research approaches the reception of the EU news as well, by observing the comments to the articles left by readers and the news dissemination through social media, such as Facebook and Twitter. By explaining the main limits and challenges of the Mediterranean online journalism and the European institutions' communication strategies, this contribution also aims at providing recommendations that might help the media and institutions to create a European journalism and consequently an online EPS. This contribution also outlines the limits European journalism should cross, the obstacles it needs to overcome and the challenges it has to face.

YOUNGSTERS' DAILY LIFE USE OF MEDIA: PATTERNS FROM ADOLESCENCE TO YOUNG ADULTHOOD. A COMPARATIVE STUDY OF EUROPEAN AUDIENCES IN A CHANGING MEDIA ENVIRONMENT.

Pacheco, Liliana[1]; Brites, Maria José[2]; Silva, Marisa Torres da[2]; Henriques, Sara[3]; Damásio[3] Manuel José

› [1]ISCTE-IUL, Portugal; [2]CIMJ-FCSH, Portugal; [3]CICANT - Universidade Lusófona, Portugal

Due to the emergence of digital communication technologies, researchers have started to consider a conceptual change from the relevance of technical determinants, focusing on media as artifacts or institutions, to the relevance of analyzing the communicative practices and the ways by which different flows of communication intersect across different categories of media and across the online/offline divide (Jensen & Helles, 2011; Jeffres, Neuendorf & Atkin, 2012; Jensen, 2013). From an audience perspective, analyzing the new media emergence and users' consumption of media provides an opportunity to take a deeper look at the ways by which the linkages between different media are culturally appropriated by users, shaping social patterns of interaction and cultural patterns of information exchange. In particular, younger segments of the population came out as early adopters of new communicative practices,

namely multitasking in media use (van Dijk, 2006), but more studies are needed of age groups as cohorts to establish the extent to which new technological resources and general life circumstances, respectively, shape communicative practices (Jensen & Helles, 2011). As part of an ongoing comparative study of European media audiences ("E-audiences"), based on a survey of online population conducted in nine countries (10.000 respondents), aiming to examine how people use different media in a wide variety of everyday and institutional contexts, the present paper proposal intends to analyze European youngsters' daily use of media, from adolescence to young adulthood (14-18; 19-24; 25-30 age groups), in terms of time spent on different media and devices (e.g. to watch television on a tv set, computer or mobile phone; to listen to radio on a radio set, computer or mobile phone; to read newspapers, magazines and book in the printed version or on the internet or in the electronic version) and, on the other hand, in terms of media usage in everyday life, in what respects leisure time, contact with an old acquaintance, or information research and confirmation, also considering variables such as country (global/comparative and local results), education and gender. The preliminary results of this cross-cultural research show that media use is a matter of choices between multiple alternatives, meaning that different media and devices are used in combination. Specifically, young audiences spend less time with media in comparison with older age cohorts, particularly when it comes to traditional platforms. However, traditional devices (such as tv or radio sets, and books in the printed version) still matter a lot in terms of time spent on media by young audiences when compared to new platforms, except for the time spent on reading newspapers and magazines, in which the Internet version surpasses the printed version. Although some have argued that age does not produce significant distinctions in press readership concerning different devices (Elvestad & Blekesaune, 2008), our preliminary findings point similar directions with the study of Fortunati, Deuze and de Luca (2013) on news audiences in Italy, Spain, UK and Germany, underlining that digital platforms reconciled youth's world with the news, with an increasing readership of online newspapers and mobile news.

THE ROLE OF INTERNATIONAL CONTENT IN THE SPANISH GENERAL INTEREST TELEVISION CHANNELS

Navarro, Celina; Prado, Emili

› Universitat Autònoma de Barcelona, Spain

The Spanish television market, along with other mass media, is immersed in a time of change and reformulation. The ownership of Spanish private general interest channels is held by just two large conglomerates that dominate the advertising market: Atresmedia, with Antena3 and LaSexta, and Mediaset España with Telecinco and Cuatro. This duopoly situation has increased competition between the different channels and has put the focus on their schedules with more aggressive programming techniques in an attempt to outperform the competition. Within this context, cross-border production has a significant role due to its specific characteristics, an acquisition price usually below domestic programmes and an extensive catalogue, that encourages channels to resort to this type of content when specific purposes are required. The aim of this study is to quantify the presence of international television programmes in Spanish television. Furthermore, this paper analyses the role this content plays within the programming strategies of each channel and its profitability, from both an economic and an audience reception point of view. The study uses quantitative content analysis to study the prime time slot and the two adjoining slots on Antena3 and Telecinco, the two general interest channels with highest ratings in Spain, for one week of the 2012-2013 season. International programme flows have a relevant impact on Spanish television. 20.9% of the programming on the two dominant general interest channels are filled with cross-border content, all of which can be categorised as fiction and originates from the United States. The main presence of non-domestic programmes is at the Late Night slot although it is also relevant in prime time, the most competitive slot. Foreign programmes are used for two different objectives: competing for leadership and filling gaps. The first case only occurs when the two channels transmit international content. In the other case, a channel uses them when its competitor is broadcasting a very successfully programme, usually an info show. From the point of view of the audience, international television content gets lower ratings than the average audience share of the channels. However, from an economic point of view and considering the amount of advertising broadcasted during these spaces and the programme purchase or production price in Spain, the imported contents obtain better product profitability even having less audience impact. It is important to note the role media groups give to cross-border programmes and the successful performance despite the economic crisis that the Spanish television market is immersed in. Moreover, identifying which reception and acceptance have these exchanges by the audience compared to domestic programmes is equally important. These parameters also stimulate debate on cultural and other dependent consequences.

WHAT'S ON YOUR MIND? THE IMPACT OF SOCIAL NETWORKING SITES ON INTERPERSONAL RELATIONS AMONG STUDENTS IN AUSTRIA AND CHINA

Bichler, Robert[1]; Herdin, Thomas[1]; Köhl, Margarita Marie[2]; Gö tzenbrucker, Gerit[2]

› [1]University of Salzburg, Austria; [2]University of Vienna, Austria

On a global scale, social media applications have become a core pillar in everyday life media consumption. Especially for young, well-educated people, technologies like social networking sites (SNS) play a central role in daily routine and incorporate virtually all spheres of social life. This is all the more the case, as such applications are increasingly accessed via mobile devices, primarily by the use of smart phones. This ubiquitous availability of SNS radically de- and reconstructs relationships and intimacy, changes modes of communication as well as the process of socialisation as a whole, especially among young adults in the so-called Western world. A crucial question arising out of this development is, if these shifts are different in other parts of the world or if, in the course of globalisation, they are similar to Western societies. In cross-cultural research the typology of the differentiation in the dichotomy of individualism/collectivism (I/C) has been one of the most extensively studied constructs in research dealing with Asia. In individualistic societies, the ties between people are very loose. Personal freedom is highly valued. Seeing themselves as independent, people focus on their own interests and personal goals. In collectivistic societies the ties between individuals are very tight. People are born into a social structure, the in-group, and everybody looks after the interest of the whole group. Loyalty is expected, and the in-group provides protection if trouble arises. Being oriented to the collective, people are willing to yield priority over their own personal goals. But do bipolar dimensions really meet the requirements of a thoroughgoing discussion, also from a non-Western viewpoint? Therefore this paper builds on previous research in Thailand, Taiwan and Austria where the adoption and usage practices of SNS among young adults was investigated, with a special focus on similarities and differences regarding the perception of emotional qualities of such services. On this basis the aim of this study is to compare the motives, practices and preferences of university students in Austria with students in mainland China. Hence, an adapted version of the questionnaire developed by Köhl and Gö tzenbrucker (2014) was sent out to 200 Chinese students in the field of media and communication at three renowned universities, namely Fudan University, Beijing Foreign Studies University and Nanjing Normal University and to 200 students in the Department of Communication Studies at the University of Salzburg, Austria. Furthermore, focus groups were conducted to assess the emotional qualities of SNS. Our research is guided by the following research questions: How do social networking sites affect the ways social relationships are experienced and managed? Are traditional sets of "feeling rules" transferred to SNS or are they transformed due to the use of these technologies? What consequences does the rise of networked sociality have on the individual's self-construction and its social embedding?

17:30 - 19:00

PARALLEL SESSION 3 - 9. INTERNATIONAL AND INTERCULTURAL COMMUNICATION (B) - GLOBAL COMMUNITIES, COSMOPOLITANISM AND DEVELOPMENT COMMUNICATION

› Room 1.03, First Floor

WORKER RESISTANCE AND MEDIA: CHALLENGING GLOBAL CORPORATE POWER IN THE 21ST CENTURY

Lina Dencik [1], Peter Wilkin [2]

› Cardiff University[1], Brunel University[2]

In response to changes in the nature of the global economy (digitisation, deregulation, the embrace of neoliberal values by mainstream political parties) workers' movements have had to develop a wide and complex range of activities in order to organise globally and virtually to meet these new challenges. In particular, media practices are taking complex and interesting forms as traditional kinds of discursive struggle are complemented by the spontaneous and unpredictable nature of new media technologies and social media driven protests presenting new opportunities for resistance but also fundamental challenges for how workers organise collectively. Drawing on empirical research into a number of key case studies of low wage worker movements around the world, including campaigns for cleaners in the UK, fast food workers in the US, and domestic workers in South East Asia, this paper is part of a forthcoming monograph that explores the changing nature of labour movements in light of globalization and new media technologies. We will make the case that labour movements are at a crossroads in the 21st Century as traditional assumptions that have underpinned much trade union activity in the 20th Century, such as corporatist models of organization and formal and informal alliances with political parties as a vehicle to promote the interests of workers, have failed. Rather, the labour movement is necessarily moving towards a resurrection of independent unionism in which national, regional and global social unionism and broader movement solidarity are central features. New media technologies have a key role to play in these developments and labour movements have sought to use different media forms to organize and mobilize in innovative ways that challenge global corporate power, such as counter-PR campaigns, organizing protests and direct action, and reaching previously marginalized workers. This paper will explore and assess some of these practices and will argue that despite widespread enthusiasm about the transformative potential of new and social media, these technologies cannot in themselves safeguard or protect against corporate exploitation of labour when such protection is being actively undermined by government policies at the national and global level. Instead, the real struggles that ordinary workers are facing globally and the means by which they are forced to overcome them raise serious questions about the relationship between global corporations, governments and their citizens.

COMMUNICATION, COOPERATION AND HUMAN DEVELOPMENT IN THE AGENDA SETTING OF THE PRESS OF MEDITERRANEAN COUNTRIES

Velázquez García-Talavera, Teresa; Carniel Bugs, Ricardo

› Autonomous University of Barcelona, Spain

The issues of human and social development, and its connection with aspects of economy and finances, are of great interest to the citizenship of the Mediterranean area, especially to the people of southern Europe, Middle East and North Africa (MENA). Nevertheless, does the press deal with these topics? Identifying the presence of these issues in different newspapers of the area is the subject of this contribution. Media in general and the press in particular contribute decisively to the creation of public opinion, through the establishment of a thematic agenda. Similarly, the selection and prioritization of the news related with these topics, as well as their journalistic focus, indicate the importance that the media give to them. Therefore the visibility of these issues will depend on the decision-making of the media and their professional routines and will highlight the social responsibility of the media and their professionals. The findings and figures presented in this paper come from the research project entitled "The social construction of the Inter-Mediterranean space and their correlations in the agenda setting of the media. The information in press and television", that focus on analyzing how the media of the concerned countries contribute to this process and objectives. The research, with reference code (CSO2012-35955), is funded by the Spanish Ministry of Economy and Competitiveness (MINECO) and it is developed by the Laboratory of Prospective and Research in Communication, Culture and Cooperation (LAPREC) of the Autonomous University of Barcelona. Our methodological approach is related with the field of Discourse theory, taking it as starting point to elaborate discursive categories for quantitative analysis of texts, while it's complementary to qualitative content analysis. To collect the sample the research team followed 16 daily newspapers and 12 television channels of public broadcasters (eight national channels and other four regional channels from Spanish autonomic communities) during two weeks of May 2013. The research includes eight countries: Algeria, Egypt, France, Italy, Morocco, Spain, Syria, Tunisia and the United Kingdom. This research continues and updates a previous one in which was analysed those issues and whose sample corresponded to two weeks of March 2009. Thus, we aim to verify, from an interdisciplinary perspective and in a comparative way, if the social movements and political transformations that occurred in southern Mediterranean countries, such as the called Arab Spring, have influenced the media coverage, considering the selection and the journalistic focus of the news. The project involves researchers from Spain, Morocco, France and Italy, and it will be completed in 2015.

MEDIA, COSMOPOLITANISM AND SOLIDARITY: ON THE NEWS COVERAGE OF BANGLADESH IN 2013

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Within the last years several disasters in garment factories in Bangladesh have raised media attention in Western media. 1,127 is the number of dead people mentioned in the last reports on the disaster in the garment factory in Sabah, Bangladesh, 2013. The mostly female workers who sew clothes for Western consumers in Sabah were among the lowest paid in the industry worldwide. They died as a result of an accident that, according to critical voices, could have been avoided. Based on a concept of critical cosmopolitanism (Beck 2012) and justice (Fraser 2003), the aim of this paper is to analyze how media coverage frames the disaster in Sabah. While some research has already been done on journalistic working routines of "disaster news" with its focus on distant suffering (cf. Chouliaraki 2011), we will investigate if and how media addresses (Western) capitalism and thereby highlights global interdependencies, and pleas for social justice and solidarity. In order to develop a theoretical model for our research, we combine Ulrich Becks (2012) idea of an enforced cosmopolitanization of labor markets which does not necessarily engender cosmopolitanism as consciousness and mentality with Nancy Frasers concept of justice that asks for representation and participation, distribution, and the recognition of "distant others". In so doing, our paper explores the construction of cosmopolitanized justice and solidarity in news representation of the Bangladesh garment factory disaster in German newspapers, TV and online news. Applying the Sociology of Knowledge Approach to Discourse (Keller), we will discuss how the media's portrayal of the vulnerable victims might have evoked empathy. At the same time we are interested in the media's capacity to emphasize interdependencies among populations including western consumers and to demand for social justice. This way we want to contribute to a renewal of cosmopolitanism as a concept of competence and practice and that may help us to elaborate the media's potential to promote solidarity. Literature Chouliaraki, Lilie (2011): Improper Distance. Towards a Critical Account of Solidarity as Irony, in: International Journal of Cultural Studies, 14 (4), 363-381. Beck, Ulrich (2012). Global Inequality and Human Rights. A Cosmopolitan Perspective, in: Heinlein, Michael; et. Al (Eds.): Futures of Modernity. Challenges for Cosmopolitical Thought and Practice. Bielefeld: transcript, 109-127. Fraser, Nancy

(2003): Social Justice in the Age of Identity Politics. Redistribution, Recognition, and Participation, in: Fraser, Nancy; Honneth, Axel (2003): Redistribution or Recognition? A Political-Philosophical Exchange. London; New York: Verso, 7-179.

THE FAR RIGHT AT THE BORDERS: COVERING IMMIGRATION AND "RESTYLING" COMMUNICATION

Padovani, Cinzia
› Southern Illinois University, United States

Introduction: The proliferation of far right social movements in Europe continues to be a reason for concern. Although the literature on the far right in political science, sociology, and, recently, social movement research, has grown exponentially (Caiani&al., 2012; Ellinas, 2010), the far right's communication strategies remain unexplored (Downing 2011). In this paper, I offer a contribution to fill in the gap. I begin the theoretical exploration with Rodriguez's (2002) significant input in the discussion on alternative media and the far right, where she emphasizes the need to pay attention not only to what and how the far right communicates, but also to why it communicates. In order to answer this question, I suggest that we focus on the ideological project of the far right, and how its media texts have been "restyled" over time. In this paper, I focus on a far right social movement, CasaPound, based in Italy. For my analysis, I study CasaPound's communiqués, blogs, and online forums, as they relate to the topic of immigration. Specifically, I have selected CasaPound's coverage of immigration by looking at how the group has covered events occurring in the island of Lampedusa. For over two decades, Lampedusa, south east of Sicily, has come to represent a location of intense ideological conflict, a border island where tens of thousands of migrants transit every year in an attempt to enter the European Union. In particular, I study how CasaPound has covered two events: Pope Francis' visit to the island in July 2013 and the tragedy of 7 October 2013, when hundreds of migrants drowned overnight after their boat capsized near the Italian shores. Methodology: I use methodologies of discourse analysis to highlight media texts' characteristics, unveil ideological claims, and trace intertextual resonance among various texts. Conclusion: This study contributes to our knowledge of far right's media discourse. It highlights a series of media strategies (the how and what of communication), but also brings to the surface refined ideological reflections (the why of communication). This forces us to re-think previous definitions of far right media. Far right ideological "restyling" appears sophisticated and its media often escape definitions of being "anti-democratic" (Atton, 2006). Blogs and forums abound on CasaPound's website, seemingly allowing for plenty of interaction between media "audiences" and "producers". The discourse analysis brings to the surface complex elaborations of migratory issues and shows how the far right's messages have successfully resonated with those of mainstream media. Reference List Atton, C. 2006. Far Right media on the internet New Media & Society Vol8(4): 573-587. Caiani, M. et al 2012. Mobilizing on the extreme right. OUP. Downing, J. 2011. The Encyclopedia of Social Movement Media. Sage. Ellinas, A. 2010. The media and the far right. CUP. Rodriguez, C. 2002. Citizens' Media and the Voice of the Angel/Poet. Media International Australia, vol. 103: 78-87.

18:30 - 19:45

PARALLEL SESSION 7 - 9. INTERNATIONAL AND INTERCULTURAL COMMUNICATION (A) - POLICIES FOR DIVERSITY IN FILM AND AUDIOVISUAL SECTOR

› Location: Room 1.02, First Floor

THE 2020 AGENDA: THE ROLE OF SMALL CINEMAS IN ORIGINAL VERSION

Ledo Andión, Margarita; López Gómez, Antía
› University of Santiago de Compostela, Spain

As part of a wider research project that examines the European digital space and, particularly, the role of the small-scale minority-language film industries. The Audiovisual Studies Group (University of Santiago de Compostela) presents an examination of the ways in which the European Union has promoted its cultural development model from 2014 to 2020. The analysis focuses on identifying how culture is located in this political and economically deterministic project, which tries to come to terms with the European cultural manifestations. Our analysis takes into account the logic of the European community in this regard –first question– and the logic of the small European communities –second question– that have their own cultural identity, developed small-scale audiovisual media markets, and refuse to adhere to standardised cultural models. In order to complete the first question, we'll use in-depth interviews to experts and EU publications as sources of information. With regard to the second question, our work aims to highlight the need to promote the visibility and the access to audiovisual works in their original-language version, based on the case studies of three European markets: the Galician market (located in Galicia, a nationality that is territorially and administratively part of the Spanish state), the Welsh market (located in Wales, a country that is part of the UK), and the Finnish market. The importance of addressing this need derives of another need: to restore, promote and treat the European culture as anything other than a mixture of cultures, as a commonplace where each cultural context constitutes a differentiated culture that is an interchangeable part of a large (globalised and standardised) mosaic. We propose –as an interim outcome of this analysis– that 1) the small, distinct, independent and resistant cultural forms (which make an interested use of the technological platforms, without adhering to the homogenising logic of the current global circulation routes), they constitute alternatives to the standardised model of culture manufactured by the current political and economic logic (at least in Europe) and the possibility of culture itself in Europe. 2) It is in this context that it becomes important to examine the right of audiovisual works, particularly those produced by small-scale audiovisual media companies, to keep their linguistic integrity; a right which is often violated in the European Union, precisely due to the relatively minor magnitude of these media companies. And it is also in this context that it is important to demand the right of minority languages to be used as vehicular languages in O.V., and as a support to the subtitling (in their respective territories) when this is an option to address the semantic opacity of the original versions. 3) The exploration of these issues is necessary to anchor a political task that is drifting: the task of the European community, which must focus on the survival needs of the European culture, in terms of diversity. Europe should be a project of cultures that coexist, differ from each other, touch each other, and are supported on a cohesive political and economic organisation.

THE 2005 CONVENTION ON CULTURAL DIVERSITY AND ITS IMPACT IN THE AUDIOVISUAL POLICY

Albornoz, Luis A.; García Leiva, Mª Trinidad,
› Carlos III University of Madrid, Spain; University of Santiago de Compostela, Spain

The concept of cultural diversity occupies a central role in contemporary social debates, especially in connection with audiovisual policies within the field of communication and culture. Part of this importance has been gained through the work undertaken by the UNESCO. For instance, the adoption of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions in 2005 boosted the integration of cultural diversity into audiovisual policies. To this day, the Convention received the support of 133 States plus the European Union, becoming therefore a legally-binding international agreement. After the 7th ordinary session of the Intergovernmental Committee for the protection and promotion of the diversity of cultural expressions (UNESCO, December 2013), and in a context of increasing circulation of audiovisual contents, it is time to evaluate what has been done in terms of implementation. The aim of this work is to analyze up to what extent has the Convention contributed – or not – to the definition and implementation of audiovisual policies. To do so its impact will be outlined from a rhetorical as well as a practical point of view both, at an international and national level considering the Spanish case. The paper will firstly explain the Convention as a key legal instrument for the future development of the audiovisual sector, pointing out the challenges and opportunities its implementation presents. Secondly, it will consider the International Fund for Cultural Diversity, as a means to support it, as well as the quadrennial periodic reports submitted by Parties in 2012 and 2013, and the transversal analysis of these made by a group of experts convened by the Secretary of the Convention. Finally, the Spanish audiovisual policy will be presented as a case study. Methodologically, this article is based on the study and analysis of the 2005 Convention and its Operational Guidelines. It takes into consideration all decisions, working and information documents that stemmed from the sessions of the governing bodies of the Convention – the Conference of the Parties and the Intergovernmental Committee. Additionally, it includes input obtained by attending regularly, since 2012, the meetings of such governing bodies as civil society "observers" on behalf of the international association of scholars ULEPICC (Unión Latina de Economía Política de la Información, la Comunicación y la Cultura). Through the critical study of these it is concluded that the Convention is a new instrument of international governance, which forms the basis of the pillar of world negotiations in cultural matters, that has still a long way to go. That is probably the reason why it has up to now influenced more the rhetoric than the praxis of audiovisual policies. In a few words: the protection and promotion of the diversity of cultural expressions is present in its definition rather than its implementation, especially at a national level.

FILM, LANGUAGES AND NATIONS IN THE SPANISH CONTEXT

Barreiro, María Soliña, Rodríguez Vázquez, Ana Isabel; Manias, Miren
› Polytechnic University of Catalonia, Spain; University of Santiago de Compostela, Spain; University of the Basque Country, Spain

The 2005 Unesco Diversity Convention was an inflexion point regarding protection and promotion of the diversity of cultural expressions. In this framework, developing cultural policies and measures to nurture creativity becomes crucial. This paper aims to explain how public cultural bodies currently interpret and translate national cultural policy into film schemes, in the Spanish context. In particular, our paper looks into how Catalan, Basque and Galician institutions set out to plan, develop, implement and evaluate their film policies, in order to build their own national film industry within the specificity of their cultural identity (nation and language). The 2010 Catalan Cinema Law preamble states as principles those of 2005 Unesco Diversity Convention. Its aims were to "guarantee the linguistic access" and raise up to 50% the exhibition rate of films in Catalan. European Commission denounced this law as opposed to free competence criteria (art. 56) and asked for its repeal. Nowadays foreign films dubbed to Catalan decrease a 33.24% and OV films with Catalan subtitles almost disappeared. Even if Catalonia has a film production per capita higher than France (10.6 per million vs. 2.8) there is no access to linguistic diversity in cinema. Basque cinema's economic structure was mainly developed thanks to the Basque Government's 2007 Audiovisual Financing Decree (107/2007). Indeed, important agreements and film support initiatives have been initiated during the last ten years: the White Paper for the Basque Audiovisual sector (2004), the Basque Plan for Culture (2004) and the Contract Program between the Basque Government and EiTB, among others. These specific schemes have led to the flowering of films -particularly in Basque- and strengthening of technical and artistic muscle. However, achieving sufficient response from the audience remains as pending coursework, mainly because of a lack of promotion and exhibition. In the case of Galicia, the development of audiovisual policy and its difficulties can be interpreted through the changes in the regulatory framework and the implementation of action lines in the areas of production and distribution. 9/2011 Public Audiovisual Media Law introduces amendments related to production processes to a previous law (6/1999 Law of Galician Audiovisual) in order to settle the general principles for the audiovisual activity, institutional action and the main goals for the sector. Regarding distribution, the most decisive actions were the Plan Support and Enhancement Film Production 2008-2010 which reinforced the budget with 13 million, and the attempt to improve the visibility of Galician films through alternative movie theater networks (such us Cinemas Dixitais and the Rede Galega Cinemas) and the Internet with the creation of Flocos.tv platform -converted nowadays to Canle.tv-. Despite the differences, we detect that these three cinemas suffer from a lack of distribution and promotion policies strategically integrated into the digital context, together with technological innovation problems, mainly due to economic constraints. In this sense, we want to highlight the contradiction between the diversity principles supported by Unesco and the limitations established by European Union liberal policies, and its consequences.

GOOD PRACTICES FOR THE PROTECTION AND PROMOTION OF THE AUDIOVISUAL DIVERSITY

Segovia, Ana I.
› University of the Basque Country, Spain

The research objectives of this paper are the analysis and presentation of different representative practices considered as "good" for the protection and promotion of the audiovisual industry, studying in depth why we consider them as exemplary. We believe that the exclusive application of the market logic to the audiovisual industries is a threat to cultural diversity and that its effective protection and promotion is a condition sine qua non to counterbalance the functioning of the market. This viewpoint is in tune with the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions. It is also aligned with the importance it endows to both, the transfer and impact of those actions that are deemed remarkable practices, and the need to share them as such (articles 9, 12 and 19). Our departing point is a definition of "good practice" developed by the Spanish R&D project Cultural Diversity and Audiovisual Industry: Good Practices and Indicators. We understand that a "good practice" within the audiovisual field is any action activated by one or several social agents. Such action must be effective (it must accomplish its goal having a tangible impact), long-lasting (such an accomplishment must prevail in similar circumstances), transforming (must contribute to a change in the existing conditions in a positive way) and transparent (information regarding its formulation, implementation and impact must be public). Trying to evaluate these practices we have developed a set of variables to claim that an action of this type: • has objectives and achieves them; • changes the variety and/or the balance of sources, contents and/or exposure in the audiovisual field; • offers reports and information of its activity; • and it has been put in practice during a certain period of time increasing diversity as a result. This methodology has been applied to create a catalogue that is inspired in different sources such as the quadrennial reports made by the Parties of 2005 Convention, the audiovisual projects funded by the UNESCO International Fund for Cultural Diversity, the U40 network reports, the case studies underlined by other institutions (such as the European Commission, the Interarts Foundation or the International Federation of Coalitions for Cultural Diversity) and

any other "good practices" in the audiovisual field detected by the researchers of aforementioned R&D project. The contribution will select and introduce some outstanding "good practices", as an illustration of the relevance of public policies and tools that protect and promote the cinema diversity in different scenarios. Some of these would be: Video Nas Aldeias (Brazil), with a project that tries to improve the variety and balance on the production; Plat.Tv (Spain), a platform of underground digital distribution; and the initiative Digital Screen Network (UK), to promote digital exhibition of non-mainstream films.

DIGITAL CINEMA DISTRIBUTION AND EXHIBITION IN SPAIN: THREATS AND OPPORTUNITIES FOR CULTURAL DIVERSITY

Aranzubia, Asier; Ferreras, Gabriel

› Carlos III University of Madrid, Spain; University of Murcia, Spain

The cinema production sector adopted the digital model worldwide about a decade ago. In distribution and exhibition sectors, changes have been occurring at a slower pace. However, Hollywood majors, not surprisingly, are finally setting time caps for an unavoidable transformation that must take place globally. Throughout 2013, cinema industries from virtually the whole world definitely adopted the digital model. Thus, the shift towards digitalization in Spain is finally here to stay. As expected, the standards imposed by Hollywood and the financing means previously tested elsewhere (both public and private) have been adopted, considering the Spanish (limited) possibilities. Initially, this seemed to be an excellent opportunity to diversify the movie listings in cities, somewhat reducing the overwhelming dominance of Hollywood movies and offering more of the so-called "alternative contents", such as opera, theater, sports events, and so on, via internet or satellite transmission. It was also supposed to enhance the online movie distribution, as these new outlets consolidate, even though they don't seem to actually take off in Spain. Yet, for all these reasons, the actual scenario seems a lot more disheartening, ending up in small movie theaters being massively shut down. The aim of our presentation is to expose how digitalization affects cultural diversity in Spanish cinema industry. For that, we will carry out in-depth interviews with several professionals in distribution and exhibition sectors (e.g. the Spanish Association of Independent Cinema Distributors -ADICINE-, the Spanish Federation of Movie Theaters -FECE-, and the Federation of Cinema Film Distributors -FEDICINE-), as well as with political agents in charge of enforcing policies (e.g. authorities of the Spanish National Institute of Cinema and Audiovisual Arts, ICAA, the Ministry of Education, Culture and Sports, and the Spanish Cinemathèque). Also we will resort to current academic literature about the conversion of both sectors (Manovich, 2005 and 2005; Álvarez Monzoncillo and López Villanueva, 2006 and 2011; Bordwell, 2013), as well as to specific studies about cultural diversity produced in recent years (Napoli, 1999; Mattelart, 2006; Albornoz, 2013). As the process of the digitalization of cinema distribution and exhibition is currently in progress, we shall also refer to news articles published in the latest months in Spanish and international media. Unlike what has happened in other surrounding countries (the United Kingdom is exemplary in this regard), public administration in Spain hasn't built a structured intervention to support the sector in this intricate and costly transformation. This provides an additional reason for a deeper research on the cultural diversification, which this situation should nevertheless help facilitate.

08:30 - 10:00

PARALLEL SESSION 8 - 9. INTERNATIONAL AND INTERCULTURAL COMMUNICATION (A) - INTERNATIONAL NEWS AND PRACTICES OF REPRESENTATION

› Room 1.02, First Floor

SYNECHDOCHE, METONYMY OR METAPHOR: HOW THE PRESS IN UKRAINE, RUSSIA AND POLAND SEES EUROPE?

Horbyk, Roman

› Södertörn University, Sweden

The recent developments in Ukraine known as Euromaidan or Eurorevolution pushed to the foreground the problem of what Europe is for its East and how it is seen there. This paper points out to how various narratives of Europe have inhabited media discourses in Ukraine during the 2013-2014 mass protests, also taken in a comparative perspective with Poland and Russia. The three are the counties that, given their multiple differences and similarities in their histories, cultures and social structures, make an almost ideal case for comparison (just as their relations have been defining to the structure of the region). The scholars of Central and Eastern Europe have also long noticed that the place of Europe in post-Cold War national mythologies of different countries varies widely. In perhaps the most dramatic examples, Poland rethought itself as "the somehow decentred heart of Catholic Europe" (Dayan & Katz, 1994, p. 166), while Russia gave reasons to conclude it "leaves the West" (Trenin, 2006, p. 87) and Ukraine stuck with its view of Europe as a normative example (Orlova, 2010). This paper will present the results of qualitative analysis based on an open coding approach that discerns different narratives of Europe in the media discourses of the Polish, Russian and Ukrainian press. The focus of the analysis rests primarily on the most important and prestigious news outlets (Rzeczpospolita and Gazeta wyborcza in Poland; Novaya gazeta and Kommersant in Russia; Dzerkalo tyzhnia and Korrespondent in Ukraine) but also includes the most prestigious online blog platforms where opinion leaders set the principal frames for narrating Europe; such as Ukraine's most read blogs section at Ukrayins'ka Pravda, Russia's Snob.ru and Poland's Natemat.pl. This will arguably give a more panoramic overview of what could be thought of as the three countries' public discourses. The key idea originating from this analysis is that in the analyzed papers the word "Europe", overloaded with multiple meanings, functions as a semantically empty figure of speech; Europe is not "what", it is "how". Broadly speaking, it is most likely a metonymy in which something is called by the name of something else that is closely associated with it instead of being called by the name of its own. For Poland, a part of the EU, this part can more easily substitute the whole in a synecdoche (which is often seen as a form of metonymy): it typically generalizes particular European countries to represent entire Europe. Ukraine's press prefers more conventional metonymy, using Europe as shorthand for the values and practices it sees as important, useful and vital for its own survival, just because the values originated in Europe and are associated with it. Russia pushes the limits of metonymy further to the brink of metaphor where anything at all can substitute for anything else, therefore facilitating the construction of the stories of decline-and-fall or epic battle that are metaphoric if hyperbolic in nature.

RESEARCH ON STEREOTYPING MEDIA -- AND ITS PRACTICAL RELEVANCE

Thiele, Martina

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In the course of the 20th century, various scientific disciplines have dealt with origins and functions of clichés, concepts of an enemy, prejudices, and stereotypes. The fields of social psychology, linguistics, political and social science, and history have given new impetus in this regard. Although communication science has also contributed to a certain degree, it has partly overlooked these developments. Then again, the aforementioned disciplines do not consider how the mass media create and perpetuate stereotypes. Why is this important? Niklas Luhmann held that everything we know about the world comes from the mass media. We live in an information society, and the media help us to create a "trustworthy picture" of the world that is beyond our reach and direct experience. Communication scientists, for their part, should question the accuracy and "trustworthiness" of these pictures. However, research on prejudices and stereotyping in the media is not a purely academic matter. Politicians, pedagogues, social workers, journalists and public relations professionals all hope to obtain practical advice on how to prevent violence and discrimination. This lecture compares a variety of theoretical approaches concerning the prevention of discriminatory behaviour, which are located on the individual, interpersonal, inter-group, or societal level, and also looks at relevant practical programmes (seminars, training). In order to determine which theory-driven practical programmes exist, analysis of documents and literature was conducted within the scope of a larger research project on media and stereotypes. Recommendations for the production of news and information programmes, for instance, have been created under the name "Diversity Toolkit" for European public television broadcasters. Here, diversity is considered a credential of public value. The range of available literature on diversity trainings and diversity management is also growing, since public authorities and companies support diversity for legal, but also for economic and image reasons. The link between theory and practice becomes quite apparent here: knowledge gained from the field of cognition and social psychology regarding functions and dysfunctions of prejudices and stereotypes (complexity reduction, dissonance avoidance, in-group favouritism, out-group derogation, inclusion and exclusion), theories in communication science on news factors and the construction of reality by the media, as well as economic requirements, complement one another -- but can also lead to the assumption that one "cannot not discriminate". Thereby, an opposite effect in which the exposure to stereotypes and prejudices in particular encourages the use of discriminatory media coverage to grab attention and increase sales or market share cannot be ruled out. Nevertheless, there is broad agreement in scientific and practical fields of communications that it is crucial to create awareness in this respect if we wish to cooperate in a manner as free as possible from prejudice. Therefore, we discuss how communication science and media research use their potential as critics of the media, what influence they can and should have on linguistic and visual aspects of media production, and how possible reciprocal effects between the field of research and the practice of media can be institutionalised. These questions are posed in connection with, among other things, research since the 1970s on transcultural communication and intercultural competence, and they gain even more relevance in view of the current debate on migration and integration.

THE PHOTOGRAPHIC CONSTRUCTION OF THE AFRICAN "TYPE": SOME QUESTIONS ABOUT THE SCIENTIFIC USES OF PHOTOGRAPHIC IMAGES

Mendes Flores, Teresa

› Universidade Lusófona and CECL, Portugal

Driven by the work of Elizabeth Edwards on the uses of photography in the scientific practice of Anthropology, we will examine the development of the bertillonage photography in the context of three portuguese scientific expeditions to Africa: Henrique Dias de Carvalho expedition to Muatiânvua in Angola (1884-1888) and the Ethnographic Album produced in that occasion; The Anthropo-biological Mission to Mozambique, headed by Santos Júnior, and its 1949 report on "Psychometric Studies: Intelectual Level of some Tribes from Mozambique" signed by António Augusto; and the Anthropo-biological Mission to Angola and its 1967 reports on some tribes by António de Almeida. We chose these examples to capture different trends, technical developments and ideas across several decades, about how photographic records were produced within anthropological knowledge. Our approach is on the discussion of the ways mediation through photography has been practiced and conceptualized in order to show the power relations and preferred readings at play in the photographic construction of the concept of "race". We will show how different meanings, apparent in those photographies, tended to be disregarded in favor of a preconceived idea of human differences that photographies should register in order to confirm.

THE BRAZILIAN REPRESENTATIONS IN THE BRITISH PRESS: A CULTURAL ANALYSIS ON THE GUARDIAN NEWSPAPER

Dalpiaz, Jamile

› Pontifícia Universidade Católica do Rio Grande do Sul, United Kingdom

This study is about the representations of Brazil in the context of the UK 'quality' press. The main objective is to investigate the cultural elements present in The Guardian newspaper that contribute to give visibility to a Brazilian identity, which is constructed by symbolic practices of the context of its circulation. The theoretical approach is based on the field of the British cultural studies and journalism, by taking the perspective of cultural analysis and the analytical model of Richard Johnson (1999). This methodological approach proposes an articulation between the moments of the communicative process [circuit of culture]. In this sense, the research pursues the characteristics and implications of each moment, but the emphasis is on the connections between them, which provides an analytical framework for research: production and lived cultures, production and texts and texts and readings. The final results point out that the Brazilian identity constructed by the British emerges closer to the idea of socio-cultural complexity of the nation. The main cultural meanings produced and analysed through the articulations are the territory, social inequality and cultural diversity of the country.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 9. INTERNATIONAL AND INTERCULTURAL COMMUNICATION (A) - EMPOWERMENT, RESISTANCE AND PARTICIPATION IN, BY AND THROUGH MEDIA

› Room 1.02, First Floor

PUBLIC TV AND DEVELOPMENT: SIMILARITIES BETWEEN BRAZIL AND MOZAMBIQUE

César, Bolaño[1]; Melo, Paulo[1]; Chicoco, Elvis[2]; BOLAÑO, CÉSAR[3]

› [1]Federal University of Sergipe, Brazil; [2]Eduardo Mondlane University, Mozambique;[3]UFS, Brazil

In an essay about the IBSA trilateral dialogue forum (India, Brazil and South Africa), created in 2003, Varum Sahni, considering the regional dynamics of these three emerging powers, the Brazilian situation was defined as "irrelevant primacy", India as "challenged domination" and South Africa as "recognized supremacy". Both Brazilian and South African situation, which are the important ones to us in this article, each one seeks to perform what is called soft power, with a mediator function of regional leaderships with the intention of a representation in a global level, challenging principles that lead the international system through an active multilateralism, oriented to the south. In this point of view, it is interesting to verify the strategic position of Mozambique, a country that has played an important role in the resistance to the South African apartheid regime (making it

possible to legitimize the South Africa position around its region) and that shares profound cultural and linguistic bounds with Brazil. This way, it will be interesting for this article to create a comparative table between the public television in Brazil and the public television in Mozambique, considering the determinant role of the public media to the regional development and the articulation between countries with the same language. It is possible to understand that the bounds with Brazil and the Portuguese-speaking group of countries can be useful to Mozambique not only as an eventual balance to the economic and cultural expansionism from its hegemonic neighbor, but give it an important role of triangulation in the dialogue between Brazil and South Africa, countries which shares ancient cultural identities. Regarding Brazil, the establishment of public relations through communication with other Portuguese-speaking countries can contribute significantly to the announced intentions of new positioning the country internationally. In order to develop this article, it will be presented a brief history of the organization of Brazilian and Mozambican public television systems (specially TV Brazil and TV Mozambique), the administrative and management structure of these broadcasting stations, observing the existence of agencies and organs of social participation; the time slot of the two televisions, pointing out the time slot that has potential rapprochement between the two countries; and the situation of the two public broadcasting stations regarding the migration to the digital platform. In advance, the lack of an international public audio-visual policy, Brazil has abandoned its "public diplomacy", using a current term, for the two main private broadcasting TV stations in the country, Globo and Record. This last one is particularly active in Mozambique, which represents a distortion and an important barrier for the aforementioned country's intentions.

KEY VARIABLES IN THE CREATION, DEVELOPMENT AND EVALUATION OF PARTICIPATORY DEVELOPMENT COMMUNICATION PROJECTS. CASE STUDY: ART D KAMBI, THEATRE FOR COLLECTIVE CO-CREATION BETWEEN CUBA AND BARCELONA.

Fernández-Aballí Altamirano, Ana
› Pompeu Fabra University, Spain

Participatory Development Communication (PDC) is the use of diverse communication strategies and tools to facilitate and support local development projects through a systematic, planned, and horizontal process of exchange among citizens and diverse community groups in coordination with external agencies. This methodology has mostly been applied as an alternative to north-south international cooperation during the last decades, but New Information and Communication Technologies (NICT's) are reshaping the context in which local communities from different parts of the globe are interacting. New participatory approaches are being demanded by citizens worldwide to address social problematic that are treated locally, but exist at a global scale both in developing and in developed regions. Intercultural and interdisciplinary approaches, particularly in Latin America-Europe cooperation, seem to open up a new space for experimentation and creativity in social problem solving; a space for social innovation which goes further than the so called third generation entertainment education tools within PDC. Attending to this context, PDC has to be rethought as a way to reestablish north-south power structures through a new and better-balanced form of dialogue and knowledge sharing. In order to research about the variables involved in the power, cultural and dialogic communication structures that frame PDC projects in our current NICT-mediated glocal context, we have focused our research in the creation, development and evaluation of a case study: Art d Kambi, theatre for collective co-creation between Cuba and Barcelona. The case study was created using Participatory Action-Research (PAR) methodology, based on Paulo Freire's epistemological and dialogical premises of the Pedagogy of the Oppressed. An international consortium of institutions that share values in terms of citizen participation and Freirean popular education, both in Cuba and in Barcelona, were brought together to create the project through consensus. Three social theatre groups, an NGO, a school, a social innovation lab, and a research group created the pilot for Art d Kambi: a platform to exchange experiences and research with teenagers facing social exclusion through the use of Theatre of the Oppressed (TO). TO is a methodology for social transformation created by the Brazilian Augusto Boal based on Freirean theory which has proven successful as an emancipatory tool in many areas. Throughout the project, audiovisual and written documentation accompanied by existing literature and expert interviews have yielded diverse interdisciplinary results in the theory and in the practice of PDC. The structural analysis of key communicative variables has been implemented using Participatory Prospective MICMAC analysis applied to the Participatory Action-Research process undertaken. The use of NICT's for transmediatic intercultural praxis and mixed social research methodologies have allowed for an innovative approach to Participatory Development Communication, addressing the complexity of the issue at hand and taking into account the asymmetric distribution of resources both at an inter-territorial and at an intra-territorial level. The study has resulted in the identification of key variables that facilitate PDC project strategy planning, decision-making based on consensus, and process monitoring and evaluation for knowledge production and the transfer of best practices in this field.

SUBJUGATING OR EMPOWERING? THE DUAL ROLE OF MOBILE COMMUNICATION MEDIA IN A GUARANÍ COMMUNITY IN GREATER BUENOS AIRES

Wagner, Sarah
› Internet Interdisciplinary Institute, Open University of Catalonia, Spain

This paper concerns the intercultural relation between mobile Information and Communication Technologies (ICTs) -- produced in global, corporate networks -- and mobile users situated in sociocultural localities. Research focuses on Argentina where indigenous peoples have brought attention to the subjugating influences of communication media diffused in their communities, asserting the right to communication with identity. This struggle has largely played out over mass media, and a number of indigenous communities have obtained licenses to FM radio frequencies to broadcast local contents. While mobile ICTs facilitate user-created contents, the extent to which this empowers users or democratizes content production is questionable as mobile service provision (Goggin, 2011; Gurumurthy, 2010) and internet sharing platforms (Fuchs, 2009) are intimately connected to capitalist market goals, and the underlying structure of communication technologies are embedded with Western and East Asian cultural codes (Srinivasan, 2012). This paper argues that issues relating to the democratization and decolonization of communication media need to be further explored in respect to new media, and that the production of mobile ICTs within globally managed systems creates a problem for digital inclusion studies in respect to cultural relevance. The notion of communicative ecologies (see Hearn & Foth, 2007) is used to conceptualize the positioning of mobile media and mobile ICT use within wider communication and sociocultural contexts, in this case, other communication technologies and media, traditional communication practices, and decolonizing agendas. Research results will be presented from a case study with a Guaraní community situated in the metropolitan area of Buenos Aires, approximately 35 kilometers from the city centre. The community, comprised of roughly 100 members, has been active in indigenous communication rights movements, and in 2013 obtained an FM radio license with a reach of 12 kilometers. The case study explores the role of the community radio along with other locally and externally produced media accessed on mobile ICTs in the community's advancement of the right to communication with identity. Initial field research was conducted between October and December 2013, which involved in-depth interviews with the community leader and participant observation alongside the leader at a series of indigenous political and communication events. Further research is planned in June 2014 which will involve semi-structured qualitative interviews with community members, of a variety of ages, relating to the mobile communication media they access, produce or transmit (such as apps, radio, web pages, text messages) as well as how they perceive the role of ICTs and digital contents in respect to decolonization and cultural revitalization. Results intend to elaborate the role of mobile media in the community, and where relevant, identify features of mobile ICT services that enable/disable the production of locally relevant media, or align (or not) with decolonizing agendas. Research contributes to an increasingly important study area on new media inclusion, relating to the manner in which the globalized (and Westernized) production of ICTs can

represent or be inclusive of minority cultures.

THE MEDIA'S IMPACT ON REDUCING CORRUPTION - A CROSS-NATIONAL ANALYSIS

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› [1]University of Augsburg, Germany; [2]University of Münster, Germany; [3]Hanover University of Music, Drama and Media, Germany

Corruption is a pervasive global problem due to its detrimental effects on economic performance, political stability and societal integration (Nye, 1967; Mauro, 1995; Lambsdorff, 2005; Rose-Ackerman, 2006). Free and independent may media play a vital role in the process of curbing corruption. By criticizing and controlling political decision makers and the fulfilling of their normative "watchdog" function, mass media contribute to transparency and horizontal accountability in the state (Stapenhurst, 2000). The deterrence theory (Becker & Stigler, 1974) predicts that corrupt behaviour is determined by the perceived probability of getting prosecuted. Hence, we argue that free media increases the probability of publication of corruption and therefore deters political actors from engaging in corrupt activities. However, in many countries a lack of media freedom prevents the media from executing their role as a "watchdog" (Graber, 1986; Strömbäck, 2010). Furthermore, only when the broad public has access to the published information on political misconduct the media can effectively curb corruption. Thus, we assume media freedom as well as media access to influence corruption in a country. Special attention rests hereby on the growing global expansion of the Internet because it enables citizens to create and share information independently from traditional intermediaries such as the press. Since more citizens and social groups are able to participate in the political discourse, the Internet can be used to uncover corruption and generate public pressure (Kulikova & Perlmutter, 2007). As one of the first of its kind, our cross-national study integrates the concepts of media freedom and media access and analyses their effects on corruption. Drawing on secondary data for 126 countries, we examined to what extent national media freedom and media access explain country-level differences in corruption. We use the corruption perception index (Transparency International) as a proxy for corruption and assess media freedom through the Freedom of the Press Index (Freedom House). Furthermore, data on access to television, radio and the Internet in the 126 countries was derived from the International Telecommunication Union and data on access to newspapers from the World Association of Newspapers. Income, life expectancy and education as derived from the UN Human Development Index have been introduced as control variables. The results of multiple regression analyses show that media freedom has a corruption curbing effect which is moderated by media access. Our results further indicate that internet access reduces corruption while access to newspapers and audio-visual media has no significant effect on corruption. We conclude that independent media can deter political actors from engaging in corruption. Furthermore, we suggest that strengthening freedom of media as well as the access to digital media can result in better governmental performance. The Internet plays an important role in limiting corruption because users can circumvent institutionalized media and publish misconduct by politicians independently. The novel scientific contribution lies in the conceptual and empirical integration of media freedom and media access to understand the influence of traditional and new media on corruption.

POSTERS

MEDITERRANEAN YOUTH AND ITS REPRESENTATION IN THE PRESS OF THE REGION

Ortega Miranda, Estibaliz

› Universidad Autónoma de Barcelona (UAB), Spain

This PhD Project aims to study the situation of the youth in the Mediterranean region with regards to the significance given to this situation by the Mediterranean press. For this purpose, we will try to establish the rapport between the representation of the youth made by the Mediterranean press and the view of this reality by the young people of this area. Determining the current circumstances of the young people, convulsed by civil revolts and political changes in the South of the Mediterranean and the shadow of unemployment in the North, we need to put forward the fundamental issues on both sides of the region. This project will analyse the perspective of the young people and also the diffusion of their identities made by the press. In doing so, we will aim to examine whether coherence exists between both visions. We have chosen four countries that we consider important axes of social movement in the region; Spain and Italy, as members of the North fringe of the Mediterranean, and Morocco and Egypt, as southern countries of the Mediterranean. We would like to contribute to the conference by presenting the results obtained after the application of content analysis to the Egypt and Morocco mainstream press, in comparison with the results obtained from the Spanish and Italian press.

TALENT SHOW AND CULTURAL IMPERIALISM: GLOBAL FLOW OR CONTRA-FLOW

Wang, Xiao

› Utrecht University, Netherlands

Television formats have been known as the new convergence of business trade in TV and music industries. Since last century the initial model of TV talent show 'Pop Idol'was aired, the talent show business has been developed and formatted in more globalised world. Understanding how this business performing at global stage assists the studies on cultural imperialism within globalisation discourse. Also investigation on the global flow in talent show franchising is significantly related to cultural communication between the West and the East in TV industry and development of TV marketisation. This study explores the movement of cultural flow in two comparison groups of talent shows by: Britain's Got Talent (2011) and China's Got Talent (2011), The Voice (U.S.) (2012) and The Voice of Korea (2012). The research mainly uses textual analysis: content analysis and semiotic analysis to separately these two groups from different perspectives, in order to examine the links between the Western and Eastern versions of the shows as well as the existence of the contra-flow in the shows. Stepwise the political-economy approaches further was applied to explain and discuss the influence of talent show franchising on TV industry, particularly on the Eastern TV industry. Results reflect a strong global flow from the West to the East during the programme formatting, but the most of the contents within the show have been hybridised; the contra-flow is rather weak in this process, but it still exists. The results suggest that the talent show franchising as new form of 'fast' culture changing the landscape of globalised TV industry under cultural imperialism and globalisation theories, which could be, somehow, juxtaposed with the discourse of 'McDonaldisation'. Meanwhile, the shift of position from consumer to prosumer in terms of TV audience is crucial, as a particular mode of participation, to promote the idea of 'fast' more efficiently.

CRAFTING THE IDEA OF MULTICULTURALITY: THE CASE OF WROCLAW, EUROPEAN CAPITAL OF CULTURE 2016

Ratajczak, Magdalena
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In contemporary world, cities play an important cultural-creative role and it has been noticed that they become an important policy player on the international level. At the same time, they are working on creating images, and thus strong city brands. In the recent years also academic discussion has focused on the increasing role of the cities as an actor in diplomacy (Melissen, Van der Pluijm 2007). The globalization process brings about competition not only among firms, but also among cities. The program of European Capitals of Culture is just one example of such competition, as well as internationalization and empowerment of cities on the international arena. It became an intense contest over the last years as it became apparent that culture and creativity could contribute to development of urban areas and provide foundation for long-term competitive advantage. The aim of this presentation is analizy the case study of the city of Wroclaw (Poland) that has recently made it to the center of European attention thanks to being elected the European Capital of Culture 2016 . Multiculturalism usually is applied in description of communities grouping people of various national or ethnic background. In this sense Wroclaw needed to redefine the word itself, because it is - ethnically -- a highly homogenous city. With over 97% of population being Polish, declared Roman-Catholic, it may be quite surprising that many visitors without doubt eagerly label the city as "multicultural" . Only this proves that the efforts of the city to market itself as "multicultural" have been successful. We describe tools employed in creating such image of Wroc³aw and present a journey of how such seemingly paradoxical phenomenon become possible and lasting in time. The aim of this presentation is to illustrate how Wroclaw created its own narrative about "multiculturalism". It is worth noting that Wroclaw has over the last 20 years (after the post-communist transformation of 1990s) come to be perceived as a champion of multicultural approach to managing the city within the country as Wroclaw has consciously been working on creating an image of an open, multicultural and metropolitan city. This paper is based on a case study that adopted several complementary approaches in data gathering and analysis. It included archival studies of public documents (produced by the City Council of Wroclaw, Polish government and several NGOs) and local, national and international media coverage about efforts of Wroclaw to become a European Capital of Culture. Additionally, it is based on 10 formal interviews conducted in Wroclaw by one of the Authors in the period of 2008-2009 with Mayor of the City Rafa³ Dutkiewicz and several

INTERCULTURAL COMMUNICATION MANAGEMENT IN CHINA: ARE FLEMISH COMPANIES, WHO ARE DOING BUSINESS IN CHINA, MANAGING THE INTERCULTURAL DIFFERENCES IN AN EFFECTIVE AND EFFICIENT WAY?

Gillaerts, Sarah
› Free University of Brussels, Belgium

Since the re-opening of China to the world, China transformed into an economic and political world power, a process that has been accelerated by its accession to the World Trade Organization (WTO) in 2001 and its efforts to conform to international standards (Fang et al. 2006). Although China's economic boom offers great opportunities for Western companies, language and cultural differences make cross-cultural business communication and negotiations challenging for foreign companies operating in China. China only recently developed into a nation-state. But for over two thousand years, China has essentially been, and still is, a civilization-state. The powerful Chinese sense of cultural identity, or even cultural superiority, is shaped by its civilizational inheritance (Jacques 2012). Civilizational elements such as the relationship between state and society, the notion of family, Confucian values, and the network of personal relationships (guanxi) still play an essential role in China's culture and way of thinking, and consequently is reflected in Chinese economic life (Jacques 2012, Gao & Ting-Toomey 1998). This article investigates how Flemish multinational companies manage intercultural differences when doing business in China. Furthermore, the paper assesses their intercultural experiences, approaches and strategies and exposes intercultural barriers to effective communication with the Chinese. The paper can be divided into three main parts. Firstly, a theoretical overview of the main authors and theories regarding intercultural business communication will be provided, followed by an examination of the underlying cultural aspects of Chinese society that influence the way the Chinese communicate and negotiate. The Chinese communication practices, originated from the 'other-oriented self' perspective, of Ge Gao together with the value dimensions of national cultural and high- and low-context culture theory of Hofstede and Hall serve as the conceptual framework (Gao 1998, Hofstede 1998, Hall et al. 1990). Due to the specificity of the Chinese negotiation culture and the guanxi principle, we additionally adopt these concepts in the empirical research. Secondly, we will present the empirical findings obtained by interviewing representatives of Flemish multinational companies, which were drawn from the membership list of Flanders-China Chamber of Commerce, and China experts related to cross-cultural management. The research shows that most of the respondents embark on their China adventure without any preliminary knowledge and learn to handle the cultural differences by trail and error. This points to a need for professional intercultural training and development of expatriates supported by the Flemish companies themselves. In addition, this paper elaborates on best practices in terms of implementing proactive marketing and communication management strategies specific for the Chinese target audience. Finally, we develop a list of recommendations and suggestions for future research. Bibliographical references Fang, T., (2006). Negotiation: the Chinese style. In: Journal of Business and Industrial Marketing, 21(1), pp. 50-60. Gao, G., (1998). Don't take my word for it. Understanding Chinese speaking practices. In: Jounal of intercultural Relations, 22(2), pp. 163-186. Gao, G. & Ting-Toomey, S. (1998). Communicating Effectively with the Chinese. S.l., Sage Publications, 119 p. Hall, E.T. & Hall, M.R. (1990). Understanding Cultural Differences. Yarmouth, Intercultural Press Inc., 224 p. Hofstede, G. (1998). Allemaal Andersdenkenden: Omgaan met Cultuurverschillen. Amsterdam, Contact, 431 p. Jacques, M. (2012). When China Rules the World. The Rise of the Middle Kingdom and the End of the Western World. London, Penguin Press, 848 p.

WORKER RESISTANCE AND MEDIA: CHALLENGING GLOBAL CORPORATE POWER IN THE 21ST CENTURY

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In response to changes in the nature of the global economy (digitisation, deregulation, the embrace of neoliberal values by mainstream political parties) workers' movements have had to develop a wide and complex range of activities in order to organise globally and virtually to meet these new challenges. In particular, media practices are taking complex and interesting forms as traditional kinds of discursive struggle are complemented by the spontaneous and unpredictable nature of new media technologies and social media driven protests presenting new opportunities for resistance but also fundamental challenges for how workers organise collectively. Drawing on empirical research into a number of key case studies of low wage worker movements around the world, including campaigns for cleaners in the UK, fast food workers in the US, and domestic workers in South East Asia, this paper is part of a forthcoming monograph that explores the changing nature of labour movements in light of globalization and new media technologies. We will make the case that labour movements are at a crossroads in the 21st Century as traditional assumptions that have underpinned much trade union activity in the 20th Century, such as corporatist models of organization and formal and informal alliances with political parties as a vehicle to promote the interests of workers, have failed. Rather, the labour movement is necessarily moving towards a resurrection of independent unionism in which national, regional and global social unionism and broader movement solidarity are central features. New media technologies have a key role to play in these developments and labour movements have sought to use different media forms to organize and mobilize in innovative ways that challenge global corporate power, such as counter-PR campaigns, organizing protests and direct action, and reaching previously marginalized workers. This paper will explore and assess

some of these practices and will argue that despite widespread enthusiasm about the transformative potential of new and social media, these technologies cannot in themselves safeguard or protect against corporate exploitation of labour when such protection is being actively undermined by government policies at the national and global level. Instead, the real struggles that ordinary workers are facing globally and the means by which they are forced to overcome them raise serious questions about the relationship between global corporations, governments and their citizens.

ABSTRACTS SECTION 10
Interpersonal communication and social interaction

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 10. INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION - (DIS)EMPOWERMENT IN ONLINE HEALTH COMMUNITIES[

› Room 1.03, First Floor

DECISION MAKING, TRUST AND EMPOWERMENT IN ONLINE HEALTH COMMUNITIES

Sillence, Liz

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Online health communities (OHCs) are providing an opportunity for patients and carers to become empowered either as individuals or as collectives. One way in which we see this manifesting itself is through peoples' decision making about their health and about the health of loved ones. Whilst in the UK at least there is an increasing emphasis on patient choice – the so-called no decision about me without me strategy, the increasing availability of online sources of information and advice with the potential for empowering patient decision making has not been universally welcomed. At the individual level OHCs allow people to gain access to a wider range of people and experiences. These experiences, whilst they vary in length, detail and applicability, can be useful in facilitating decisions about tests, treatments, and service providers. At the most basic level simply reading about other peoples' experiences can help make sense of illnesses and increase feelings of normalization. At a more interactive level many OHCs allow people to go beyond lurking and to engage with experiences, asking for and exchange advice. The question then becomes one of expertise and trust. If people are exposing themselves to other peoples' advice how do they know whether or not the advice giver is trustworthy and warrants their notional level of expertise? Whilst advice givers need to be able to display key trust cues advice seekers need to know how to read these cues accurately. In ongoing work looking at prostate and breast cancer we are examining both the 'warranting strategies' of other patient experts and how people use the information and advice available to them to inform their decision making. Feeling empowered is critical to treatment decisions and it already appears that factors such as the specific health context and the perceived purpose of the OHC are important in mediating the effect of this online resource. For example, in the case of health topics with a less well defined treatment path experiential knowledge from other patients 'like me' becomes crucial both to the individual in terms of their decision making and to the community as a whole informing their collective identity and purpose. In cases with a clearer treatment journey, for example, breast cancer, the potentially empowering knowledge some individuals possess e.g. recommended service providers or doctors is not always knowledge deemed to be acceptable by the owners of the community and is removed by the moderating team. Whilst community members appear to be finding ways around these rules it raises interesting questions in relation to power and empowerment.

EMPOWERMENT THROUGH PATIENT'S EXPERIENCES ONLINE

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The acquisition of medical knowledge by laypersons is often directed towards concrete actions such as the decision for a certain treatment, preventive health behavior or dealing with a disease. This means that medical knowledge is most significant to laypersons when it combines relevance for everyday life with capacity for action (Stehr 2010). But the specific nature of scientific knowledge complicates the activation of medical information in everyday life. Scientific knowledge by definition is tentative or even conflicting. Furthermore it is often hard to understand. So, laypersons have to find a strategy to handle the tentative, conflicting and complex nature of scientific knowledge to make medical knowledge serve everyday demands in the sense of empowerment. Using the example of fertility forums we analyze in which way laypersons absorb and communicate medical knowledge online. Our qualitative interviews with 32 infertile persons and our standardized online survey (n=1216) show that users of fertility forums want to understand their situation and to act as an informed patient. While our respondents notice the specific nature of scientific knowledge they try to evade this problem by absorbing information that is based on personal experience. They refer to postings of people in a similar situation that already made experiences with fertility treatments: "Health consumers are often looking for tailored information, searching for a 'just-in-time someone-like-me'"(Fox/Jones 2010, 3). Our respondents often name these postings as their central source of information. Furthermore, they evaluate the contributions of other forum users as easy to understand and trustworthy - but not necessarily as correct in respect of content. However, despite all doubts concerning information quality almost all interviewees perceive the reports in the online forums as helpful. Using the forum gives them the feeling of actively supporting the medical treatment to be successful. To refer to scientific knowledge in the version of other laypersons seems to be a pragmatic strategy: Although information might be false scientific knowledge provided by laypersons is attractive for other laypersons because it is understandable, practically tested and authentic. This underlines that the most basic requirement of lay-theories about illness "… is not satisfying any philosophical or scientific criterion of validity" (Wagner 2007, 8) but to serve everyday demands. Against this background our thesis is that health-related online forums offer a useful facility for the empowerment of patients

HIV/AIDS-RELATED ONLINE HEALTH COMMUNITIES: A QUALITATIVE EXPLORATION OF THE EMPOWERING AND DISEMPOWERING CONSEQUENCES OF PEER-TO-PEER ONLINE COMMUNICATION

Coulson, Neil[3]; Mo, Phoenix Kit Han[4]
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Human immunodeficiency virus/acquired immunodeficiency syndrome (HIV/AIDS) is one of the leading concerns in healthcare. Individuals living with HIV/AIDS are often confronted with significant physical and psychosocial challenges. Online health communities can provide a valuable source of information, advice and support, and a medium through which individuals living with HIV/AIDS can interact with each other and share their experiences. However, very little is known about how HIV/AIDS-related online health communities might promote empowerment and the potential disadvantages associated with their use. The present study explored the potential empowering and disempowering processes, and empowering outcomes associated with engagement in HIV/AIDS-related online health communities. A total of 115 HIV-positive individuals were recruited through HIV/AIDS-related online health communities. They completed an online survey exploring qualitative their online experiences. Thematic analysis revealed six empowering processes arising from the use of HIV/AIDS-related online health communities: exchanging information, sharing experiences, connecting to others, encountering emotional support, finding recognition and understanding, and helping others. Six empowering outcomes were identified: increased optimism, emotional well-being, social well-being, being better informed, improved disease management, and feeling confident in the relationship with physicians. Potentially disempowering processes were also identified which included: being unable to connect physically, inappropriate behaviour online, declining real life relationships, and information overload and misinformation. Findings suggest ways through which individuals with HIV/AIDS may be empowered although some problematic features specific to the online context and communication may also be present

THE CHALLENGES OF MEASURING EMPOWERMENT PROCESS IN ONLINE HEALTH COMMUNITIES

Atanasova, Sara[5] ; Petriè, Gregor[5]
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Online health communities (OHC) have an increasingly important role in the process of empowerment, which is generally understood as a social process in which social actors achieve power to act in gaining positive change for their lives, communities, or larger society. Many studies report (Wright et al., 2003; Atkinson et al., 2009) that popularity of OHC has remarkably increased in the last decade, as such communities are seen as a type of support groups (Eysenbach et al., 2004) that provide access to health-related information, advocacy of key health issues and possibility for people to meet their health-related needs. Moreover, it has been shown that OHC play an important role in different aspects of empowerment (Tanis, 2008; Van Uden Kraan et al., 2010; Petrovèiè & Petriè, 2014; Petriè & Petrovèiè, 2014). Researching and measuring empowerment in OHC is confronted with many challenges that stem from the conceptual issues of the empowerment process. Empowerment is often ambiguously or limitedly conceptualized, mainly due to the following: (1) Empowerment is a multidimensional and context specific concept; (2) it can occur on different social levels (psychological, individual, interactional, community, and societal level); (3) it is a latent phenomenon which can be deduced through its practices and its results; and (4) it is a communication process through which individuals create social meanings and establish social relations that are indispensable for the change of power relations. In this paper we conceptualize empowerment according to Hur (2006), who took in our opinion the most comprehensive and systematic approach to study empowerment process. We integrated the Hur's meta-theoretical analysis of the empowerment process with the Bourdieu's theory of symbolic power and thus drew investigative attention to empowerment as a communication process. Such integrated conceptual framework allows us to define empowerment as a communication process that proceeds through five stages: existence of social and/or individual disturbances, conscientizing, mobilization, maximizing step, and creating a new social order. Given the presented conceptual framework the question emerges how to develop a valid and reliable measure(s) for empirically researching the process of empowerment in OHC, as various stages of the empowerment process are presented at different social levels (psychological, individual, interactional, community, and societal level) and associated with diverse (online) communication practices. In this paper we will present results of a meta-analysis of existing approaches to measuring empowerment. We will critically assess their quality in terms of validity and reliability, investigate how different approaches could be applied to the conceptual framework of empowerment process presented above, and propose an improved model for measuring the process of empowerment in the OHC. The challenges in measuring empowerment process in OHC will be presented on the case of the biggest Slovenian OHC, Med.Over.Net.

THE EFFECTS OF PATIENT EMPOWERMENT IN ONLINE HEALTH COMMUNITIES ON THE PATIENT - HEALTH PROFESSIONAL RELATIONSHIP

Petriè, Gregor[5]; Ramoviæ, Sanel[5]; Kamin, Tanja[5]; Petrovèiè, Andraz[5]
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Instability of power relations and distribution of rights and obligations between actors is immanent in empowerment concept, regardless on which level it occurs: individual, group or community. Following some recent advances in the research on health empowerment, this paper suggests that involvement of patients in online health communities (OHCs) might be intervened with the broader context of altering patterns of patient-professional relationships related to the traditional distribution of power between patient and physicians. Although studies show beneficial effects of OHCs on the psychological dimension of empowerment among patients (van Uden-Kraan et al. 2008, Bartlett and Coulson 2009, Petrovèiè and Petriè, 2014), research on how participation in OHCs influences the patient-health professional relationship has been – excluding rare exceptions (Mo and Coulson, 2011) – underrepresented. Several researchers addressed the tensions in patient-professional relationship related to the increasing role of internet in gaining control over health related decisions, exposing a paradox of patient empowerment and medical dominance (Willson et al. 2007). Thus, the assessment of the role of OHCs in patient empowerment seems to be inextricably tied to relationship between patients and health professionals. In this paper we shall explore the patient empowerment in terms of changing patient-health professional relationship. As it is demonstrated that traditional relation between the two groups of actors is rather asymmetrical, with patients generally reporting powerlessness, paternalism and dependence in relation to the doctor, we expect that as a consequence of various aspects of participation of patients in OHCs and related empowerment processes, the impact on relationship between patients and health professionals might lead to diverse outcomes: a) no change will occur, resulting in a status quo, where relationship is health professional-centric as in the traditional relation between patient and health professional; b) positive change will occur in direction of more patient-centric relationship, manifested in a cooperative communication between the two that is positively valued both by both sides; c) negative change will occur in terms of patient feeling more empowered in the relationship with health-professional, but the latter will negatively react to such change in power relations, worsening the relationship with patients. This paper will empirically investigate the above hypotheses and will explore whether the above effects are dependent upon the empowerment processes (social support, helping other, finding positive sense, information exchange) in the OHC, on the type of participation of the patients in OHC, and on their experience with health professionals serving as experts in OHC. The empirical study will be conducted on a sample of users of Med.over.net, the largest Slovenian health-related online community that brings together more than 180 health professionals and 65.000 registered members.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 10. INTERPERSONAL COMMUNICATION & SOCIAL INTERACTION - COMMUNICATION & REPRESENTATION ON SOCIAL NETWORK SITES

› Room 1.03, First Floor

BUILDING ONLINE RELATIONSHIPS ON FACEBOOK -- INFLUENCE OF MUTUAL GROUP PARTICIPATION

Müller, Nicholas; Belentschikow, Valentin
› Technische Universität Chemnitz, Germany

Argument & Research Question

Social media platforms like Facebook allow people to build social relationships for reasons of social compensation and social enhancement (Zywica & Danowski 2008) and forming groups to segregate publics and audiences (Kietzmann et al. 2012). Empirical research focuses on reasonable cues (e.g. mutual friends and interests) why people form online relationships (e.g. Lemieux 2012; Khoo 2010; Whang et al. 2010; Boyd 2008; Walther et al. 2008) but tends to rely on quantitative measuring methods (Anderson et al. 2012; Schrammel et al. 2009): people are often asked to name and specify the reasons for the acceptance of friendship requests on social networks -- what might be contradictory to what they would really do because of ignoring social contexts. The authors therefore conducted a methodologically triangulated experiment to confront the participants with their true online behavior considering questions of relationship formation and development.

Methods & Data

A fictitious, female student account was created on Facebook (Anna) considering all aspects of identity formation (e.g. profile picture, interests, timeline postings). Supported by a confederate, two theme-oriented, closed online groups (n=120) were accessed and friendship-requests were sent to almost all of its members (n=102). The participants were interviewed in twelve independent group discussions and presented with a quantitative questionnaire afterwards, asking about their habits regarding online relationships and reasons for accepting friendship requests.

Results

Most of the invitations were accepted (1st group: 44/53, 2nd group: 40/49). The group discussions revealed a certain group behavior interfering with all other cues and the fact that no one had ever met the fictitious student. The interviewees emphasized the role of the mutual group participation: Anna was part or their online group (being a student), so there were no doubts about her credibility at all. Interestingly most of the participants mentioned the fact that accepting a request from the previously unknown Anna was an exceptional act -- a request which would usually never have been accepted.

In addition to the acquired qualitative data, a quantitative triangulation has been performed by using a questionnaire consisting of 95 items with either a five-point, end-labeled Likert-scale, multiple-choice checkboxes or open-ended questions. The resulting data allows for a more in depth analysis like daily usage times, number of connected people as well as privacy concerns and actively used data security measures. For example the data shows a nearly daily usage of Facebook, with a surprisingly small number of people (less than 10%) spending less than 10 minutes a day on the Website. On the other hand, data suggests Facebook is an additional way of staying connected but not in a life-essential capacity. Two-thirds could easily move on with the same feeling of interpersonal connectivity than they do today with help from the social media site. Moreover the analysis of the questionnaire confirmed the voiced opinions from the qualitative group discussions regarding the personal motives for accepting or rejecting the friendship request.

SHOW YOUR BEST SIDE OR SHOW NOTHING AT ALL? FACEBOOK USERS' IMPRESSION MANAGEMENT MOTIVES AND THE DEGREE OF ANONYMITY WITHIN PROFILE PICTURES

Goelz, Hanna; Niemann, Julia
› University of Hohenheim, Germany

Up to now, Facebook has been the biggest picture platform in the World Wide Web--about 3.000 pictures are uploaded every second. Of course, this is not surprising, since pictures have important functions on the platform: Firstly, users can share their experiences by uploading photographs immediately. Secondly, they help to construct the users´ online identity and express their personality in the nondescript context of the web. Especially the profile picture has a symbolic role: It serves as the main representation of the user. However, uploading pictures on the internet is linked to privacy risks which should not be underestimated. Users are trapped in an antagonism: When choosing their profile picture, they have to balance the protection of their privacy on the one hand and their need of meaningful self-expression on the other. Additionally, they need to consider that their picture will probably be judged by others. Hence, impression management, the intentional control of the impression on others, might be of high importance in the selection process. Bearing that in mind, it is not surprising that users´ pictures show varying degrees of anonymity respectively. So far there has only been little research on the role of visuals within the social web and the users´ selection intentions. Thus, we aimed to close this research gap in an explorative study. We made an innovative approach of combining a standardized online survey and a visual content analysis. In total, 718 Facebook users were recruited via university mailing lists in winter/spring 2013. Nearly half of the participants volunteered to provide access to their profile pictures, which were downloaded and anonymized. The average age of the 349 participants was 23 years and 69 percent were female. The combination of survey and content analysis had a mayor advantage: We were able to bring together information of users´ privacy concerns and impression management intentions with the style and content of their pictures. Results show that choosing the profile picture is of high importance to profile owners and that most of them carefully plan how they want to represent themselves on Facebook. Moreover, there are indeed two divergent motives while choosing a profile picture: On the one hand, a picture should reflect one's own personality and is meant to be authentic. On the other hand, users aim to present pictures that make them look likeable. Linking the results of the survey to the content analysis, we are able to show a negative correlation between the motives of impression management and the degree of anonymity in the picture. Although a significant amount of subjects in the sample selected a picture which does not disclose their identity, privacy concerns play only a minor role in the consideration process.

THE MISPERCEPTION OF CYBERBULLYING NORMS AMONG HIGH SCHOOL STUDENTS

Festl, Ruth[1]; Scharkow, Michael[1]; Quandt, Thorsten[2]

Within stable social groups such as school classes social norms are negotiated based on verbal or non-verbal forms of social interaction. These norms reflect implicit or explicit rules for appropriate beliefs, attitudes or behavior within these groups. Research started to distinguish between descriptive norms that describe the aggregated actual norms of the classmates as well as injunctive norms that reflect the subjective perceived beliefs. Especially in the context of deviant behavior (e.g. alcohol use, health risk behavior) a discrepancy between these two concepts seems to occur, as adolescents tend to overestimate some types of their peers' behavior. This kind of misperception can erroneously emphasize particular group norms that might not be representative either for the class itself, or for the individual class members. In the present study, we investigated sources of this misperception in the context of cyberbullying. Although this computer-based behavior usually happens outside of the school, previous findings indicate that bully and victim often know each other and visit the same school

class. Following these results, it can be assumed that offline social conditions might also be relevant for an online bullying setting. We therefore investigated which personal and social factors are decisive for a wrong interpretation of this computer-based group norm, which might in turn increase the individual risk of becoming a cyberbully. In a large survey study, we asked 4669 German high school students from 297 different classes about their personal attitudes and normative beliefs concerning cyberbullying in schools. In addition to these subjective estimators, we aggregated the classmates' attitudes to obtain the cyberbullying class norm. To measure the social characteristics of the individual student as well as the school class as a whole, we combined traditional survey data and social network analyses. In accordance with previous research on norm misperception, the students generally overestimated pro-cyberbullying norm in school class. A distorted perception was especially present among older and more aggressive students and those who were already involved in cyberbullying. Regarding the social status indicators, we moreover found that the subjective perception of socially less preferred students in class more strongly deviated from the aggregated classroom norm. Summarizing these findings, we could show that norm misperception in the context of cyberbullying can not only be explained by the subjective norms and attitudes of the students, but also related to their social status in class. Therefore, although communicated via online media, the perception of cyberbullying seems to be strongly associated with the social structures in a school class. Since pro-bullying classroom norms can increase an adolescent's individual bullying behavior in school, sources of norm misperception have to be more strongly considered in order to deal with cyberbullying in school.

ADOLESCENTS' SOCIAL NETWORK SITE USE, APPEARANCE TRAINING AND BODY DISSATISFACTION: TESTING A MEDIATION MODEL

De Vries, Dian[1]; Peter, Jochen[2]; de Graaf, Hanneke[3]; Nikken, Peter[4]; Valkenburg, Patti[2]

› [1]Amsterdam School of Communication Research (ASCoR), Netherlands;[2]University of Amsterdam, Netherlands; [3]Rutgers WPF, Netherlands; [4]Netherlands Youth Institute, Netherlands

Adolescents today are vast users of social network sites. The large amounts of time adolescents spend on social network sites such as Facebook have raised questions regarding what the effects of these sites are on adolescent development. One important area of development during adolescence is body image. Research has recently started to show that social network site use is related to adolescents' body dissatisfaction (Tiggemann & Miller, 2010; Tiggemann & Slater, 2013). However, this research has mainly been limited to correlational evidence and the causal direction of the effect is still unclear. Furthermore, our knowledge about the processes underlying the association between social network site use and body dissatisfaction is limited. Finally, studies in this area have generally not included the experiences of boys but only focused on adolescent girls. The current study, therefore, investigated the effect of social network site use on body dissatisfaction in a longitudinal study; explored a potential mediating process underlying this effect; and tested if and how this effect and processes differ between boys and girls. With respect to potential underlying processes, we investigated receiving appearance training from friends as a potential mediator. Appearance training pertains to peers influencing each other to conform to sociocultural body ideals (Jones, 2004). Due to their focus on personal photographs and physical appearance, social network sites may encourage and facilitate appearance training among adolescents. The tripartite influence model of body image predicts that receiving appearance training contributes to body dissatisfaction (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). Therefore, social network site use was expected to increase body dissatisfaction through appearance training. The present study tested these hypothesized relationships based on data from a two-wave panel survey among 604 Dutch adolescents (aged 11-18) and explored the potential moderation of gender. Structural equation modeling showed similar results for boys and girls: Social network site use increased body dissatisfaction and also predicted increased appearance training. However, appearance training did not predict body dissatisfaction. The effect of social network site use on body dissatisfaction was thus not mediated by appearance training and not moderated by gender. The current study shows that social network site use can have unfavorable effects on body image among adolescent girls as well as boys. The results shed a new light on the nature of the sociocultural influences outlined in the tripartite model (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). The tripartite influence model to date only considers parents, peers, and mass media influences on body image. Our finding that social network site use augmented body dissatisfaction suggests that social network sites may form an additional sociocultural channel that influences adolescent body image

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 10. INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION - MEDIATED SOCIAL INTERACTION

› Room 1.03, First Floor

INFORMATIONAL AND SOCIAL SUPPORT IN ONLINE COMMUNITIES: THE CASE OF PREGNANCY EXPERIENCE

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› [1]University of music, drama und media (IJK), Germany; [2]Bielefeld University (Faculty of Health Science), Germany; [3]University of Erfurt, Germany

Pregnancy is a period of life characterized by rapid changes and feelings of uncertainty. Even if women constantly engage in improving the different parameters of their pregnancy, many factors -- especially health related issues -- will stay out of control. Seeking and sharing information is the core strategy of uncertainty management during pregnancy. Therefore, pregnant women often turn to the internet where they have access to various information and advice. Particularly online communities allow sharing experiences and receiving informational and social support from a 'community of women in similar situations'. But in order to reap these benefits it is necessary to disclose at least some private information (e. g., Song et al., 2012). This study investigates how pregnant women use online communities for supportive purposes and how the modes of informational and social support are connected to the disclosure of private details. Assuming that pregnant woman receive much factual information from health providers we expected that the online community would particularly be used for empathetic purposes and social support. As social support is supposed to require more emotional proximity than informational support, we expected higher degrees of self-disclosure in contributions characterized by social than by informational support. We used a standardized content analysis to describe the discourse (threads, posts, user-profiles) in two highly frequented bulletin boards of the largest German family online community. By a systematic sampling strategy we defined a constructed week which contained 274 threads with 1,032 posts from 620 different members. The analysis showed that compared to social support, informational support clearly dominated the discourse (n=780 vs. n=403). The shares of posts comprising self-disclosure were similar for posts referring to informational and to social support (45% resp. 42 %). We found a weak relationship between the revelation of private details and informational support (Cramerç¥s V=.072; p=.02) which was not found for social support. But on a person-bound level, users demanding or providing informational support offered significant less private information about themselves (M=2.3; SD=1.2) than users who did not refer to informational support in their posts (M=2.9; SD=0.9; t=7,397; df=502; p¡Â.001). The same pattern was found for social support. Thus we assume that pregnant women use online communities predominantly for the purpose of informational support, indicating that the discourse among 'lay experts' complements information and advice from health professionals. Due to the fact that it is rather inevitable to receive information regarding a sensitive issue like pregnancy without self-disclosure, we found that users provided private details both in the context of informational and social support on a situational level. On the person-bound level, those who engaged in supportive interaction

emerged to be more restrictive and in control regarding private details. Regarding their own successful supportive communication, users seem to differentiate between different types of support and between self-disclosure on a situational and on a personal level. Song, F. W., West, J. E., Lundy, L. & Smith Dahmen, N. (2012). Women, Pregnancy, and Health Information Online: The Making of Informed Patients and Ideal Mothers. Gender & Society, 26 (5), 773-798.

COMMUNICATION IN A DIVIDED SOCIETY: WHAT DIFFERENCE DOES CONTACT MAKE?

Hargie, Owen

› University of Ulster, United Kingdom

This paper examines communication between Protestants and Catholics in the divided society of Northern Ireland (NI). The conflict between the two 'sides', or 'Troubles', culminated in a mortality toll of over 3700 people- the pro rata equivalent of some 600,000 deaths in the USA. The number of people seriously injured is, of course, much higher. Despite ceasefires by the main paramilitary groups, and the formation of a power-sharing government, divisions between the two communities remain. So-called 'dissident' republican terrorist groups continue to perpetrate bomb attacks and shootings, some of which have resulted in fatalities, and the separation of the two communities is entrenched. Sectarian division is apparent in practically all aspects of life in NI, including housing, education, sport and employment. Over 90% of public sector housing is divided along religious lines, and in Belfast, some 80 'peace walls' have been erected to offer communities protection from the other side. Divisions occur at an early age, in that 90% of children are educated with co-religionists, and only 6% of pupils attend desegregated schools. Friendships in adult life are mainly in-group as are some 90% of marriages. As a result, for many young people the first real experience of interacting with those from the other religion comes at the stage of tertiary education (university, college) or in the workplace. These two domains therefore provide an interesting natural 'laboratory' for the study of the effects of conflict upon communication between the two communities. The interesting question is whether contact between the two communities in these arenas will result in the development of harmonious, facilitative relationships. Communication is often regarded as a process that can create positive relational effects between divided people. This has perfect face validity. Those centrally involved in the conflict in NI live separate lives. The violence therefore seems to be an extension of these divisions. Even if it is not a direct cause of the conflict, segregation serves to nurture and sustain it. If somehow the vicious circle of separation and conflict could be broken then a whole new shape to the geometry of communities may be formed with both sides intersecting at many angles and getting to know one another. The Contact Hypothesis suggests that a major cause of conflict is ignorance about the other group and so this can be reduced by bringing people together within a conducive context. Indeed, policy makers, community leaders and academics have often seemed to operate on the basis that increased contact per se is the solution. This paper reviews and synthesises a range of research studies carried out by the author and his colleagues in NI. These show that, while there is truth in the perspective that contact can facilitate relationships and help to break down barriers, the correlation is by no means a simple linear one. The paper identifies the pre-requisites for contact to be effective in improving inter-group communication.

RELATIONSHIPS IN MOTION: MEDIATIZED INTERPERSONAL COMMUNICATION AND MOBILIZED LABOR

Berg, Matthias

› ZeMKI, University of Bremen, Germany

Concerning the consequences comprehensive physical mobility has on personal relationships, two major fields of social research comprise 'mobile elites', exaggeratedly represented by the 'jet-set business society', and minority groups such as migrant and diasporic communities. Despite this construction of opposing extremes, both can be regarded as "mobility pioneers" (Kesselring/Vogl 2008). In addition to such vanguard forms of mobility, however, media and communication research has to apply a much more general perspective, given that we can understand "mobility to be a defining characteristic of the contemporary world" (Morley 2000: 12 et seq.). This paper takes the labor market as one major driving force of mobility in everyday life. Resulting from the physical distance between places of origin, living and working (or education) are communicative challenges in terms of maintaining social relationships (e.g. family members, partners, friends) as well as building up new ones -- in institutional (work or education) as well as in private (circle of friends, leisure time) terms. Thus, this paper focuses on forms and patterns of communication in highly mobile jobs and work situations, asking how people appropriate media of interpersonal communication in order to actively manage their ego-centred networks of communication. A theoretical framework helping to grasp the basic interconnections of communication, labour and mobility integrates the social meta-processes of the mediatization of everyday life (Krotz 2007), the increasing societal mobilization (Urry 2007) as well as the individualization of current living- and career-options (Beck 1994). The interplay of those theoretical approaches is characterized by certain co-articulations and offers overlaps with the concept of communicative mobility (Hepp 2013), which marks a tool to investigate the manifold interrelations between different forms of local mobility (situative and biographical) as well as contexts of media appropriation (portable and stationary). The core of this paper is based on an empirical study of mediated interpersonal communication practices in situations of job-related mobility. Its exploratory design integrates interviews, drawings of ego-centred network maps and semi-structured media-diaries. All data have been coded following a grounded theory approach. The sample contains 22 people who feature three distinct forms of mobility: (recent) relocation due to job or educational reasons, varimobility in highly mobile business branches, as well as weekly or bi-weekly commuting. Results indicate that the repertoires of media used to stay connected in situations of mobility are usually broad and include portable as well as stationary devices. Those repertoires are not pre-existing but actively assembled and flexibly adjusted. They are appropriated in order to organize and coordinate mobility in functional as well as social respects. The meaning assigned to certain technologies, however, is sensitive towards individual patterns of movement. As it comes to personal relations, we not only have to consider structural but also processual aspects of individuals' ego-centred social networks. Concerning the latter, "submerging and re-emerging", "drifting", or "parallelizing" are some of the patterns which combine practices of communicating as well as moving physically in complex ways. It can be concluded that sociality heavily relies on technologies of movement as well as technologies of interpersonal communication working and interlocking on one and the same level -- without being identical or mutually exchangeable. References Beck, Ulrich (1994): Jenseits von Stand und Klasse? In: Beck, Ulrich/Beck-Gernsheim, Elisabeth (eds.): Riskante Freiheiten: Individualisierung in modernen Gesellschaften. Frankfurt a. M.: Suhrkamp, 43-60. Hepp, Andreas (2013): Cultures of Mediatization. Cambridge: Polity Press. Kesselring, Sven/Vogl, Gerlinde (2008): Networks, Scapes and Flows -- Mobility Pioneers between First and Second Modernity. In: Canzler, Weert/Kaufmann, Vincent/Kesselring, Sven (eds.): Tracing Mobilities: Towards a Cosmopolitan Perspective. Aldershot: Ashgate, 163-179. Krotz, Friedrich (2007): Mediatisierung. Fallstudien zum Wandel von Kommunikation. Wiesbaden: VS. Morley, David (2000): Home Territories. Media Mobility and Identity. London: Routledge. Urry, John (2007): Mobilities. Cambridge: Polity Press.

EXPERIENCES AND PERCEPTIONS OF UPWARD FEEDBACK IN VIRTUAL MANAGER-EMPLOYEE RELATIONSHIPS IN GLOBAL ORGANIZATIONAL SETTINGS

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Technological innovations have transformed the boundaries of organizations making possible a global market place. In global companies business units are dispersed around the world and virtual (i.e. remote) manager-employee relationships are increasingly more common. In remote work relationships, face-to-face meetings are scarce and daily interactions occur through

communication technologies. Openness in internal communication is highly valued in today's organizations and employees are encouraged to express their opinions, suggestions and critical observations. By empowering employees and encouraging upward feedback (i.e. feedback from employees to managers) organizations seek to enhance leadership development, effective decision making and success in the global market. Previous research has studied feedback in traditional organizational settings focusing on face-to-face feedback. There is lack of research studying feedback in the context of virtual manager-employee relationships in distributed organizational settings. Geographical distance, differences in time zones, and relying on technologically mediated communication, impact the daily lives of managers and employees working remotely from each other. Moreover, in global settings, differences in cultural backgrounds are common in manager-employee relationships. Consequently, managers and employees have to create new ways of managing relationships issues and communicating mutual feedback from a distance and across cultures. The majority of past research on feedback has focused on managers as providers of feedback (ie, downward feedback). Upward feedback, on the other hand, has been studied almost exclusively as part of the organizations formal feedback systems, such as the 360-degree feedback programs. Upward feedback occurring in daily interactions, has gained surprisingly little attention in research. Until now, little is known about how employees perceive and experience giving upward feedback to a remote boss. Moreover, there is lack of research on how managers perceive and experience seeking, encouraging and receiving feedback from their remote employees in complex global organizational settings. The objective of this paper is to describe and understand managers' and employees' experiences and interpretations of upward feedback by discussing the results of a qualitative investigation. The paper aims to build a comprehensive understanding of the different forms, manifestations, dimensions and meanings of upward feedback in distributed organizational settings. The data was collected interviewing (N=30) employees and managers working in remote relationships in four global business companies headquartered in Finland. The participants work in demanding expert and leadership positions and represent six different nationalities. The interviews were recorded and the transcribed, and analysed qualitatively. The results suggest upward feedback is a multiform communication phenomenon that has several different meanings in a remote manager-employee relationship. The paper discusses the ambiguity inherent in the feedback concept and analyses feedback as a complex communication phenomenon. Moreover, the results suggest interrelationships between relationship quality, upward feedback and communication technology use. Furthermore, the results suggest managers and employees experience cultural differences in relation to giving and interpreting upward feedback in an intercultural manager-employee relationship. The detailed results and implications for organizational development are discussed in the full paper.

"NO COUNTRY FOR OLD MEN?". ANALYZING OLDER PEOPLE'S ATTITUDES TOWARDS MOBILE COMMUNICATION

Comunello, Francesca[1]; Fernández-Ardèvol, Mireia[2]; Mulargia, Simone[1]; Belotti, Francesca[1]

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Mobile technology plays an increasing role in interpersonal communication, representing a useful resource for different age cohorts. While the usage of mobile communication by younger people has received a wide attention from communication scholars, its usage by older people is less explored (for previous literature, see Conci et al, 2009; Fernández-Ardèvol & Arroyo 2012). As society shifts towards networked individualism (Wellman, 2004) and networked sociability (Castells et al., 2007), older people also experience new patterns of sociability built on me-centred networks (Rainie & Wellman, 2012), that are growingly enabled by mobile technologies. In European societies, older population is steadily growing: this justifies a special focus on their relational and communication practices, that show a relevant role both for personal safety and for social inclusion. The goal of our research project is to analyse the usage of mobile phones by the elderly in Italy. We conducted 51 semi-structured interviews in Rome and in a mid-range town located in Umbria, between October 2013 and February 2014. Our interviewees are both men and women, coming from different socio-cultural backgrounds, and their age varies between 60 and 95. All interviews have been recorded, transcribed and subjected to thematic analysis. Results will be compared to empirical evidence gathered with the same methodology in other countries - in Europe and in North and South America. Our study explores older users' motivations and usage practices, their perceptions of mobile phones, their adoption and domestication of mobile phones, their usage skills. More specifically, our analysis focuses on: - personal characteristics - personal networks (personal network composition, self-perceived social life, communication channels) - adoption of mobile telephone - consumption patterns of mobile devices - used mobile services - location and mobility of mobile telephone - current mobile characteristics - attitude and opinions towards mobile technology Our preliminary results show major differences in users' behaviours and perceptions, that can be related to age cohorts (younger olds vs older olds); socio-cultural levels; vital trajectories (in terms of professional and familiar status); and gender. As an example, while a majority of our interviewees shows a prevalent "utilitarian" attitude towards mobile phones (tributing the mobile phone an instrumental value, mainly related to personal safety or to micro-coordination), younger and female users also show a "hedonistic" attitude, using mobile phones to strenghten their social ties and to "keep themselves busy". Another interesting phenomenon are so-called "assisted users": elderly depending, for their mobile phone usage, on other people; while some of them don't experience a full autonomy, needing help even for basic features (such people typically depend on younger family members), others seem to depend on professional figures (typically, someone in the phone shop) in order to achieve advanced goals (mainly related to internet access). In Italy, some users report not to rely on family members for privacy reasons, showing to perceive the mobile phone as a highly personal, intimate tool. In broader terms, older people show multifaceted approaches to mobile technology and, more generally, to "the times they are living in".

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 10. INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION - INTERPERSONAL & INTERGROUP COMMUNICATION COMPETENCE

› Room 1.03, First Floor

SEXUAL COMMUNICATION IN ROMANTIC RELATIONSHIPS: NATURE OF PRIVATE INFORMATION AND CHALLENGES OF SHARING IT

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Research has consistently shown that sexual communication is important to sexual well-being. Couples´ ability to talk about sex is related to sexual satisfaction specifically and relationship satisfaction in general (Byers, 2011). Previous studies indicate that most partners have difficulties in sharing what pleases and displeases them sexually (Byers, 2011) although openness in sexual communication has been seen as important part of functioning relational communication (Cupach & Metts, 1991). Previously, little attention has been paid to sexual communication and its challenges in romantic relationships (Byers 2011). Therefore, the aim of this study was to explore the nature of sexual communication in long-term romantic relationships and identify the possible challenges connected to it from the perspective of privacy management. The theoretical frame of this study consists of studies of sexual self-disclosure and the Communication Privacy Management Theory (CMP). CPM is applied to examine how participants describe private information in sexual communication and experience the need to disclose or not disclose it. According to CMP, private information is regarded as something one is not willing to share with others. Two

types of qualitative research materials were collected for the purposes of this study. Altogether 86 female respondents offered answers to four open-ended online questions (e.g. Do you speak about your sexual desires with your partner?) and four of them participated in qualitative face-to-face research interview. During the interviews the challenges of sexual communication were given special attention to. Participants were all Finnish females aged from 20 to 40 years, who were living of had lived in a long-term heterosexual relationship. Content analysis was applied during the analysis. The results are three-fold. First, the analysis offered support to the previous studies on sexual disclosure. The most common topics were the quantity and quality of sex and the parties´ differing sexual desires. Second, the challenges in sexual communication were seen to result from four main factors: 1) desire to avoid causing hurt feelings, 2) desire to protect the relationship, 3) conflict avoidance, and 4) the need to be accepted by the relational partner. Lack of sexual communication models and neutral vocabulary were seen problematic which the respondents described as typical of Finnish speech culture. Third, somewhat contrary to the CPM theory the results suggest that two kinds of private information exist in sexual communication: private information one is not willing to disclose and the other which one would be willing to disclose but feels it too challenging. The results indulge that CPM theory´s definition of private information does not fully cover the nature of private information in sexual communication. Altogether, sexual communication needs more research and new theoretical approaches to increase knowledge and relational well-being. Byers, E. S. (2011). Beyond the Birds and the Bees and Was It Good for You? Thirty Years of Research on Sexual Communication. Canadian Psychology, 52, 1. 20--28. Cupach, W. R., & Metts, S. (1991). Sexuality and communication in close relationships. Teoksessa K. McKinney & S. Sprecher (toim.) Sexuality in close relationships. Hillsdale, NJ: Erlbaum, 93--110.

EMOTION IDENTIFICATION FROM SPEECH SIGNAL BY PEOPLE WITH IMPAIRED HEARING

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Abstract To recognize another person's emotions in interpersonal communication situations may sometimes be crucial but also extremely challenging, and even more so if hearing is impaired. The present preliminary study focused on emotion identification by adult subjects with impaired hearing and using a hearing aid (cochlear implant, CI). The material for the listening test was derived from an earlier study (Waaramaa & Leisiö 2013) where four professional actors of both genders expressed eight different emotions, anger, disgust, fear, interest, joy, sadness, surprise and a neutral emotional state while reading a nonsense text. Eight female CI-users completed a questionnaire with background information including questions about their musical interests. Next, they participated in the emotion identification test which was conducted one by one to the listeners. Headphones were used in the test. The results for the questionnaire with background information showed that even if hearing is impaired people can respond to the music. The majority of the listeners liked to listen to music, it was easy for them to respond to the music, music affected their mood, and music could cause them physical reactions. Similar features were reported in an earlier study (Waaramaa & Leisiö 2013) which was conducted to people with normal hearing. These features were found to correlate with the share of the identified emotions. On the other hand, the identification test showed that it was remarkably difficult for the CI -users to distinguish between the emotions expressed. Those samples which were well recognized by the listeners with normal hearing were not as successful among the CI -users. This may be because the CI -equipment has been geared to distinguish between the words, not the nuances of voice. Thus, it is assumed that this quality of the equipment may have a negative impact on the social life, interaction and communicational conditions of people who are hard of hearing. The research is firstly an attempt to learn more about emotion-based communication among people with impaired hearing. Hopefully the knowledge gained will enhance understanding in this area, also in ever more frequent cross-cultural situations. Sensitivity to express and interpret implicit messages is a valuable skill in social life whether hearing is impaired or not.

FROM TACIT KNOWLEDGE TO AUDIBLE COMMUNICATIVE COMPETENCE: A PRELIMINARY STUDY OF THE STARTING POINTS OF SPEECH THERAPISTS' PRACTICE

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Tacit knowledge typically characterises experts' operations. Especially in professions involving interaction, tacit knowledge should be seen and heard in interactions between an expert and a client, for example. The experts do not need to contemplate their interaction; they act skilfully if their communicative competencies are sufficiently high. In this pilot study, we scrutinise the theoretical perspective of tacit knowledge and communicative competence. The studied context is speech therapy, which involves the interactions between the speech therapist and child clients who have some communication disabilities. Because the study addresses the question about a new theoretical and methodological perspective in communication research, its purpose is also to consider critically the chosen approach. Data was collected using a stimulated recall method. A speech therapist recorded on video two therapy sessions, after which the researcher and the therapist watched the videos together. The therapist described what she had thought during the sessions and what she saw while watching them. The researcher asked open questions. The situation was recorded, and the data was transcribed. The analysis was data based and qualitative. The results reveal that the speech therapist talked most about her own actions that helped her activate remembering. This viewpoint was discussed more than the client's actions or mutual actions. Most of the therapist's expressions focused on the description of the situation, but there were also descriptions of emotions or goals of the therapy, as well as a few additional observations. The speech therapist also explained, interpreted and reflected on her own actions. For example, she made observations about her nonverbal communication and adaptation of communication. There were also some features of the interaction of which the therapist became aware only after watching the video. The tacit knowledge emerged from the expressions where the therapist described how she controlled her own communication, followed her client and planned future exercises. The tacit knowledge was also worded in other expressions in which the speech therapist reflected on the relationship aspect of her communication, in other words, evaluated her relation with a child client. The study gives preliminary results on how tacit knowledge can emerge from experts' interactions. The results are considered especially from the perspective of professional communication. Studying tacit knowledge is problematic, and this method also has many limitations. The studied speech therapist's viewpoint on the method is also taken into account. Therefore, the method is evaluated critically, and how it could be developed in the future is considered.

PROFESSIONAL LISTENING COMPETENCE PROMOTING WELL-BEING AT WORK IN LEGAL CONTEXT

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Up to date, the research of professional communication has taken listening into account as one of the features of communication competence, but the importance of it has not been emphasized despite its central role in interaction. Given the scarcity of research focusing on it in professional contexts, this qualitative cross-cultural study, drawing from the theoretical concepts of social cognitive theory (SCT) (Bandura, 1991) and dialectical listening (Floyd, 2010), sought to examine legal agents' listening competence, increase understanding about attorneys' self-perceptions regarding listening, and map out possible relations between listeners' self-efficacy and well-being at work. At a cultural level, this study focused on two Western low-context (cf. Gudykunst, 2001) cultures whose legal systems differ from each other to avoid the common East-West comparison between two different types of communication cultures. The participant group (N=103) of the study consisted of 76 American and 27 Finnish attorneys. The data was gathered using a questionnaire that had open ended-questions. The American participants responded to an online questionnaire whereas the Finnish participants filled out

a paper version of it. Answers were analyzed using strategies of grounded theory. Legal context was chosen for the framework of this study, because trials as communication situations are highly structural, formal, and hierarchical (Välikoski, 2004), and thus, the context in which communication actualizes is very distinct from business, health, or educational contexts. The findings of the study are interesting both from theoretical and practical perspectives, because they enable a more construction of the concept of professional listening competence as well as a development of a model that indicates the connection between strong professional listening competence and an elevated subjective sense of well-being at work. The multi-dimensional model of professional listening competence confirms that listening is not just a sub-category of communication competence but an important professional skill. The components of professional listening competence, i.e. listening competence, professional requirements, dialogic listening, and human agency, enable the examination of professional listening from cognitive, affective, behavioral, professional, interactional, and personal perspectives. In addition, the results of the study suggest that there were both cultural and organizational variance in how adequate the attorneys considered their listening competence to be. Even though the study contributes to listening research as well as to legal communication in practice, there are some limitations that should be addressed in the future research. For instance, the study represents the current perceptions of the attorneys that participated in the study regarding their listening competence. Thus, the findings are only valid strictly in legal context. In order to examine if the findings would hold over time and with different populations, a longitudinal research that would cover other occupational groups would be needed.

TOWARDS A NEW INTERACTIVE APPROACH - FINNISH PROSECUTORS AS COMMUNICATORS

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The new criminal procedure of Finnish trials which emphasizes oral communication has been in use for 15 years. The communicational orientation of Finnish prosecutors towards a criminal trial has been very speaker-oriented (Välikoski & Ala-Kortesmaa 2013), they seem to ignore lay jury in a trial (Välikoski 2004), and they are mainly lacking relational aspects in their listening behavior (Ala-Kortesmaa, Välikoski & Isotalus 2011; Ala-Kortesmaa & Välikoski 2008). Recent findings, however, indicate that prosecutors seem to shift toward a more interactive role and start to understand the importance of relational aspects in communication. This is remarkable from the standpoint of oral communication, because studies have shown that communicational orientation is related to person's actual communication behavior (Fitch-Houser 1990; Ramburuth & Mladenovic 2004). When prosecutors have been asked to evaluate important communication skills in a trial, it becomes obvious that the change from presentational skills toward interpersonal skills has started. Studies conducted during last three years have shown that also interpersonal skills, like confirming one's own understanding, confirming others' understanding and showing interest in others' speech are among the rated top 5 skills (Välikoski 2014). The principle of orality is one of the tools for achieving a fair trial, due to the idea of general understanding of all participants in a case. The statute says that "also a lay member of the court shall understand not only the verdict but also the process of his/her case "(Government Bill/preamble). The principle of orality also justifies the need for oral communication because only orally presented information is included in trial materials and the verdict is based solely on the orally presented information in a trial (Criminal Code 689/97). Studies show that general understanding in a professional setting is possible only in a communication context where interaction and working relationships between professionals and lay people do exist (cf. Gerlander & Isotalus 2010). Relational aspects are also highly appreciated for example by witnesses in witness hearing (Välikoski 2000). The goal of this qualitative study is to show: 1. What communication skills do prosecutors consider most important at trial? 2. During the last three years, has there been any change in the communication skills that prosecutors consider most important at trial?

08:30 - 10:00

PARALLEL SESSION 8 - 10. INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION - INTERACTIVE PRACTICES IN ONLINE COMMUNITIES

› Room 1.03, First Floor

GRIEVING WITH MEDIA: MEDIA EMPOWERING PRACTICES OF GRIEF AND COMMEMORATION ON CHILDREN'S GRAVES AND ONLINE MEMORIAL SITES

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For some years, uttering the view that modern Westerners are afraid of death -- or at least reluctant when it comes to talking about death, loss and grief -- seems to have been considered stating the obvious. However, in the light of social media and new possibilities for online networking, this formerly so self-evident statement must be seriously challenged, even reversed. In fact, one might argue, that humans share death, loss and grief like never before and, furthermore, that this sharing of death and mourning is a central example of how both offline and online practices can creatively constitute new communal spaces for designing and performing rituals of grief and commemoration empowered by the use of media. This paper analyzes how in particular bereaved parents make use of online, social media as well as media-strategies on the grave when performing processes of grief and commemoration in regards to the deaths of their infants (be it stillborns or children who dies shortly after being born) and how these processes are not just linked to one particular media (the online memorial site or the gravesite) but take place across media. Based on five years of field studies (Christensen & Sandvik 2013, 2014) on children's graves and on online sites of commemoration in Denmark (practices which are also found in the rest of Scandinavia (Gustavsson 2011) and other European countries (Walter 2011)), we show how the death of an infant can lead to mediation, remediation and mediatization strategies which turns both the uses and arrangement of objects on children's graves as well as uses of new social technologies, that produce, negotiate and develop social relations, belonging and coherence that are both individual and relational. The death of a child -- be it a stillborn or dead at a very early age -- is an event of such violent impact (Romano 2009) that it renders the bereaved parents in an existential void: all preparational efforts leading up to the expected life as parents to a (new) child are rendered meaningless and all hopes and dreams for the future as a family are scattered and destroyed. Through different kinds of media (from displaying plastic toys on the child's grave to lighting a virtual candle on its online memory profile), the processes of grief becomes a way of reinstalling meaning by establishing an ongoing relationship to the dead child, by which the child (who in life was barely there) gains existence and through which the identity as parents (however to a dead child) is established, communicated and socially acknowledged. We will demonstrate how these relation-building and relation-maintaining practices are empowered and articulated through the grieving parents' everyday use of objects as communicational means on children's graves and the resembling uses of various communicational features on online memorial sites and how we may find cross media connections between the two.

ADOLESCENTS ONLINE CONVERSATIONS: VIDEO GAMES AS MEDIATING TOOLS

Laura Méndez [1], Pilar Lacasa [2], Patricia Nuñez [3]

› UNED[1], University of Alcalá[2], Complutense University Madrid[3]

GOALS

This paper shows how an online social network (Play and Learn - http://uah-gipi.org/red/) and a commercial video game (The Sims 3) become communication tools supporting interpersonal relationships and conversational processes between adolescents. Our main goal is to explore how interpersonal communication on social networks mediates distributed knowledge construction processes among gamers. Other objectives include:

1. To examine relationship between the construction of private/individual and public/collective meaning when a virtual conversation takes place between participants.

2. To examine how the youths' participation supported by interpersonal relationships on these online environments empowers specific discourses and argumentative processes related to the consciousness of the video game's rules and problem-solving processes arising from it.

THEORY

A triple-layered framework supports the research. First, the concept of online community understood as a passionate affinity space where people organize themselves in the real world and / or via the Internet (or a virtual world) to learn something connected to a shared endeavor, interest, or passion where specific discourses are shared (Gee & Hayes, 2011). Second, we focus on the private and public activities of gamers when they play and advance by themselves through the screens of the game, or when interacting with others, solving the problems they face together (Kuhn, 2005; Turkle, 2011). Third, we look at the process of shared construction of meaning, taking into account that the intervention of interpretive agents is necessary (Jensen, 2010). We look at the gamers' conversations when interacting in a virtual environment, paying attention to both their electronic messages and meta-messages, related to specific resources offered by the environment (i.e. smileys).

METHOD

A qualitative approach is adopted, supported by ethnography and discourse analysis (Boellstorff, Marcus, & Taylor, 2012). An interdisciplinary team participated in several workshops oriented to develop critical literacies (Jenkins, Clinton, Purushotma, Robison, & Weigel, 2009) among adolescents. During these workshops, two forms of social interaction were intertwined: First, face-to-face relationships as teens played The Sims 3 in small groups on Nintendo Wii. Secondly, and simultaneously, virtual relationships generated when they virtually interacted on a social and digital environment, the forum (Play andLearn). This forum was designed to facilitate reflective gaming among participants. All the sessions of the workshop were video-recorded, and all the messages included in the forum were collected. Data analysis in this paper focuses on the second scenario, that is, on the conversations taking place on online environments. Discourse analysis was supported by specific software for qualitative research, HyperRESEARCH 3.0.

RESULTS

The main results of the discourse analysis process were related to the transformation of the online social space. First, considering Gee & Hayes' (2011) approach, a passionate affinity space was created over time, considering specific contributions. Second, the meaning construction processes evolved during the virtual conversation. Meanings emerged in the early moments from messages reflecting individual game and, over time, collective processes of reflection were observed aiming at finding shared solutions to the game challenges. Third, some players became mentors for others once they gain a most advanced knowledge of the game. The use of specific discourses guides the conversation, and they become mediators of social relationships established among the rest of the forum participants.

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"YOU DON'T SEEM TO KNOW HOW IT WORKS HERE" -- THE INTERPLAY OF CITIZENS' INTERACTIVE PRACTICES AND FORUM TECHNOLOGY IN THE ONLINE DISCUSSION OF THE EURO CRISIS

Anne Mollen

› University of Bremen

Taking citizens' online discussion of the current euro crisis in political online comment forums across Europe as an example, this presentation is going to critically examine how online forums are produced as civic spaces within the interplay of citizens' communicative practices and the forum technology. Starting from the assumption that everyday political talk, as an element of a civic culture, is a precondition for the enactment of citizenship (Dahlgren 2009), this presentation asks how citizens' political interactions are constituted in online discussions of the euro crisis. In order to assess the political and civic dimension of citizens' online interactions, I will first analyse patterns in the interactive practices that make up the interaction order (Goffman 1983) in an online comment forum. Secondly, I will consider the role of the forum technology, especially software and code, as has been illustrated in studies that focus on the design of interfaces (Wright und Street 2007), on algorithmic power (Bucher 2012b), or on sociotechnical systems (Niederer und van Dijck 2010) etc. These observations imply nuanced methodological assessments on the level of content, infrastructure, hardware, software and code. Such an inclusive approach might then help to clarify technologically-deduced misconceptions of the communicative potential of the internet; for example the internet's theoretical transnational potential in contrast to the empirical proof of its still largely national fragmentation (Curran et al. 2012: 10).

For the analysis of citizens' interactive practices in political online comment forums, I will draw from the results of an ethnomethodologically oriented interaction analysis of citizens' comments collected from articles on European politics in Austrian, German, British, French and European online forums of news media, blogs and social networking sites. The material was collected during a seven-day-period around the so-called "crisis summit" of the European Council in June 2012. Additionally, for each forum a techno-ethnographic (Bucher 2012a: 70ff.; Kien 2008) forum description was produced that describes the given software structures. The results show that citizens articulate through their comments: first, their belonging to an online community without necessarily referring to the euro crisis; second, their evaluations of the crisis within the forum community; third, their established position within the crisis discourse, also through attacking and defending other positions. Forums differ in their software structures, through which they set different modes of interactivity, different ways of referencing to forum content or to off-topic aspects, different means of user management etc. Users however find ways to circumvent some of these software restrictions by integrating specific strategies and routines into their comments. The specificity that is constructed in this interplay between technology and practices makes up the characteristic of a specific forum and can be described as a media's 'molding forces' (Hepp 2012 pp. 14). In that sense, this presentation aims at making code visible within citizens' interactive practices in online comment forums by addressing the emergence, shaping and habitualization of civic practices in interactive online environments.

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SOCIAL NETWORK MEMBERS AS POTENTIAL OPINION LEADERS AND GATEKEEPERS: A SOCIAL NETWORK ANALYSIS OF FIVE-HUNDRED-SIZED FACEBOOK PROFILES

Afifa El Bayed [1], Christopher Gahler [1], Lukas Fricke [1], Timothy Goedeking [1]
› University of Erfurt[1]

With the rise and spread of social media, ordinary people became increasingly involved in information sharing and distribution, especially in the context of social networks (SNs). Hence, it is legitimate to ponder whether every person participating in the earlier activity plays the same role with its regard, or there are people capable of acting more strategically in their SNs when disseminating information. That is why this study investigates about how many SN members should act as information distributors for this information to reach 50% or more of their network. Our underlying assumption is that if a limited number of members reached more than half of their network, this implies that there are people playing a distinct role when sharing information.
In order to answer our research question, we established a pool of SNs, for comparability reasons all comprising around 500 members. These were extracted as is using a professional Facebook application developed for this purpose. By applying Social Network Analysis as a research and analysis method, the studied SNs were graphically visualized and quantitatively analyzed. In all the cases put under study, exactly four persons proved to be strategically located. They scored high in terms of betweenness, to act as bridges and unique communication intermediaries between segregated communities, highlighted thanks to modularity. They also proved to have significantly high degree values, to have direct access to a considerable number of members in their SN. After merging the nodes graphically representing the focused on four persons to eliminate the redundant ties with other members, it was demonstrated that these four people were at both direct and indirect reach of more than 50% of their network. In some cases, they could reach up to 70% of their SN if acting as information distributors. By comparing and contrasting the obtained results with classical communication theories, it appeared that in the analyzed five-hundred-sized networks, four persons are located in the upper level of an information sharing model that resembles the multi-step flow model (Katz & Lazarsfeld, 1955), thanks to their large direct and indirect access to the majority of their network. Structurally speaking, these people are therefore best located in their SNs to act as opinion leaders. As they singularly play a bridging role between communities as well, they are strategically situated to operate additionally as information filters, or more precisely as gatekeepers (Lewin, 1943).
In a nutshell, the current study demonstrated that more than 50% of a five-hundred-sized social network can be reached by no more than four persons, capable of acting both as opinion leaders and gatekeepers. These findings have considerable implications with respect to news sharing and promotional or political campaigns led in SNs, as four people have the potential to select content for 250 to 300 persons and influence their opinion with its regard. But as the present research is not universally applicable, its duplication shall be encouraged and supported with content analysis of information sharing activities in SNs, for a concrete depiction of the occurring phenomena.

10:30 - 12:00
PARALLEL SESSION 9 - 10. INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION - SOCIAL INTERACTION IN THE WORKPLACE
› Room 1.03, First Floor

SELLING AND CARING: EXPLORING TENSIONALITY IN PHARMACIST-CLIENT INTERACTION IN SELF-MEDICATION ENCOUNTERS AS AN ALIGNMENT OF FRAMES AND IDENTITIES.

Maija Gerlander [1]
› University of Tampere[1]

Background and Objective. Ambivalencies related to pharmacy practice as well pharmacist - client relationships, have been brought out in previous studies on pharmacy practice. There prevails the complex situation with a dynamic and continuous tension between dependency and autonomy in the pharmacist-client relationship, which is particularly, sharply stressed in self-medication encounters, and which is gendered from the ideologies of consuming and pharmaceutical care prevailing in the field of western health care. Although recognized, the interaction between a pharmacist and a client is slightly studied from the perspective of conflicting incrediments (Stevenson & al. 2008).
The aim of the study is to make explicit how tensionality is displayed and managed in interaction by looking at shifts in frames and relational alignments in pharmacist-client interaction. Theoretically, the study leans on the concepts of interactive frames and alignment (Goffman 1981, Tannen & Wallat 1986), as well positioning, that is, participants' orientation on discursively produced identities (Harre´ & Davies 1990). Tensionality is also interpreted in the general framework of the Relational Dialectics Theory (Baxter 2011).
Method. The data consists of 28 audio-taped self-medication encounters in two Finnish community pharmacies among the voluntary participants given informed consent. The data was transcribed verbatim according to a simplified version of the CA transcription notation and it was analyzed in terms of linguistic markers and discursive practices expressing changes, confrontations and challenges in the pharmacist's and client's orientation to the task, interaction and to each other. Attention was paid especially negating, countering, judging and modality in interaction.
Results. Based on the analysis of pharmacist-client interaction, the five types of frames, an institutional frame, a commodity service frame, an advising frame, a medical frame and a personal frame, were identified and described. Especially, it is shown how pharmacists try to change a commodity service frame into a medical or institutional frame and how, in turn, clients try to challenge the frames and identities offered by pharmacists.
Discussion. The unsolicited advice giving representing a potential conflict between fulfillment of professional duties and patient-centredness is discussed in the framework of competing discourses of consuming and professional care. It is also discussed how the pharmacist's can challenge the dominance of a commodity service frame in self-medication encounters in a productive way, and thus increase client's participation in communication as well strengthening her/his own professional expertise. Further, the study aims to consider to what degree the constructs of shared decision-making and care are applicable to describing the nature of the pharmacist-client relationship and communication. In addition, the study considers the consequences and challenges that the tensionality provides the study of pharmacist-client communication and relationship, pharmaceutical work practices and for the education in the field.

AN EXPLORATION OF THE DEVELOPMENT OF POSITIVE THERAPEUTIC RELATIONSHIPS THROUGH CONTRASTING TRAINING EXPERIENCES.

Pauline Irving [1]
› University of Ulster[1]

Rogers' core conditions remain influential in international counselling practice despite decades of equivocal research findings regarding their effectiveness. It has been argued that ambiguity and lack of clarity in Rogers' original (1957) definitions is a major factor in this confusion . This paper is based on an innovative re-conceptualisation of the core conditions rooted in social psychological definitions of attitude. In this model the core conditions are conceptualised as comprising of three different but inter-related components: cognitive, affective and behavioural. Although the relevance of each of these dimensions has been recognised for some time research has focused on comparative evaluations of effectiveness rather than examining inter-relationships. This study explores how each of these three components impact on each other during training and also examines the influence of two individual difference characteristics, personality and learning style on response to training.
Thirty-eight participants from a wide variety of counselling backgrounds were recruited to take part in the study. Participants were randomly allocated to one of three training groups (cognitive, affective or behavioural) or a control group. Each of the training experiences only provided experiences relevant to the targeted dimension of the core conditions. For the behavioural group the core conditions were outlined and demonstrated and trainees were allowed to practise these in role plays. The theoretical background was not discussed. For the cognitive group the training concentrated on theoretical issues and the philosophies and beliefs underpinning the theory. Finally for the affective group the emphasis was on developing emotional literacy through participation in experiential exercises. Prior to the training experience participants completed the Eysenck Personality Questionnaire and the Honey and Mumford Learning Styles Questionnaire. After training measures were taken of each of the core dimensions along with measures of trainee perceptions of their training. Where possible measures were taken from the three perspectives of counsellor, client and independent judge and the relationship between these three perspectives was examined.
Each of the training interventions was found to have some effect on counselling performance both within and between groups. Trainee response to the cognitive programme, were the most positive and behavioural programme the least positive. Results indicate that both personality and learning style influence response to training. Pragmatic learners attending the affective course were rated most highly by clients. Surprisingly measures of overall effectiveness for cognitively training counsellors were negatively correlated to the theorist style. There was a significant positive relationship between extraversion and client ratings of overall effectiveness. An interesting discrepancy between performance outcomes and participant evaluations of training was noted. Extraverts responded well to behavioural training but evaluated it negatively. The implications of these effects are discussed in terms of the conceptual model.

CONSTRUCTING WELL-BEING IN WORKPLACE COMMUNICATION: NURSING STAFF'S PERCEPTIONS OF INTERPERSONAL INTERACTION PROCESSES AND PRACTICES

Eveliina Pennanen [1], Leena Mikkola [1]
› University of Jyväskylä[1]

Nursing staff daily face many kinds of demands in their work. Their own high standards, the emotional nature of the work, and changing role expectations in complex organizational structures may increase the pressures on nurses, and thus affect employee turnover. In addition to caring for patients, nurses must work with their colleagues and other hospital employees, for example coordinating activities and sharing organizational information. Many of the tensions in nurses' work emerge in interpersonal communication, which plays a major role in their well-being. Earlier studies have shown that nurses' perceived job satisfaction and well-being are explained by e.g. teamwork, feedback, and interpersonal relationships among nurses. It has previously been found that these interpersonal factors have a causal relationship to well-being, and therefore more study is needed of the characteristics of this interpersonal communication. This study focuses on interpersonal interaction within the workplace, between employees. The aim of the study is to understand the dynamic ways in which interpersonal interaction constructs the well-being of nursing staff.
Well-being at work can be approached from various viewpoints. It has often been defined as job satisfaction or commitment to work. In this study, well-being is seen in the context of social interaction: interpersonal interaction creates social and mental resources for the workplace and for those who work there. In health organizations, role stress and the emotional load of the work affect employee well-being. The processes and structures of social interaction that promote or hamper well-being there need to be understood more thoroughly.
This study aims to answer two questions:
1) What kind of interpersonal interaction processes are central to the well-being of nursing staff?
2) What kind of interpersonal interaction practices construct the well-being of nursing staff?
The research data consist of qualitative respondent interviews with nursing staff working in one operating unit of a large Finnish hospital. The transcribed data was analyzed using qualitative content analysis which focused on identifying the meanings that nursing staff give to well-being at work, interpersonal interaction processes, and practices promoting or hampering their well-being at work.
The results show that interpersonal interaction has an essential role in constructing well-being. Supportive communication especially from doctors and supervisors, cooperation with colleagues, and a management style that is perceived as fair are interpersonal phenomena that construct nurses' sense of well-being. The interaction practices for structuring well-being were produced in both formal and informal interaction situations. For instance, practices like weekly staff meetings were perceived as important arenas for organizing work, influencing one's own work and structuring the work community. Our results indicate that interpersonal interaction is not simply one single factor in the well-being of nurses, but rather is a core process in it. The importance of understanding well-being as interpersonal interaction instead of approaching it only as individual job satisfaction will be discussed in the presentation.
Some of the practical implications for formal communication practices and for management will also be presented.

SOCIAL INTERACTION STRUCTURES IN HOSPITAL MANAGEMENT GROUP MEETINGS

Tomi Laapotti [1], Leena Mikkola [1]
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Public health care is facing great challenges in Finland. The current large-scale reform of social welfare and health care services will result in many organizational changes and increased pressure on management. A thorough understanding of the practices, structures and functions of social interaction in health care organizations is a prerequisite for planning the development of management during these changes. This study approaches hospital management from the perspective of social interaction and focuses on management group meetings. Even though meetings are a crucial part of our working life, relatively little is known about meetings from the perspective of communication. So far, studies of meetings have generated findings about general group processes, but meetings should be explored more thoroughly to understand the role of meetings for organizations, groups, and individuals. This study focuses particularly on the significance of meetings for leadership and management.
The theoretical background of the study is built upon the tradition of structuration studies in small group research. Structuration here means the processes by which the group produces and reproduces its social system through its use of rules and resources. This approach focuses the study on the structuration processes observable in social interaction, and also on the system and structure levels behind the structuration processes. System level refers to the group and the organization as social entities, and structure level refers to the rules and resources (or guidelines) that are behind group members' actions.
The aims of the study are to understand how management group members

experience the functions of social interaction in their meetings, and to recognize the main structures guiding meeting interaction. The data consists of video recordings of five management group meetings at the operational level in a large regional hospital in Finland, and interviews with the group members (N=7). The members of the group are managers of their particular unit, and the chair is also the executive director of the whole area. There is also one representative from personnel, and a secretary. The analysis focused first on the interview data. Drawing on members' perceptions of the meeting interaction, the next phase of the analysis was to content analyze the authentic meeting interaction to identify the macro-level structures guiding the discussion. The final phase was to focus on the micro-level interaction processes by which the group controls its discussion either verbally or nonverbally.
Preliminary results show that the group adheres to certain routines and rarely deviates from its established patterns of meeting talk; also, that the group's communication is very much focused on the chair. Both interview and observational data suggest that there is relatively little general conversation in the group's meetings. The agenda is basically identical in every meeting, and established rules or practices appear to limit the discussion. The significance of management group meetings for management is information sharing. The implications of these findings and methodological issues will be discussed.

CONSTRUCTING OCCUPATIONAL GROUPS IN THE WORKPLACE

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In the workplace it is common for individuals to belong to several groups at once. It is typical too that the boundaries between groups and individuals' membership in different groups fluctuate. In addition to belonging to formal and informal organizational groups, individuals in the workplace can also often be informally categorized into different groups on the basis of demographic characteristics such as age, gender, and ethnicity.
Occupational groups are common in organizational life. Individuals can strongly identify themselves through their profession, as it can be an important part of their identity. Belonging to an occupational group at work can be considered particularly significant. Strong professional boundaries in the workplace can form in-groups and out-groups, and this can create conflicts and be an obstacle to collaboration between occupational groups. This in turn might reflect on the whole organization by affecting for instance its operation and performance.
The aim of this ongoing study is to describe how organizational members construct and negotiate their occupational groups in the workplace. The process is seen as socially constructed. The study seeks to bring a communication point of view to the construction of professional boundaries and to discuss how occupational groups are constructed in social interaction in the workplace. The study focuses on a health care workplace and is based on data from semi-stuctured interviews with nursing staff, which has then been analyzed using qualitative content analysis.
The presentation provides the preliminary results of the analysis and seeks to describe how occupational groups create and maintain in-groups and out-groups through social interaction. According to preliminary results, it seems that professional boundaries and hierarchy are still evident in the workplace under the study, especially between doctors and nurses, although nursing staff do not consider them to be as strong as before. Professional boundaries and their in-groups and out-groups are maintained by occupational groups at the workplace in several ways. The presentation aims to examine the challenges that professional boundaries can pose for organizations and their effects in such areas as overall operation, collaboration, and management.

POSTERS

CAMPUS CONTRADICTIONS: A DIALECTICAL STUDY OF MATURE STUDENTS AT UNIVERSITY

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This paper derives from an ongoing interpretative study of mature student identities and friendships at university. The study employs a range of interviewing methods and is informed by Relational Dialectics Theory (RDT), a theoretical perspective that has to date been entirely overlooked by scholars in Ireland. Rather than an all-encompassing theory as such, Baxter and Montgomery (1996) suggest that RDT should be considered a "metatheoretical perspective" because it rests on a small set of conceptual assumptions rather than axiomatic arguments. RDT advances from the assumption that tensions (or relational contradictions) are inherent in all relationships and that these should not be viewed as "problems." By contrast, RDT holds that oppositional forces in human relationships (such as the need for independence along with dependence) are the very "stuff" of evolving relationships. In this paper I employ RDT to help make sense of the tensions experienced by mature students at university in attempting to immerse themselves in university life and yet also preserve and protect their off-campus relationships and identities. In the first part of the paper I describe the context of the study and explain the particular suitability of RDT as a route into the shifting experiences of mature students at university. In the second part of the paper I briefly describe the interviewing methods employed in the study, which include focus groups, one-person depth interviews and paired interviews. In the final part of the paper I present selected findings from the study. Here I focus on the importance of acquired language -- or more specifically what my informants refer to as "university speak" -- as both a source of empowerment and a source of tension. For example, although many of the informants in the study felt empowered by their newly enriched vocabularies, their use of "university speak" off-campus (with partners, close friends etc.) sometimes left them frustrated and embarrassed. Here I suggest that the conscious policing of language offers insight into merely one of the myriad tensions or contradictions experienced by mature students attending university.

ONLINE SELF-HELP FORUMS AS RESOURCES OF SOCIAL SUPPORT

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› University of Augsburg, Germany

The Internet offers a wide range of opportunities to obtain information and to participate in communication processes in different contexts. This development affects almost every part of our communication practices. It can be observed that an exchange of private and intimate topics is also taking place online. Online support increasingly gains importance, because the new internet services provide us with social support and anonymity. People seeking advice benefit not only from the therapeutic nature of writing, but also from reading what other people have written, that represents a sort of "self-counselling" (Miller & Gergen, 1998).
In the area of self-help, the Internet offers a variety of options to gain information and share experiences. The so called self-help forums can be seen as a resource in coping with social burden or mental problems (Wright & Bell, 2003). It is likely that these forums are gaining more and more importance in situations of emotional strain when social support is needed.
The focus of this research project is the study of Internet self-help forums on the issue of relationship problems. The main research question of the planned project therefore is: Do Internet self-help forums serve as a resource of social support? Due to the complexity of the question a combination of different qualitative methods is used in order to exploit the advantages of each approach. The empirical study consists of two parts. In the first part, a forum was investigated in the fashion of a qualitative content analysis (Kuckartz, 2014). The aim of this analysis is to investigate how social support is realized within the Internet self-help forum.
The choice of a forum to investigate was made by using specific selection criteria (e.g. number of registered users, no commercial background). Based on these criteria, the forum lovetalk.de was selected. All posts between 01/08/2013 and 09/08/2013 were collected and the analysis is now underway.
In a second step, users of the Internet self-help forum will be interviewed. By conducting a qualitative online survey (Jowett & Peel, 2009) it will be clarified which communication content and formal language issues they perceive as social support. The decision for this exploratory approach was driven by the fact that at the present time there is little known about what users perceive as social support and what they see as helpful when communicating in forums. Therefore the study aims to ask the users directly. The results of the forum analysis will be presented and questions for the survey based on that will be discussed.
LITERATURE
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COMMUNICATING COMPETENTLY WITHIN MANAGEMENT TEAMS

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Management team effectiveness and its development has been a central interest of both scholars and practitioners. Effectiveness is often dependent on the communication processes and practices within the management team. The main task of this study is to focus on understanding and developing communication practices within management teams. Combining practice-based development and communication perspective offers new insights in the field of management team research. The tradition of management team research draws back to strategic management and upper echelon theory (Hambrick & Mason 1984; Menz 2012). Although decision-making and problem-solving has been a major interest amongst strategic management scholars, communication has been treated as a variable rather than the central process of how management teams come into being (Gibbs 2008). It is relevant to shift the focus from looking at individual managers to understanding management teams as relational systems. The emphasis of this study lies in questions such as how management teams create and maintain their communication practices and how to create such practices that facilitate management teams to communicate competently. This study is an action research and executed as a development program together with one management team of an international manufacturing company operating in Finland. The development program lasts six months and started in January 2014. The program is divided into three different stages: creating an overall picture of the current situation, intervention workshops and evaluation. The data includes individual interviews of each management team member, video recordings and observation data from several management team meetings, and recorded material from the development workshops. The development interventions focus on themes such as management team meetings and meeting effectiveness, leadership communication and decision-making practices. The results of this study show that management teams can benefit from a communication approach when developing their overall effectiveness and communication practices. Especially focusing on management team meetings and developing communication during the meetings is an important focus point. Management team meetings are essential part of management teamwork: usually the communication practices and whole group dynamics become visible during the meetings. The results of this research address the importance of reflective approach and curios mindset as a starting point of developing communication practices. Moreover, developing reflexivity and metacommunicative abilities can facilitate communicating competently within management teams (Oliver 2005). References: Gibbs, J. L., Nekrassova, D., Grushina, S. V. & Wahub, S. A. (2008). Reconceptializing Virtual Teaming from a Constitutive Perspective. Communication yearbook 32, 187-229 Hambrick, D. C., & Ma son, P. A. 1984. Uppe r e che lons : The orga niza tion a s a re fle ction of its top ma na ge rs . Academy of Management Review, 9: 193-206. Menz, Markus (2012). Functional top management team members: A review, synthesis, and research agenda. Journal of Management 38:1, 45-80. Oliver, C. (2005). Reflexive inquiry. A Framework for Consultancy Practice. London: Karnac.

THE IMPORTANCE OF THE NEW INFORMATION AND COMMUNICATION TECHNOLOGIES FOR THE SOCIAL RELATIONSHIPS OF OLDER PEOPLE IN PORTUGAL

Azevedo, Celiana
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Information and communication technologies - ICT - has pervaded people's lives not only in Europe but all over the world. Existing literature has shown that for older people information and communication technologies can help them carry out daily activities as well as monitor their health, create social networks and increase participation in society and augment safety. The use of technology can also facilitate social inclusion, improve their professional participation and quality of life and ultimately enhance independent living. In Portugal, two tendencies have been affecting the society: the evolution and diffusion of information and communication technologies and the aging of the population. Mannheim (1952) defines generation as a social phenomenon that represents nothing else than a peculiar type of identity, that embrace and incorporate age groups in a particular historical-social process. Therefore, this research analyses the importance of uses and appropriations of new ICT, namely, the computer, the internet and the cellphone in the relationship of a group of older adults in Portugal. Focus groups were the methodology used, and we worked with 21 seniors with age between 61 and 93 years old, who lived in Lisbon area. In addition to age, the participants were selected based on cultural characteristics. The diversity that we seek for the analysis was based on the fact that they are men and women who grew up in different geographical environments (urban, rural), which had different professions, levels of media literacy, use of technology and education. Our proposal is to contribute to reduce the notorious lack of empirical study on this field, especially qualitative ones, once most of the works developed in Portugal

about senior and technologies are quantitative. Therefore, we chose a qualitative approach, because we believe to be an efficient way to notice the particularities of the participants in the discussion group, namely: to understand how the ICT influence the social relationships of seniors. We found that life history and sociocultural differences have a direct influence in how they have been using the technologies. The cellphone was pointed as indispensable for their social life, a help in case of emergency. The computer and the internet were seem as beneficial to society, helping in the construction of new time and space perceptions. As a result, we can assert that the use and appropriation of the cellphone, the computer and the internet influences positively in their social relationships.

WIDE AND SMALL BRIDGES IN COMMUNICATION PRACTICES BETWEEN SCHOOLS AND FAMILIES CASE STUDY OF TEACHER-FAMILY COMMUNICATION PRACTICES IN 6 ESTONIAN SCHOOLS.

Palts, Karmen; Neeme, Meedi
› Tartu University, Estonia

Wide and small bridges in communication practices between schools and families Case study of teacher-family communication practices in 6 Estonian schools. Karmen Palts Tartu University Meedi Neeme Tartu University One of the most challenging tasks for the 21st century teacher is to be a communication agent in school promoting partnerships between school and families. Supporting the student's development through effective communication between teachers and parents is one of the most time-consuming challenges for the teachers' today. On the one hand teachers and families have more communication channels than before (e.g. all Estonian schools are linked in „e-school" that enables the families to get information about assessment as well as messages from teachers, home assignments via Internet), which increases interpersonal communication (Telem, Pinto 2006). On the other hand -- the quality of communication depends on the communication competencies of both parts as well on both the school's cultural space and traditions and that of the families. Improving the level of parental involvement is one of the priorities of the Estonian school agenda. Communication between schools and families is focused on the child's educational learning process both at school (cf. Crozier 2005; Evangelou et al. 2008) and at home (cf. Desforges and Abouchaar 2003; Fantuzzo et al. 2004; McWayne et al. 2004). Efficient communication supports students' academic achievement and provides parents with a better balance between work and family life. Parents should be encouraged in their communicational competences that enhance both their educational and parental support for their children. This study examines teacher-parent communication practices in 6 Estonian schools. The aim of the study is to analyse, what factors affect the teacher-parents communication efficiency and map different expectations and challenges concerning teacher-family communication practices. Our findings show that parents and teachers have very different practices and expectations concerning communication channels and formats depending on the essence of the information (academic achievement, problems concerning behaviour, cooperation and partnership). Our study combines communication strategies with variety of channels, formats and traditional conventions for communication. Communication between teachers and family can be viewed as a model of four types of formats: Private - face to face and open -- mediated. Private- face to face meetings (both scheduled and ad hoc) Semi-private meetings with teacher, parent, principal ect. dependant on the situation and/or problem. Quasi-private: 'transition point' when parents drop their children off and pick them up at school (Powell, 1978), and can get short feedback from teachers concerning the school-day. Open, bi-directional communication; e-communication (e-mails, e-school, list letters; forums, web-pages, meetings with parents (mutual reflection). We conducted 6 focus group interviews with teachers and 6 focus-group interviews with parents. Analysing the data provided us with the evidence confirming the teacher and parent-preferred types of communication and we also mapped their concerns and barriers concerning the communication with parents. Major obstacles to bi-directional communication was the lack of trust, traditional prejudices (traditional school-family relationships) and ignorance of the expectations and intentions of the other party.

"STAY TUNED": THE ROLE OF ICT IN THE "YOUNG ELDERLY" IN ITALY. AN ETHNOGRAPHIC RESEARCH.

Carlo, Simone; Aroldi, Piermarco; Colombo, Fausto
› Università Cattolica del Sacro Cuore, Italy

Ageing in western society has become a key issue in political and academic debate: politicians, sociologists, doctors, demographers, psychologists, economists are trying to understand how ageing will impact our future society (Börsch-Supan A. et al. 2008). In this frame, media and communication technologies seem to be more and more relevant for the elderly, thanks to those services and devices helping people to grow old actively (European strategy in ICT for Ageing Well, 2010). Technologies, Internet and ICTs could help elderly to improve their quality of life, to be healthy and independent and to get better assistance (Heart, T. e E. Kalderon, 2011). Our ongoing research, started in December 2013, wants to investigate the relationship between the elderly and use of technologies (Sourbati, 2009), and to explore active ageing and the role played by media and ICTs in building a friendly and positively environment for elderly, and in constructing and maintaining social relations and promoting healthy ageing. The final goal of our research is to frame the role ICTs play in the life of elderly: How ICTs are used by elderly? Anxiously or enthusiastically? How ICTs and technologies change social and family relationships? In particular, how elderly use ICTs for personal management of their own health? The research will investigate the use of ICTs by elderly by taking into account two different perspectives: - Exchanges between generations: lengthening of life corresponds to a longer period of cohabitation between at least three generations (grandparents, children, grandchildren), and also of co-use of digital media (Aroldi, Colombo, 2013). The research wants to investigate relations between two age groups (grandparents and grandchildren; young people and older people) in order to understand the dynamics of intergenerational mutuality in the use of technologies and ICTs. This relational exchanges relates to the quality of life of older people (Boccacin, Bramanti 2012). The support between generations will be investigated within families and within "intergenerational" associations or projects that promote the mutual teaching of professional and digital skills (e.g. "In-generation project": cooperation between Italian Retired National Association and 9 Italian high school to share mutually professional skills and new media literacy). - Media, ICTs, Health: the Western world is increasingly populated by elderly. Technologies and ICTs can help elderly to improve their quality of life, to be healthy and independent and to get better assistance. ICTs should encourage active ageing and, in the case of health technologies, new models of care (Vimarlund et al. 2008). The project, lasting 1 year, is based on (1) an in-depth theoretical study about ageing, (2) a preliminary survey about ICTs equipment and usage (N=900) with a representative sample of Italian "young elderly" (65-74 years; cfr Zizza et al. 2009) , (3) a field-work which consists of 20 family interviews in Milan district and 10 ethnographic sections in natural contexts (associations) in Lombardy.

THE INTERACTION STRATEGIES OF YOUNG CONSUMERISTS OF SOLVING SOCIAL PROBLEMS

Kiisel, Maie
› University of Tartu, Estonia

Our presentation investigates critically the influence of one-sided consumerist practices to individuals' interaction strategies in finding solutions to unexpected social problems. Work in progress. Our empirical investigation is based on Anthony Giddens' ideas about routinised practices of individuals as the structurers of society. We took a closer look at individuals' social routines and created types of social involvement based on the quantitative inquiry 'Me. The World. The Media' (databases from 2002, 2005, 2008 and 2011). One among the five types that appeared in cluster analysis (method of K-means) was identified as 'pure consumerist' and finds special attention in our presentation. The types of social involvement were created based on six bigger groups of index variables. The index variables aimed to measure everyday routine practices of individuals: what do people claim they do with this kind of frequency and goal. Each index described different relations between the individual and society: personal relations,

consumerism, participation in civic society, nature relations, participation at the elections and cultural participation. The type (among five) identified as 'pure consumerist' can be characterised by highest mean in index of consumerism and medium mean in index of personal relations, whereas the means in other indexes were very low (one-sided relation to social interaction). The index of consumerism describes the participation of the individual in society through the acknowledgement of their consumption choices (preferences for style, design, use of fitness and other services) and use of the signs of consumer culture (e.g. brands) in creating social relations. The index of personal relations shows whether the person has in addition to their family circle also active relations with friends and relatives. The quantitative analysis shows that consumerist orientation among individuals has been expanding through the years - it is more influencial also in our other types of social involvement. But as in 2002 the type 'pure consumerist' consisted mostly of young people, this set of practices has been increasingly institutionalising also within older age groups. It is however noteworthy that 'pure consumerist' group shares similar features both with the group that is actively engaged in every measured social relation (activists) and with the group that lacks in all of them (passive-indifferent). E.g. similar to the activist type the 'pure consumerists' express high life satisfaction and optimism towards the future, high trust in entrepreneurs and in scientific-technological solutions. Similar to the most passive group they do not trust civic initiative nor the state, they express low concern about environment as well as global risks. The dynamics of the youngest age-groups in the data enables to say that there is an open window from consumerist group to the most passive one (not vice versa). And as there is a growing concern about the youth participation in society in general and their ability to react to social challenges we carried through focus-groups among young consumerists in order to explain their strategies of interaction while facing different unexpected social problems.

ABSTRACTS SECTION 11
Jornalism Studies

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 11. JOURNALISM STUDIES (A) - JOURNALISTS' USE OF SOCIAL MEDIA

› Room 3A, Ground Floor

I TWEET, THEREFORE I AM. THE PERSONAL BRANDING OF DUTCH AND FLEMISH JOURNALISTS ON TWITTER

Brems, Cara[1]; Temmerman, Martina[2]; Graham, Todd[1]; Broersma, Marcel[1]

In this paper, we argue that personal branding is increasingly important for journalists now that the profession is moving from a mass communication to a network paradigm. As such, journalists have to be visible, liked and respected online. By employing smart strategies for self-presentation they can obtain a central position in the network as news and opinion hubs. This is important for media organisations because individual journalists are in general regarded as more interesting than institutional accounts because of the opportunity to interact with them. Their self-performance can thus strengthen (or harm) the reputation of the media brand. For individual journalists, it's equally significant because it influences their reputation and helps determine their "market value", which has become more and more important in the shallow economic climate of journalism. This paper taps into this phenomenon by investigating and exploring the personal branding of Dutch and Flemish journalists on Twitter. In order to achieve this, a mixed methods approach was adopted, which focused on the tweets of twenty journalists from each country (newspaper, broadcast and online journalists, both freelance and employed). First, based on a content analysis of tweets taken from a four week period, we map their tweeting behaviour in terms of the balance between private and work-related tweets; their topic; the types of tweets (e.g. singleton, retweet, @-reply); the function of tweets (e.g. broadcasting news, critiquing, own stance, requesting public input); and interaction (i.e. with whom were they interacting). We paid particular attention to tweets containing links or references to the journalists' own work or the work from other journalists in their news organization. The quantitative content analysis was supplemented by a discourse analysis that builds on Goffman's (1951) notion of self-presentation. We consider Twitter the stage on which journalists perform and create their persona while interacting with others in front of an audience. Their strategies for self-presentation are thus structured both in the interaction with others, which is particularly apt for a network medium like Twitter, and the perceived expectations of their followers. Preliminary findings suggest that there are clear differences between journalists in the Netherlands and Flanders (the Dutch-speaking part of Belgium). Although they share the same language and have a similar media system, their level of social media implementation differs since Dutch journalists were early adaptors and thus are more acquainted with the habits on Twitter and have experience developing their communicative strategies and networks. Other influencing factors regarding tweeting behaviour and strategies of self-presentation were the journalists' professional backgrounds in terms of medium, function (reporter or editor-in-chief) and professional status (freelance or employed).

PERSONAL BRANDING IN JOURNALISM: THEORY AND SYSTEMATIZATION OF A RECENT TREND.

Reimer, Julius

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The Internet and particularly social media offer new means for individual journalists to present themselves and their competencies, products, networks, etc. This trend towards more visibility of and focus on the individual journalist is fostered by a shift in values related to digitally networked media (e.g., transparency of actors and attitudes instead of a focus on organizations and objectivity/neutrality), growing competition among journalists (due to: economic crisis of media organizations, difficult job situation, growing number of freelancers), and media organizations drawing on journalists to strengthen audience loyalty by acting as "brand representatives" on social networking sites and in commentary sections (e.g., Canter, 2013). Hence, personal branding is heavily discussed among media practitioners, which is also reflected by the upcoming of seminars and websites like Newsmodo or jurnid dedicated to the self-marketing of journalists. However, research on personal branding in journalism is rare and undifferentiated, since it has been conducted only "along the way" (while focusing on other aspects) and equates marketing efforts via social media with branding (e.g., Canter, 2013; Dickinson 2011; Herman/ Djerf-Pierre, 2013). Thus, there is a need for a theoretical understanding and systematization of this recent trend. The framework proposed here reflects business scholars' works on branding (e.g., Keller/Lehmann 2006) and offers a process model of branding between journalists and their target groups. However, it does not remain limited to an economic view, but is complemented with regard to the societal function and responsibility of journalism. In short, journalists' personal branding activities are regarded as practices meant to create potential for distinction, i.e. potential for being perceived as different from and superior to competitors by target groups. These practices are guided by two frames of reference: a) the social subsystem of journalism, its function for society, values, etc. (e.g., Görke/Scholl 2006); b) the social subsystem of economy in which the journalist offers his labour, competencies, products. Depending on which frame serves as the primary orientation, branding practices can be divided into journalistic performances as such (e.g., quality and characteristics of the journalist's stories) and meta-communication (e.g., tweets promoting a new article or blog-posts presenting the journalist's professional attitudes). Both kinds of practices can aim at creating potential for distinction in several dimensions (mostly in the form of specialization or generalization): distribution media (print, online, radio, TV); topics of reporting and related expert knowledge (e.g., politics, business); reporting style (e.g., language, tone); forms of presentation (e.g., interview, feature, report); reporting scheme/model (e.g., objective reporting, interpretative journalism, precision journalism, new/literary journalism); socio-political orientation; "special skills" (e.g., skills in newsroom management, technology/programming, data processing/visualization); networks/informants; (prestigious) employers ("brand transfer"). The systematization also considers the different target groups of branding practices (audiences, potential employers/ clients, advertisers, sources/informants/contacts in one's field of reporting) and three ideal types (in a Weberian sense) of self-branding journalists (employed

reporters/editors; freelancers; entrepreneurs, i.e. journalists with their own blog or other publication platform). The ideal types differ in terms of their branding opportunities in the dimensions of distinction as well as the importance the different target groups have for them. The theoretical considerations also point to a number of potential profits and perils of self-branding for individual journalists (e.g., better job opportunities vs. less time for research, etc.), media organizations (e.g., brand loyalty via personalization vs. conflict with organization's brand) as well as journalism and society (e.g., further fragmentation of journalistic offers and audiences undermines journalism's function to enable public discourse and the "synchronization" of society's subsystems (Görke/Scholl, 2006: 650)).

SOCIAL MEDIA AND JOURNALISM: NEWS CONSUMPTION IN SOCIAL NETWORKS

Frias, Paulo

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The emergence of social networks (or other type of networks, platforms or applications with a social component) in the digital media field nowadays, seems to justify a closer approach to the content production in the online journalism professional area. This paper aims to contribute to a broad reflection about news production and edition in the usually called 'social media' territory, seen as the new agora where participatory citizenship takes place. The former audience dilution creates the necessary space for the new users due to a communication paradigm shift. The biggest changes seem to have a stronger effect among younger users, the called digital natives avid for information and interaction in the network society. Also the news production and edition by the journalists seem to follow a different path online, keeping the same professional reliability and ethical standards but adapting the message to the social platform they are more and more using in their daily news coverage. The main goal of this paper is to report a 'work in progress' process about news production in an online Portuguese newspaper created for young users in 2012, that is a project from the newspaper Público. The specific goal is to compare the news production in its social network page and in its website, as well as the interaction with the young users generated by both platforms. Accordingly to some recent reports about news consumption by young users, the main trend is the use of social networks to access journalistic contents. But does this kind of consumption follow the traditional way to perceive the news produced by journalists? Or, on the contrary, this new way to receive information 'à la carte' in social networks foster the necessary filter in reliability and ethics? Comparing the data coming from the page administration in the social network and that one coming from the institution responsible for reports in all Portuguese media, it will be possible to stay closer to the main questions of the research process. This paper aims to present some of the quantitative data collected in both platforms, and contribute to start a actual reflection about the differences and similarities found. The results of this comparison will show a clear trend in news consumption by the young users, where the professional role of the journalist is very often diluted among huge quantity of data from non-professional sources and understood as reliable news.

JOURNALISTS' USE OF SOCIAL MEDIA PLATFORMS TO NEGOTIATE PROFESSIONAL ETHICAL ISSUES

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Journalism is globally in a crisis and in a flux where ethical dilemmas are pertinent to the survival of the profession. Legal frameworks ideally provide stable measuring rods that direct the practice of journalists, however in certain cases they augment the uncertainties of journalists. In our research paper we investigate how in a particularly precarious legal environment individual journalists use their agency to negotiate ethical standards among themselves using digital platforms such as Facebook, tumblr and professional blogs. We demonstrate through our analysis that digital networks working for this aim are double-edged swords in that they do provide a platform where ethical issues and professional standards are debated thus contributing to the crystallization of new ethical norms, but at the same time they disguise the constraints that bind journalists, hence key questions for the industry are not addressed at all. Further, our research shows that digital platforms are useful tools for professional socialization that drive journalists to increase their engagement in their work. Professional debates are motivated but at the same time embedded in issues of freedom of speech. The journalists here are distanced from the political and economic interests permeating the media market (Cardon et Granjon, 2010) and this distancing from the institutional norms gives room for professional self-reflexion, which potentially leads to professional self-branding. Agreeing with Philips, Couldy and Freedman (2009) that journalism suffers from an ethical deficit seen through a Bourdieusian lense, in our analysis we make ample use of the concepts of cultural and economic capital, as well as Boyd's insights on the implicit and explicit structures of social network sites. We use discourse analysis for analysing the discussions and debates taking place on the platforms that we selected for our research and conduct semi-structured interviews with journalists active or present on these platforms.

THE LANGUAGE OF CROWDSOURCING JOURNALISM

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This research delves into the changes introduced by the interactive technologies in Journalism, with a focus on the techniques of crowdsourcing, now beginning to receive more attention in recent works by Hermida et al. (2013) and Vis (2013), after the pioneering reflection of Muthukumaraswamy (2010). The overall objective of this paper is to create a tool to detect the use of Twitter by journalists to look for information, find or check facts in order to produce news. Our research questions are: 1.- Is Twitter promoting the emergence of a new language related to news gathering? 2.- Can we use a corpus of semantic fields and characters to detect the specific crowdsourcing technics on Twitter? 3.- Are Iberoamerican journalists using Twitter proactively to seek collaboration from their followers? To answer the research questions, a corpus of terms and characters that reflect the active search of information by journalists was created. The corpus consisted of three sets of terms associated with the actions related to the use of sources in traditional and online Journalism as well as the various ways of contact a journalist might attempt to use to reach the users or to open the channels of communication (Chimeno Rabanillo, 2004; Quesada, 2012). This corpus was translated into Portuguese and then checked by five national and regional journalists specialized in political information in each country, with experience in Internet and active on Twitter. Through a computerized content analysis carried out by a specialized unit at the University of Seville, the Twitter profiles of 75 Iberoamerican journalists (15 by country from Spain, Portugal, Brasil, Mexico and Peru) were analyzed to detect the presence or absence of the terms and characters as well as significant clusters of items. The profiles were selected taking into account media circulation (highest) and field of work (politics). Finally, ten interviews were carried out with the journalists that rated higher in the sample to assess the value of the results, the motivations and barriers, the effectiveness of Twitter as a news gathering tool and the linguistic skills social media demand from journalists. The discussion focuses on the value of the method, the extent to which crowdsourcing techniques are a significant contribution to Journalism, the regional differences, and the limits posed to the crowdsourcing technic by the traditional journalistic principles following the work of Lasorsa et al (2012) and Thurman and Walters (2013), as we consider this a poignant question.

11:15 - 12:45

PARALLEL SESSION 1 - 11. JOURNALISM STUDIES (B) - REPORTING CONFLICT AND DISASTER

› Room 3B, Ground Floor

CHANGING ROLE OF JOURNALISTS IN POST-CONFLICT SOCIETY

Hoxha, Abit

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The starting point for this paper is the observation of shifting roles of journalists from conflict reporting to peace reporting in Kosovo and Macedonia. This paper sheds light on the dimensions in journalists' role perceptions as provided by Donsbach with additional role perception of democracy fighter-activist journalist role focusing on journalists that deal with the past and the way they perceive their roles in reporting on the basis of their collective influence of professional culture as well as historic developments. Often journalists tend to target former activists or politicians and journalism is used as a lustration tool (process of nations dealing with past human rights abuses or injustices that have occurred) for revealing what is considered unlawful and morally questionable. So, retroactive attacks on individuals are launched by particular media on the assumption that 'it is the right thing'. In such situations, how journalists perceive professional roles depends on many factors including the 'collective influence of professional culture of a given country' (Donsbach, 2008) as well as historic developments. The Balkans has suffered from bloody wars and journalists are playing an important role on news production in dealing with the past. As Kosovo and Macedonia, ranked 'partially free' in terms of press freedom (Freedom House, 2013), face similar problems, many journalists see themselves more as individual freedom and democracy fighters and adversaries of authorities than as objective reporters. The development of journalistic standards through international interventions have left a positive imprint on the professionalization of journalists, especially after the 2004 violence in Kosovo and after the end of the war in Macedonia in 2001. The challenges faced by the professionalization of journalists in the region take root in the 'current technological, economic, and cultural changes within the context of larger media systems' (Anderson, 2008) and role perception depends on 'individual training, socialization, institutional demands, or personal job motivations' (Donsbach, 2008). Political actors tend to limit the autonomy of journalists by exerting control over the media through political elites and the editorial hierarchy. The collected data so far suggests that journalists in conflict news coverage have different news production standards and they look for the harder news without looking at the consequences, whereas peace journalists look at the structure of news and impact (Hoxha, 2010; Paterson, 2012). Observation and in depth interviews with journalists on three newspapers and three national televisions in Kosovo and three newspapers and two national televisions in Macedonia on the subject will continue in timely manner. A new middle model of the east European journalism between the 'polarized pluralist journalism' of Mediterranean and 'democratic corporatist journalism' of the northern and central European countries (Hallin & Mancini, 2004) can be emphasized where journalism is neither objective nor free from ties to political parties but it is rather activist and politically motivated to intervene in various fragments of society.

PHOTOJOURNALISTIC PRODUCTION IN THE CONTEXT OF THE ISRAELI-PALESTINIAN CONFLICT - A COMPARATIVE STUDY ABOUT ISRAELI, PALESTINIAN AND INTERNATIONAL PHOTOJOURNALISTS

Koltermann, Felix

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The Israeli and the Palestinian territories are one of the most important spots for international photojournalism. Dozens of local and international photographers work in the region for international publications and agencies as staffer, stringer or freelancer. They are pushed by international media's tremendous interest in the region that is fuelled by the events related to the Israeli-Palestinian Conflict. A regional market has evolved where pictures on the Israeli-Palestinian conflict are produced and marketed worldwide. Today the region is a key area for (g)local photojournalism and characterized by a huge diversity of photographic milieus, going beyond the traditional distinction of news and documentary photography. The photojournalists can be seen as foreign correspondents engaged in conflict reporting, using the model of Hamilton/Jenner (2004) to describe the different types of correspondents and Hanitzsch's model (2007) of conflict reporting to look at the relationship between journalism, public relation and security policy.In a comparative study between international, Israeli and Palestinian photojournalists I have analyzed their work routines and their acting in the conflict. The results are based on a qualitative content analysis (Mayring 2008) of 40 interviews with photojournalists conducted between 2010 and 2013. The research took an interdisciplinary approach using the perspective of journalism research to look at the field of photojournalistic production and its occupational, ethical and social dimensions while at the same time applying a conflict research perspective focusing on the political dimensions and external influences and on how photojournalists deal with the power structures of the Israeli-Palestinian Conflict. The results show that the Israeli-Palestinian picture market is highly segregated, and is characterized by a huge asymmetry between the actors involved. A model has been developed that helps to describe the market beyond the distinction between news and documentary photography, focusing on six main factors that shape this asymmetry: 1) the education of the photographer, 2) their position in the market, 3) the working conditions and routines 4) their nationality 5) the grade of freedom of movement and 6) their conflict narratives. Examining closely these factors of the model, it can be shown how photographers dispose of different room for manoeuvre. Via their work and their acting in the field, the individual photojournalists and the agencies reproduce the power structures of the conflict.

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REPORTING DISASTER: THE MYTH OF THE FLOOD IN THE PRESS COVERAGE OF THE 2011 FLEMISH PUKKELPOP DRAMA

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Located at the intersection of literary studies, and cultural and sociological analyses of journalistic texts, this paper examines the narrative qualities and societal dimension of myths and storytelling in news coverage of natural disasters (Berkowitz 1997; Bird & Dardenne 2009; Carey 1988; Lule 2001). Through this interdisciplinary lens, we analyze the way Flemish newspapers covered a dramatic downburst hitting the open-air Pukkelpop music festival in Hasselt, Belgium, on August, 18th 2011. The intense storm invoked immense human and material damage, causing five deaths and more than a hundred injured, and led the local authorities to declare a state of emergency. While the story got picked up by international news media (such as BBC and CNN), domestic news reporting of the fallout of the disaster quickly developed into a media hype.
In the present study we focus on how three Flemish daily newspapers covered the disaster and its immediate aftermath in the first three weeks following August, 18th. Including a broadsheet (De Morgen), a popular title (Het Nieuwsblad), as well as a regional newspaper mainly circulated in the local area where the events occurred (Het Belang van Limburg), our search yielded a sample of a total number of 228 articles, comprising different genres of journalistic texts.

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DO NEWS MEDIA HAVE A SOCIAL ROLE? A CRITICAL DISCOURSE ANALYSIS OF NEWS REPORTING ON NATIONAL DISASTERS

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While most scholarly work within the field of disaster news studies focus on the traditional informative role of news media, an emergent strand of research occupies itself with the important social role that media can play in the aftermath of a disaster. This refers to the emotional or therapeutic function of media during a crisis situation given that the media-audience relationship is then motivated more by the people's need for emotional support, companionship, and community ties, than for their need for official information (Perez-Lugo, 2004). Scholars such as Wayment (2004), Kitch and Hume (2007), and Pantti and Sumiala (2009) all underline the vital role of media as a public forum for collective acts of mourning that draw on a sense of (national) unity and community, solidarity and identification. News media provide support and condolences to affected people as well as to the broader community. Applying Critical Discourse Analysis, this paper investigates the social role that Belgian news media have taken up in the aftermath of the recent Sierre bus crash. In March 2012, 22 Belgian children, four supervisors and two bus drivers died in a bus crash in a tunnel in Sierre (Switzerland) while 24 children were seriously injured. The dramatic crash dominated the Belgian news media for weeks and months thereafter. In reporting on what was immediately identified as a 'national' disaster, the intense news coverage revealed a particular dynamic compared to the coverage of international disaster events. Our findings confirm a dominant social role that is articulated through an emotional discourse alongside a discourse of unity and community. Discursive journalistic strategies included a strong focus on emotional testimonies and eyewitness accounts which raised feelings of identification and compassion. Other practices explicitly referred to the imagining of a unified community by the use of inclusive language and specific images which is important in the process of rehabilitating a distorted society. This study argues that it is through processes of media representations that individual experiences and emotions of suffering and grief become collective and political.

HOW DID THE UK'S MOST FOLLOWED JOURNALISTS USE TWITTER TO REPORT ON THE DEATH OF MARGARET THATCHER?

Are, Carolina
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Impartiality is considered to be one of the main journalistic values, but it is now of the first concept to be put into discussion with the emergence of Twitter as a news-spreading and gathering tool. (Singer, 2011:843) Through social networks, journalists find themselves choosing between acting as a normal user or as a journalist with affiliations to a newspaper or broadcast network. This paper aims at finding out how the most followed journalists in the United Kingdom used Twitter to report on the death of Margaret Thatcher, one of the country's most notorious politicians (BBC,nd). While a high amount of research has recently been conducted on changing journalistic values on Twitter in the past four years (Lasorsa et al, 2011; Small, 2011; Bruns & Burgess, 2011; Artwick, 2013 etc), there is still a wide scope for research on whether the social network has changed journalism practices while dealing with polarised factions. Twitter (Small, 2011) is a free social networking site that allows users to share 140-characters micro-blog posts known as tweets. (Lasorsa et al, 2012). It is one of the fastest growing social networking sites, with 190 million global users who post 65 million tweets each day. As "journalists increasingly are turning to Twitter as a form of engaging with audiences and sources, tracking the latest buzz on their beats, and promoting their work," (Lasorsa et al, 2012:19), it is becoming increasingly important to understand whether the shift in journalism's practices brought by the use of this social network is affecting the quality and credibility of the content they produce. Margaret Thatcher (1925-2013) was the longest-serving British prime minister in modern times and the first woman to lead a major Western democracy (BBC, 2013). She won three successive general elections, spending a total of 11 years (May 1979-November 1990) in power. By following tweets by the United Kingdom's most influential journalists in the two weeks comprising her death and her funeral, this paper hopes to find out if the most followed reporters kept to common editorial guidelines (BBC, nd) in their Twitter reporting even while dealing with such a "divisive" figure (Moore, 2013). This paper takes the British Broadcasting Corporation's editorial guidelines as an example of journalistic ethics. To find out how journalists used Twitter to report on the death of Margaret Thatcher, this paper will use content analysis, making a list of the most-followed journalists by joining Muck Rack's June 2012 Top 10 most-followed journalists with the Daily Telegraph's "Britain's most influential tweeters" from October 2013. Therefore, this paper's sample of the 500 most-followed journalists, while not representative of all UK journalists on Twitter, attempts to provide a comprehensive collection of print and broadcast journalists' use of Twitter through the information available while dealing with time and resource limits.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 11. JOURNALISM STUDIES (A) - JOURNALISM AND SOCIAL MEDIA

› Room 3A, Ground Floor

SOCIAL MEDIA AS HYBRID FILTERS OF JOURNALISM

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"[P]erhaps the biggest trend", says Nic Newman in Reuters Institute Digital News Report 2013, "is the growing importance of social discovery" (62). Seen in relation to the established hierarchies of the filtering of news this is a shift in the balance between institutional and professional filtering and filtering processes within communities of consumption. Following on from that one could argue that what happens on a site like Facebook in relation to journalism is both well established and new. It is well established in the sense that the social life (and thus filtering) of news has always been intimately tied to retellings, recommendations and comments; and it is new in the sense that such processes now often leave digital traces and thus constitute a media life of their own. Certain news-related practices on social media can thus be seen as an integration of established, informal and fleeting forms of news talk and more formal, mediated and public forms of commentary. This creates what might be termed a hybrid commentary filter that blends aspects from unrecorded and orally based cultures of news talk with written forms that formerly were integrated into journalistic publications. Both forms have, however, always constituted filters in the sense that they pointed at what and how to read. In this paper, this new hybrid filter will consequently be discussed and analysed in relation to, respectively, aspects of the social and cultural life of news, shifting relations between news and commentary as well

as more general shifts in the filtering of cultural content. Contrary to the more conventional view that journalism increasingly has included the audience -- a view underlying the focus on participation -- this paper will argue that new hybrid commentary filters rather should be seen as allowing professional journalism an inviting glimpse into the processes through which news circulate and through which news cultures are constituted. Following Miller (2012) this might thus be seen as a reassertion of the vernacular that the professionalization of journalism pushed to the very edges of the analogue media system. Based on a range of examples of divergent forms of commentary in social media in Denmark this paper thus seeks to outline emergent relations that new hybrid filters make possible within broader communicational landscapes of journalism. In a broader sense this is an attempt to think beyond the concepts of participation, citizen journalism and user-generated content with regard to activities that take place outside but in relation to institutions of news. References: Nic Newman in Newman and Levy (eds.) Reuters Institute Digital News Report 2013. Obtainable from https://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications James Miller (2012): Mainstream Journalism as Anti-Vernacular Modernism, Journalism, Journalism Studies, 13:1, 1-18

NETWORKS OF POWER? CONNECTIONS BETWEEN JOURNALISTS AND POLITICIANS ON TWITTER

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Social media are integrated into political communication as well as journalism. A plethora of recent research has mapped how social network services such as Facebook, Twitter, YouTube etc are used by politicians and political parties in their communication with voters and followers. In our perspective, social media are not only studied as new communication channels between politicians and citizens, we regard them as media that add to and change the existing media structure and the structure of local and national public spheres (i.e. by fragmentation and hybridization). Social media may be distribution channels for news and information, sources and news beats for journalists and media houses. They may reinforce or facilitate the growth of existing or new elite networks, e.g. between journalists and politicians, and as such contribute to changing the power play between the media and their sources. Twitter opens for informal and continuous contact between journalists and their sources, and may serve as an arena for maintaining and forming relationships between groups that are mutually dependent on each other. Or alternatively, it may work as an alternative channel for journalists for gaining access to sources who otherwise are distant and difficult to get close to. In the paper, we pose the following research questions: Does Twitter work as a network of power between the elites in politics and journalism? Does Twitter work as a meeting place between journalists and their sources, and if, so what kind of formal or informal codes of conduct characterize this space? Our data material consists of Twitter updates produced between October 2012 and June 2013. The material is collected by tracking Twitter-accounts of approximately 130 Norwegian journalists covering politics in many different media houses, online and offline, broadcasters as well as newspapers. In order to do an in-depth analysis, we have distinguished the most active Twitter-users among the journalists and mapped their connections to the ten politicians with whom they have most actively communicated. We use different methods, quantitative and qualitative, to map the network and analyze the content and meaning in the communications between politicians and journalists. Using this design, we aim at uncovering the characteristics and structures of the communication.

MUCH ADO ABOUT NOTHING? THE ROLE OF SOCIAL MEDIA IN SETTING THE NEWS AGENDA IN THE CZECH REPUBLIC

Vaclav Stetka [1], Radim Hladik [1]

› Charles University in Prague[1]

Following the growing amount of studies which have been exploring the rapidly transforming patterns of news production and journalistic routines in the wake of the rise of new media, this paper presents a first systematic analysis of the use of social network sites as news sources in the Czech Republic. As noted by various authors, the proliferation of social media into the news making process has ramified the established intermedia agenda setting theory, in which the so-called source cycle becomes indicative of hybrid news system. On the one hand, social media provide a technological platform that has the potential to empower audiences, establish feedback loops and make the public sphere accessible to originally marginalized voices. Also, increasing number of journalists convey that they frequently turn to social media to find or corroborate stories. Despite their global character, however, the transformative effects of social media on professional routines seems to be distributed unevenly across newsrooms, news organizations and national journalistic cultures.
In order to add to this emerging but so far still geographically and thematically scattered research, we have conducted an exploratory study of the salience of social network sites [SNS] in the mainstream news agenda in the Czech Republic and the ways they are being used as news sources. The study, which methodologically relied on content analysis, was driven by following main research questions: (RQ1) What is the predominant function of references to SNSs in the news? (RQ2) How does the use of SNSs differ based on the type of media (quality/tabloid; commercial/public) and character of the news (hard/soft)? (RQ3) What kind of actors get to be most frequently quoted using their SNS profiles? The data were collected from ten most important Czech news media outlets (both print and electronic) using a systematic random sampling covering 13 full weeks from April to September 2013, generating altogether 747 news articles which contained a reference to either Facebook, Twitter or YouTube.

The analysis revealed that salience of social media in agenda of the mainstream Czech news is still relatively limited, amounting to an average of about two items per day in most circulated newspapers, and much less elsewhere; on top of that, SNSs are mostly used as secondary sources only. In terms of the differences between the networks, Facebook is by far the most cited SNS in the Czech news media, both as source as well as subject of the news. The tabloid press has used the SNSs much more commonly as news sources than other types of media. The thematic agenda is very much dominated by soft news, suggesting that social media contribute to the overall tendency towards tabloidization of the Czech press. As for the actors, those most prominently quoted via their SNS profile are elite members, particularly athletes, while the representation of 'vox populi' is almost solely limited to crime news. Therefore, our research indicates there is little sign of opening of new opportunities for non-elite actors to influence news agenda via social networking sites.

GETTING PERSONAL: TABLOID JOURNALISM AND CELEBRITIES' SELF-PRESENTATION ON TWITTER

Broersma, Marcel; Graham, Todd
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This paper asks how British and Dutch tabloids use Twitter to report on the private lives of celebrities and how this interacts with the self-presentation of celebs on social media. Based upon a quantitative content analysis of almost 8.000 tweets which were quoted in about 4.500 newspaper articles published between 2009 and 2013, we analyze which tweeting celebrities are quoted by the tabloids, on what subjects and which functions tweets have in the text. Moreover, we analyze how these tweets are embedded -- or not -- in more conventional news reporting and sourcing practices. We complement our analysis with qualitative case studies in which we compare the newspaper coverage and self-presentation on Twitter of the five most quoted celebs per paper. Our comparison between the UK and The Netherlands points at differences in journalism ethics caused by the media systems. The British newspaper market is far more commercialized and competitive than the Dutch one which holds on more strongly to public service values in terms of style and content, even within the popular press. The Sun and Daily Mirror not only use far more tweets than De Telegraaf and AD, but they also focus far more on personal details and rants between celebrities on Twitter. This intrusion of privacy, currently under fire after the Levinson-investigation in the UK, gets a new dynamic due to the use of tweets as source, we argue. On the one hand, social media give celebrities more control over their "brand". They allow them to communicate directly with fans and to strategically post information that consequently is picked up by the mainstream press. Self-presentation on social media increasingly contributes to their commercial value and our research shows that celebs are definitely have become more social media-savvy between 2009 and 2013. On the other hand, social media provide news outlets with the opportunity to peep into the daily life of celebs, which not just leads to quoting tweets but also further follow-up reporting. It allows especially the British tabloids to frame the public persona of celebs in a sensational way. By analyzing the dialectic between online self-presentation and newspaper coverage, we show how the relative "openness" of Twitter can lead to an even more intrusive and unethical style of reporting.

TIDINGS, TITTLE-TATTLE AND THE TWITTERSPHERE: RUMOUR AND GOSSIP AS 'PRE-NEWS' IN HISTORIC AND MODERN CONTEXTS

Conboy, Martin; Eldridge, Scott
› The University of Sheffield, United Kingdom

Printed news brought a slow but steady end to the prominence of gossip and rumour as vectors of new information in Western Europe. Print was used first to construct the exact opposite of rumour by social and political elites, putting their authority on information as the correct version of events in proclamations and official newsletters. This progress was not, however, linear. The Habermasian public sphere, for instance, was as much dependent on the tittle-tattle of the emergent bourgeoisie as it was on their discussion of high politics. This ebb and flow between respectable high-end information and low-down street-gossip has persisted across centuries of our journalistic culture, especially into the tabloid age. What does Twitter bring to this debate? Is it a reconfiguration of older traditions of rumour-mongering or does it bring a newer promise of open and transferable information channels? Is it a moment of social and technological rupture in the deployment of communication or one which holds the promise of healing the binary rifts of information past? This paper will approach to Twitter and its ability to develop audience engagement with rumours and 'pre-news' information, situated within longer-term considerations of how gossip and rumour have functioned as a vital part of journalism. It will look at key aspects of confirmation and resolution when rumour and gossip veer towards misinformation in both contemporary and historic contexts, and will develop on the idea of 'pre-news' to describe how information moves from rumour and gossip towards confirmation and dissemination as news and, perhaps, journalism. It will address the transparency with which rumour and gossip are both disseminated and dismissed on Twitter, as well as the way Twitter's public and widespread nature pose challenges to utilising rumour and gossip in news. In drawing comparisons with journalism history to situate dynamics of rumour and gossip online, such public discourses around facts and rumours carried on Twitter can be better contextualised for their contribution to journalism.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 11. JOURNALISM STUDIES (B) - JOURNALISTIC ROLES, PROFESSIONAL SOCIALIZATION AND JOURNALISM EDUCATION

› Room 3B, Ground Floor

TOWARDS A TRANSNATIONAL JOURNALISM IDEOLOGY? MAPPING UNIVERSALS IN JOURNALISTS' PROFESSIONAL ROLES ACROSS COUNTRIES

Lauerer, Corinna; Hanitzsch, Thomas
› LMU Munich

This paper aims at mapping the normative underpinnings that guide journalists' ideas about their professional roles in 21 societies around the world. The concept of professional roles here refers to the generalized and aggregate expectations on the institution of journalism that journalists believe are deemed desirable in society (Donsbach, 2012). Ideology can be seen as a cohesive and integrating force within the fabric of a social space (Shoemaker & Reese, 1996). A shared professional ideology is believed to serve as "cultural cement" (Deuze, 2005, p. 455), holding journalists together as a profession and thereby forming journalism's institutional identity. Reference to a shared occupational or professional ideology among journalists is made since the 1970s, often associated with typically Western values of impartiality, objectivity and accuracy (Golding, 1977; Golding & Elliott, 1979; Schudson, 1990). Implicitly, this ideology is often granted universal status by journalists and researchers, while extending the focus beyond the western world may reveal alternative articulations of professional ideology (Hanitzsch, 2011; Pan & Chan 2003; Ramaprasad, 2001; Xiaoge, 2005). The principal question that this paper seeks to answer therefore is: Does a shared professional ideology exist? To what extent have normative professional values in journalism become "cosmopolite" (Reese, 2001, p. 178) or universal around the world? The paper draws on data from a multinational survey of 2100 journalists from 21 countries, conducted from 2007 to 2011. The analyzed corpus consists of journalists' qualitative responses to an open-ended question about normative professional values, which were coded into more large categories of professional value sets. Results were evaluated in dialogue with the extensive literature of journalists' normative professional roles. The evidence is fairly consistent with assumptions frequently made in the literature. Journalists around the globe seem to share normative values especially with regard to disseminating information. More than half of all references made to the social roles of journalists fell into the "disseminator" or "information" role set. Other important sets of normative roles were labeled "mirror" (such as "reporting things as they are"), "interpreter" (including commenting and analyzing, discussing and explaining events), "watchdog" (monitoring and holding powers to account) and "investigator." These role sets point indeed to a transnational shared professional ideology among journalists around the world. Less frequently mentioned role sets include the "educator," "entertainer," "agenda setter," "development agent," "critic," "advocate," "service provider," "facilitator," "social integrator" and "marketer." These were the areas where our analysis found striking differences between the investigated journalistic cultures. These differences most notably pertain to the normative role sets of the "educator," "agenda setter," "development agent," "advocate," "facilitator," and "social integrator." At the same time, professional values associated "service

provider" and "marketer" mark the arrival of everyday life in news journalism.

WHAT IS A GOOD NEWS STORY?" SOCIALISING JOURNALIST TRAINEES IN THE NEWSROOM

Gitte Gravengaard [1]
› University of Copenhagen[1]

In this paper I investigate socialisation practices in the newsroom. The analyses demonstrate how journalist trainees are socialised into this professional culture and community of practice and thus learning about the implicit policy in the newsroom through practice (Schieffelin & Ochs, 1986).
The units of analysis are conversations between journalist trainees and their editors regarding ideas for new news stories. These conversations play a key role in the socialisation process as important loci for learning about the craft because of the constant reinforcement of competent practice which takes place here. Therefore, these conversations are important sites for cultural production and reproduction supporting the construction of the craft ethos (Cotter, 2010), the enactment of expertise, and the building of professional vision (Goodwin, 1994). Traditionally, media scholars have described the socialisation process as diffuse and extremely informal (Preston, 2009) and thus difficult to trace (Sigelman, 1973). Breed (1955) points to the covert ways in which editors can influence news content, underlining that the policy of the news organisation is only very seldom stated explicitly but in the walls as Furhoff (1986) puts it. This tacit knowledge about what is 'a good news story' is passed on in tacit ways to the journalist trainees -- via situated learning -- when they participate in the actual practice (Lave & Wenger, 1991; Wenger, 1998) and monitor acceptance and elimination of ideas (Donsbach, 2004; O'Neill & Harcup, 2009; Gravengaard & Rimestad 2011). Institutions and professions provide boundaries between ways of knowing the same object (Abbott, 1988; Goodwin, 1994; Carr, 2010) as they cultivate, authorise, and organise certain knowledge practices. The ability to see a meaningful event (Goodwin, 1994), for instance to construct and present an idea for what will be conceptualised as 'a good news story' by the editor, is a socially situated activity accomplished through the deployment of discursive practices in these conversations.
By looking at these practitioners' talk-in-interaction it becomes possible to investigate how certain objects of knowledge (Goodwin 1994) are socially constructed through systematic discursive procedures in the newsroom, where news is talked into being (Ekström, 2007). Therefore, I draw upon conversation analysis (Heritage, 1984; Schegloff, 1984, 1988, 1992) in order to perform micro-level analysis of actual everyday conversations making it possible to capture some of the intangible and blurred parts of the socialisation process. This is part of a recent change in research focus towards discursive practices taking place in the news production process (Perrin, 2006, 2010; Van Hout & Jacobs, 2008; Cotter, 2010; Catennacio et al., 2010; Van Hout & Van Praet, 2011).
The analyses are based on empirical studies of 12 Danish journalist trainees in their one year trainee period. The trainees were interns at two national daily newspapers, two national tabloid newspapers, and at two national Danish tv stations.
The research design consists of: 1) Participant observations made during a year following all trainees three times each, and 2) A range of semi-structured interviews with the journalist trainees before, during and after their trainee period.

THE ROLE OF CONVERGENCE IN MEDIA EDUCATION: AN INTERNATIONAL COMPARISON OF UNIVERSITY CURRICULA

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The paper at hand intends to investigate current university degree programs in numerous European countries (Germany, Austria, Switzerland, etc.) and compare them with offerings in the United States with regard to their suitability to contemporary workplace requirements in the area of convergence and related fields. Recent trends in convergence, defined as the merging and growing together of previously distinct industrial branches, professions, devices and skills (Jenkins, 2006), have changed and dramatically transformed the ways people communicate as well as interact with each another. Not only have communication patterns undergone some drastic and lasting changes (e.g., less face-to-face contact), but also group compositions (e.g., flexible, short-term and project teams) and manager/leader roles in the workplace setting have been subject to severe modification. Hence, business relations are changed at the very core, posing challenges to those who are unaware of how to meet and respond to these new requirements. These developments, however, are far from being over yet; on the contrary, they are predicted to stay and reach even further unknown dimensions. Convergence devices, such as the iPhone or iPad are responsible for newly-emerging competencies on behalf of job candidates (Zorn, 2011). Predominantly, these concern new and more flexible working environments, technological skills, short-term team structures as well as intercultural competencies (Diehl et al., 2013). This is the case for companies are mandated to utilize the latest technologies to remain competitive and satisfy their diverse stakeholder (employees, consumers, etc.) and their needs respectively. At the same time, they have to ensure that work is done properly, even though their staff is dividing their work between home and their actual workplace. As a consequence, academic and professional representatives are asked to respond to these far-reaching alterations in varying ways. By the use of an extensive content analysis, our study intends to analyze to which degree universities in Europe and the Americas have started to already respond to the new requirements by offering adequate programs on different educational levels (Bachelor, Master and PhD) in an attempt to provide the kind of media education needed today and in the future. The present paper builds on previous research (Karmasin et al., 2013) and takes a closer look at educational trainings and degree programs offered by post-secondary educational institutions throughout the world, scrutinizing whether convergence has already managed to gain an (academic) foothold yet. As convergence and related terms (such as multimedia and cross-media, etc.) concern numerous areas, such as media communications, journalism as well as economics, management and technical sciences, programs from these diverse backgrounds will be consulted.

POP-UP NEWSROOMS FOR STUDENT JOURNALISTS: TEACHING NETWORKED JOURNALISM

Baines, David[1]; van Kerkhoven, Marco[2]; Wall, Melissa[3]
› [1]Newcastlre University, United Kingdom; [2]Utrecht School of Journalism, Netherlands; [3]California State University Northridge, United States

This paper examines three university journalism programs' implementation of pop-up newsrooms as a new means of training student journalists. In the fall of 2013, Newcastle University in the UK, Utrecht University of Applied Sciences in Holland and California State University Northridge in the US each created temporary, virtual newsrooms that brought journalism students together for a few hours or days to cover a single topic. Students first produced their own content live via their personal social media accounts on platforms such as Twitter or YouTube using a designated group hashtag. That content was then curated by other students, also using social media platforms and blogging software to create a form of networked journalism. The pop-up newsroom's aims were: a) to teach students mobile journalism in which they rely on cell phones and tablets for live reporting; b) to challenge conventional pedagogical teaching models by taking away a permanent news space, typically a student newsroom; c) to heed recent calls for journalism educators to overcome historical "insularity" and collaborate across borders to spur the kind of innovation necessary to respond the today's liquid journalism environment (Deuze, 2006, 2008; Franklin & Mensing, 2011, p. 3). In this paper, the three programs' responses to two different pop-up projects are considered. In the first of these, during the fall 2013 academic semester in Holland, students covered two events, Dutch Design Week in Eindhoven and the Amsterdam Marathon. The second pair of universities joined with university journalism programs in India and Taiwan in November 2013 to create 24 hours of rolling live coverage of a shared theme: austerity cuts and poverty. (This event became known by its hashtag: #LivePoverty.) Student responses varied by country and project. Those who

responded positively felt empowered not only to report independently but to seek solutions to problems they encountered while reporting. Operating independently via their own phones and tablets, students remained connected to each other via hashtags and a common purpose, thus allowing them to experience a form of networked journalism. This led to new attitudes about their relationship with audiences and sources as well. Others found it difficult to adapt to the fluidity of working without 'professional' signifiers of high-level equipment, a dedicated space and authoritative review and validation of their work. Our findings can inform pedagogical practice in the context of an increasingly precarious and liquid world of media work. References Deuze, M. (2006). Global journalism education: A conceptual approach. Journalism Studies, 7(1), 19-34. Deuze, M. (2008). The changing context of news work: Liquid journalism for a monitorial citizenry. International Journal of Communication, 2, 18. Franklin, B., & Mensing, D. (2011). Introduction. In B. Franklin and D. Mensing (eds.) Journalism education, training and employment (pp. 1-10). London: Routledge.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 11. JOURNALISM STUDIES (B) - QUALITY IN THE NEWS: DIVERSITY, EXCLUSION, ACCOUNTABILITY, AND PRESTIGE

› Room 3B, Ground Floor

DIVERSITY IN ONLINE NEWS: BETWEEN PROFIT-ORIENTATION AND THE PUBLIC INTEREST

Humprecht, Edda

› University of Zurich, Switzerland

Mass media have been referred to as a marketplace of ideas which should provide space for a wide-ranging debate among diverse voices and viewpoints (Baker, 2002; Christians et al, 2009; Ferree et al, 2002). However, balanced and diverse coverage is costly and requires well-trained journalists as well as sufficient resources (Stetka & Örnebring, 2013). In times of crisis and declining advertising revenues, few media companies may therefore be willing or able to invest in a variety of reporting. In particular online news media are concerned because they often cannot rely on well-functioning business models and are cross-subsidized by holding companies (Deuze & Marjoribanks, 2009; Quandt, 2008). Against this background, this study addresses the question if online media are able to report in a diverse way about relevant actors, topics, and geographical regions. For this purpose, 48 online news providers from six different countries (CH, DE, FR, GB, IT; US) are under investigation. The sampled media outlets represent ownership types that vary systematically in their revenue structures and therefore are assumed to have different amounts of resources available (news sites of public broadcasters, private broadcasters, independent newspapers, corporate newspapers, popular news media, and web-based outlets). Different countries were chosen in order to vary journalistic professionalization which affects news reporting (Hallin & Mancini, 2004). In a constructed week from June to July 2012, articles and front pages of each medium were simultaneously captured (at 2 p.m. local time). A total of 1660 political articles were then coded by trained, bilingual coders. The reliability test yielded satisfactory values of Cohen`s kappa > .71. As part of the data analysis Herfindahl-Hirschman-Indices of diversity were calculated for the variables actors, topics, and global perspective (Hellman, 2001; Van Cuilenburg, 2007). The analyses showed that diversity of actors, topics, and geographical range varied significantly between types of media outlets and countries. News sites from public broadcasters reported most diverse on topics (M= .19) while web-based outlets report on the widest range of actors (M = .34) and geographical regions (M = .39). Less multiperspectival were news from highly commercialized online outlets from popular newspapers (topics: M = .16) and corporate media (actors M = .31). News media from countries that are widely regarded as providing highly professional journalism (UK and US) scored highest on the applied indices, as well as French media. The latter have been characterized as less commercialized and generally civil-society oriented (Benson, 2013). These findings allow to suggest that a strong commercialization of mass media diminishes the diversity of news reporting. Profit-oriented large corporations avoid this resource-intensive form of coverage and instead focus on one-sided news featuring the same topics, actors, and geographical regions. Furthermore, public media, as well as web-based outlets which often rely on alternative funding models are able to produce multiperspectival news. The former may do so because of their commitment to the public interest, the latter due to independence from profit-oriented holdings. This leads to the conclusion that sufficiently available resources are not the only prerequisite for diversity but must be combined with an additional factor: an editorial mission that pursues the public interest.

DISCUSSING FAMILY MATTERS -- HOW PRINT JOURNALISM IN GERMANY FAILS ITS FUNCTIONS OF EQUAL PARTICIPATION AND INCLUSION

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This proposal points out inequalities and imbalances in the media discourse on families in German print journalism. It exemplifies how journalism fails to enable equal opportunity to participate in public discourse about a matter that concerns all people of society. We work out how societal structures are reproduced in journalism profession. Starting out from the premisses of journalism theory, i.e. its democratic functions of constituting a public sphere and thereby serving the public (interest), we identify actors and institutional structures dominating discourses. We question whether the public discourse on family is equally open to all and if it represents the multiplicity of voices and opinions that shall inform the public and encourage political and social debate. We take a closer look at the discourse about family in general and specific family types in particular (e.g. large families, same-sex marriages, families with multi-cultural backgrounds). What similarities and differences can be found in terms of formalities, content, thematic and discourse structures? Who is given voice to? Who is excluded? Do different levels of the public sphere interact or do the actors on each level exclusively communicate amongst themselves? Is the media discourse given a European perspective or does it focus on the national agenda? We look at frames, agenda-setting, news values, stereotypes, political context, argumentation, moral evaluation and interpretations of family-matters. We investigate how to classify our findings under the premisses of basic journalism theories and conceptions of the public with a transnational perspective, specifically whether there is communicative power given to a common European public sphere that enables a common identity of families in Europe (Habermas; Klaus; Lippmann; Fraser). Discourse analysis and framing as well as insights into family pictures (Peuckert) complete our theoretical approach. Methodology: quantitative and qualitative content analyses. The sample includes the coverage of family in German print media in 2011-2012 -- a total of 1100 texts. The findings were complemented by expert interviews with journalists, researchers and lobbyists. Core points: Media mainly show a one-sided picture depicting traditional families, constructing traditional concepts of gender roles conflicting with social reality. Families with emigrational, transnational/-cultural backgrounds play a marginal role in the discourse. The European context of family matters is not taken into account. Family members themselves rarely have a voice in reports about their situation. It is mostly politicians and the authors themselves that dominate public discourse. Both male and female journalists use similar clichés and stereotypes, but the way they frame discourses about family is different. We make out discursive spheres in different publications that have different communicative strategies: while special interest magazines and regional newspapers focus on personalization of issues with weaker argumentation and evaluation, quality and hard news press works less discursive but shows stronger argumentation development and evaluation.Journalists reporting on family matters see their journalistic duty predominantly in informing the public. Family is a private matter to them that shall not be commented on by persons outside of the family. Finally we ask about recommendations which could be derived in particular addressed to the media.

HOW TRANSPARENT AND ACCOUNTABLE ARE SPANISH MEDIA? AN ANALYSIS OF THE LEADING NEWSPAPERS, RADIO STATIONS AND TELEVISION CHANNELS

Mauri, Marcel; Ramon, Xavier; Almiron, Núria
› Universitat Pompeu Fabra, Spain

Traditional and innovative Media Accountability Systems play a significant role in our journalistic culture, as their fundamental objective is to monitor, control, criticize and analyze the evolution of the quality of information. As an essential requirement in democratic societies, media should be accountable about their contents and their processes of elaboration of news, so that citizens can take an informed decision about their use. In addition, media should be able to foster their transparency. They need to provide relevant corporate information about themselves, which allows the audiences to comprehend the editorial principles, the organizational structure and the financial situation of media. Those two features are especially significant in the current communicative landscape, characterized by a situation of crisis and concentration in the media sector. As part of the research project 'Transparency and Media Accountability', funded by the Spanish Ministry of Economy and Competitiveness (CSO2012-39138), this paper will analyze the presence of the elements of transparency and self-regulation that can be found in a hundred of websites of the leading media within the Spanish context. The study has examined digital versions of print newspapers, native online newspapers and radio and television channels, which have been selected taking into account strategic criteria such as their relevance in the Spanish communicative landscape and their average circulation or volume of their audiences, according to different measuring systems (EGM, OJD and Kantar). First of all, regarding the elements of media transparency, the research looks into the corporate information that media provide through their website, such as their history and foundation, their core values and goals, the members that integrate their board of directors and their newsroom, the relationship with other media companies and groups and the presence of financial information about them (periodical reports and annual statement of results). Secondly, in terms of self-regulation, the paper explores the presence of online information about established mechanisms of media accountability, such as stylebooks and newsrooms statutes, journalistic codes of ethics, ombudsmen or complaint desks, among others. The presence of innovative instruments of media accountability, which have emerged with Internet and the Web 2.0 (such as editorial blogs, online ombudsmen or the use of social media to monitor the quality of journalistic content), will also be thoroughly analyzed. The analysis will provide relevant and representative data about the overall dissemination of those elements within the Spanish context. The results will open a valuable starting point to compare the level of transparency and accountability of media in Spain with the situation in other journalistic cultures in Europe and beyond.

DESIGNED MOMENTS: TRACING THE AUTEUR PHOTOGRAPHER IN CONSUMER AND CUSTOMER MAGAZINES

Weselius, Hanna
› Aalto University School of Art, Design and Architecture, Finland

The cultural ideals of photojournalism stem from the 'golden age' photo essays published in large circulation magazines in the mid-1900s. Photographers of that period such as W. Eugene Smith are today widely reminisced about as independent artist-journalists, responsible for transmitting a truthful and authentic account of the world to their audiences. In the 2000s, however, few popular magazines publish photo essays. Instead, the most visible consumer magazines are typically illustrated with different types of editorial portraits. This paper addresses the question how photojournalism's prevailing ideals and contemporary magazine design meet in professional magazine photographers' everyday journalistic work. / In this study, photojournalism's cultural ideals are examined along with observing contemporary photographers' work and their reflections on it. Newsrooms and photographic studios have been observed and in-depth interviews made with practitioners working on different types of editorial portraits. Based on these ethnographic materials and a web survey with 80 participants, it is shown how the decision-making power within the journalistic work process is distributed across different groups of people. The 'decisive moments' in contemporary editorial photography are not one but many. / The collective decision-making shapes in many ways not only the photographic work but also the resulting photography. This study follows Erving Goffman's thinking and sees collectively designed editorial portraits as contextualized performances that have different discursive biases. They performatively construct and sustain the values and the credibility of the magazine's editorial concept. The editorial portraits as well as other types of editorial photography refer to themselves and their magazine not less than they do to any external subject matter. / However, drawing from the empirical materials it can be said that -- even if the 'golden age' were more of a cultural myth than a clear historical period -- some 'golden age' ideals, reflections of the film-derived auteur figure and a claim for serendipity do still endure. In the magazines referred to in this study, art directors trust their photographers' skills of creating atmospheres of authenticity and 'caught moments' in their photographs, and photographers refer to the aimed and achieved 'genuineness' of their images. This is true despite the fact that all journalistic content is produced or obtained to fill the magazines' pre-designed story formats. / Considering the beforementioned nature of the designing and production processes, the analysis indicates that in the practitioners' vision, an impression of photographic authenticity can be planned and obtained as teamwork but not without the special proficiency of the photographer. Today's photographer -- working for consumer magazines as well as other types of media publications and platforms -- must possess the ability of catching 'designed moments', something unspoken, in a very restricted environment. This quest for the somewhat abstract 'genuineness' can also be a stress factor for photographers, who operate between the heavy pre-designing and the acuteness of photography in varying situations. They may feel great responsibility but have relatively little freedom.

RENOWNED EUROPEAN PROFESSIONALS AND INTERNET USERS EVALUATE THE FUTURE OF QUALITY JOURNALISM

Zabalondo, Beatriz; Aiestaran, Alazne; Ramirez de la Piscina, Txema; Agirre, Antxoka;
› UPV/EHU University of the Basque Country, Spain

This work collates the opinions of European professionals and internet users with regard to the changing reality facing the world of journalism following the digital explosion. Our paper shows the results of analytical surveys carried out from October 2013 to January 2014 among professionals of renowned prestige, and regular users of the electronic press in the five most populated countries in the European Union: Germany, United Kingdom, France, Italy and Spain. These states make up a macro-region with different cultures and languages but with similar media habits. It is a pilot study with two clear aims: to assess journalism's current situation and attempt to get some idea of what its condition will be like in 2020. The surveys cover relevant subjects such as the use of social networks, the quality of the electronic press, the willingness of readers to pay for content, the degree of interaction of the digital media or the future of journalism. Theoretical framework: The theoretical approach to the subject matter has been carried out from a double perspective. On the one hand, we have taken into account the literature surrounding the concept of quality when applied to journalism (McQuail 1992; Schirmer, 2001; Alessandri et. al., 2001; Bucher & Altmeppen, 2003; Pellegrini & Múgica, 2006; Vehlow, 2006; Gz. Gorosarri 2011, O'Donnell & McKnight, 2012 and Gomez Mompart 2013, among others) and on the other hand, we have referred to the latest published work concerning the future of journalism (Curran, 2010; Sánchez Gonzales, 2013, Arroyo Cabello, 2011; McChesney & Pickard, 2011, Franklin, B. (2012) and Harley, 2013 among others). The methodology used has taken into consideration both quantitative and qualitative criteria. The users' survey took place between October and December of 2013 and was carried out among 500 people (100 for every country in the sample group) of between 18 and 75 years of age from the aforementioned five countries. The confidence level was 95% and the maximum margin of error for the five countries combined was ±4.5%. The survey consisted of 31 questions in total. The professionals' survey was carried out from December 2013 to January 2014. It was mainly qualitative

in nature and consisted of 29 questions, 19 of which where identical to those in the users' survey. Of the ten questions specific to the professionals, five allowed open answers. A total of 54 high-ranking professionals with extensive experience in printed, audiovisual and electronic media were interviewed. The conclusions show a significant divergence among professionals and users, the former being much more critical in terms of assessing the quality of the news or its degree of interactivity. However all of them coincide in the belief that the news on the web in 2020 will be better, more interactive and in-depth than that of the present time. They also agree that the written press will not disappear, although it will require serious remodelling if it is to survive.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 11. JOURNALISM STUDIES (A) - USE OF DIGITAL NEWS: PRACTICES, EXPECTATIONS AND TRUST

› Room 3A, Ground Floor

CLICKING, CHECKING, SHARING, AND LINKING: CHANGING PRACTICES OF NEWS USE 2004-2014

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User research is scarce in journalism studies (Bird, 2011). Scholars have ignored in particular how digitalization has impacted the ways users experience and engage in news. Even research which on the surface looks like it deals with the changing habits of audiences is often based on journalists' and editors' assumptions about their audiences, rather than on the experiences of users themselves (cf. Anderson, 2011; Brants & de Haan, 2010; MacGregor, 2007; Thurman, 2011). This extreme "newsroom-centricity of journalism ethnography" (Wahl-Jorgensen, 2009) has generated an extensive terminology for discussing news production, but there is only a limited repertoire for the analysis and description of the consumption of news. In the past decade, we did several studies of news use from the perspectives of the users (e.g. Costera Meijer, 2006, 2007, 2008, 2013a, 2013b). This contributed to a vocabulary grounded in the everyday news practices of readers, viewers, and listeners. To track down these practices, several creative methods were used to stimulate narrative production (Charmaz, 2006; Gauntlett, 2011; Holstein & Gubrium, 2003). In the interview-based studies from the years 2004-2005 (n=450) and the years 2011-2013 (n=57) room was left for the think-aloud protocol, mood boards, the diary method, ranking exercises, and sensory ethnography (Pink, 2009). These approaches were designed to discourage the participants in the different studies from giving an opinion about news -- their standard reaction -- and to encourage them to articulate their experience of news. This approach proved effective not only to reduce or circumvent the social desirability bias that news talk tends to elicit in people, but also to detect the underlying user patterns (Costera Meijer, 2006, 2008). Based on interpretative repertoire analysis -- aimed at discovering discursive patterns used by speakers to interpret their daily life and to describe and explain their decisions and behavior (Potter & Wetherell, 1987) --as many as sixteen practices of news use were identified and subsequently labeled as: reading, watching, viewing, listening, checking, snacking, monitoring, scanning, searching, clicking, linking, sharing, liking, recommending, commenting, and voting. This paper addresses these different forms of news use by illustrating them in the words of users themselves. Our results challenge the generally taken-for-granted automatic link between news media, news technology, and news user practices. In addition, this paper illustrates how the 16 user practices discerned order, control, organize and anchor other user practices and the time and environment in which they occur. Finally, the results show how over the past decade, news user practices have become completely ingrained in our everyday lives.

BEYOND CLICKS AND HITS: EXPLORING DIGITAL NEWS USER PRACTICES

Groot Kormelink, Tim; Costera Meijer, Irene

› VU University Amsterdam, Netherlands

The digitalization of journalism has enabled news organizations to minutely monitor the behaviour of online news users. At the time of analog news production, journalists only had an imaginary notion of their (implied) readers and viewers, but today, audience metrics like clicks, hits and views tell them exactly and often in real time how many users are spending how much time on which news item. While some scholars note that metrics have helped news organizations become more understanding of and responsive to users and their interests (Lee, Lewis & Powers, 2012; Nguyen, 2013), far more often the impact of metrics on the news selection of professionals is evaluated from a critical perspective. Clicking patterns are interpreted as evidence that users are more interested in "junk news" (entertainment, sports, etc.) than in news about public affairs, leading journalism scholars to worry about the implications for citizenship and the vitality of democracy (Boczkowski & Mitchelstein, 2013; Boczkowski, Mitchelstein & Walter, 2010; Nieuwsmonitor, 2013; Tewksbury, 2003). While these scholars take metrics at face value, this paper illustrates how clicks are a limited instrument for measuring interest in news, as clicking is only a marginal part of users' online news behaviour. Exploring people's digital news use, a range of user practices were found, including clicking, checking, snacking, scanning, and monitoring -- referred to under one umbrella as 'browsing'. Rather than using audience metrics or surveys, this study employed large-scale qualitative journalism research methods such as sensory ethnography and the think-aloud protocol. 56 people were observed and interviewed in an everyday setting when browsing digital news. A wide spectrum of research participants were included, among which young (20-35) and old (50-65) users, light and heavy digital news users, laggards and early adopters. What were their motives, considerations and experiences involved in the browsing of news? What did it mean when they clicked on a news item, and what did it mean when they did not? The results suggest that there is no one-to-one ratio between clicking behaviour and level and type of interest in news. Indeed, browsing behaviour appears to be far more representative of users' news interests than their clicking patterns. Digital news user practices such as checking and monitoring may not involve any clicking, but do inform the news user of the most recent and relevant developments in public affairs. Transporting Schudson's (1998) notion of monitorial citizenship into the 21st century, this paper suggests that democracy might not be as threatened as is often assumed.

THE FEDERATED IDENTITY MANAGER: KNOW YOUR VISITORS' CROSS-WEBSITE NEWS CONSUMPTION

Van Damme, Kristin; Evens, Tom; Verdegem, Pieter

› iMinds-MICT-UGent, Belgium

Digitization has transformed the news media industries and markets. Since the emergence of the Internet two decades ago, readers have increasingly been turning to online environments to consulting news content. This research aims to investigate the concept of a federated identity manager (FIM) as a means to protect the current business model of news publishers in an online environment. The main goal of this FIM is the transformation of anonymous users into registered users, getting better insight into the online news diet of the consumers. This industry-driven research project is unique because of its scale and diversity in media partners. All major Belgian media organisations joined the project, covering the whole regional ecosystem. The research combines two un-ignorable tendencies. First, news publishers increasingly feel the need to adapt their current business model due to a blurred, cross-platform audience. Audiences are scattered over both traditional and new media, finding a virtually endless stream of news updates. This lead to the second tendency: audiences increasingly rely upon subsets, or 'repertoires' of their preferred news to cope with the overwhelming news offer (Taneja, Webster, Malthouse, & Ksiazek, 2012). The fragmentation of the audience puts the emphasis on capturing audience attention instead of content production and delivery (Doyle, 2013). To attract the user's attention, news organisations need to redefine their audiences, know what news they consume

online, and preferably on what device. To fill the need to reconnect with the online news readers, ten Belgian news media companies decided to cooperate in January 2013 in order to develop a federated user manager, identifying users across the news websites in the whole regional media ecosystem. The goal of this paper is to assess the potential of this media innovation, and to find the conditions for an optimal user acceptance of the service. To gain insight in the user support of the online identifier, an online questionnaire has been launched in Flanders (northern part of Belgium), addressing all Internet users. The survey (N = 981) has been undertaken by a representative sample, weighted by gender, age and economic activeness. The survey covers different topics, including news consumption, news interest, the use of logins on websites and the introduction and adoption potential of the identity manager. The adoption potential of the Media ID is measured using the Product Specific Adoption Potential (PSAP) scale, a segmentation tool that enables an adequate prior-to-launch profiling of the different potential adopter segments (De Marez & Verleye, 2004) and has been applied to a wide variety of media innovations (including digital television, mobile television, mobile Internet, smartphones etc.). The results provide publishers with an estimation of the market potential for an identity management system and learn about the drivers and barriers for uptake. The level of news interest is the main segmentation determinant, along with ease of use and access to an increased news offer. Audiences who are less eager to adopt the service tend to be more privacy concerned.

RECONCILING INSTRUMENTAL AND NORMATIVE USER EXPECTATIONS IN JOURNALISM. A KNOWLEDGE THEORETICAL MODEL AND EMPIRICAL EVIDENCE

Reineck, Dennis
› University of Hamburg, Germany

Internet users, television viewers, radio listeners and newspaper readers often do not use what are deemed quality journalistic media. In liberal media systems such as the US, channels like CNN attain only meager ratings and in Germany's PBS-system, the shares of public broadcasters ARD und ZDF have also dwindled over the years. Tabloids like the British Sun and German Bild are amongst the newspapers with the highest circulation in Europe. Users are conscious of the fact that their media preferences are frequently at odds with the official view of what constitutes good journalistic media and they also don't believe tabloid media are front runners in quality journalism (cf. Bird, 1998). How might one explain this schism: On the one hand, what is acknowledged as "low quality" journalism is often preferred, on the other media users seem to be aware of what constitutes "high quality" journalism. From a knowledge sociological perspective (Berger & Luckmann, 1966), two levels may be distinguished. First, there is the level of everyday action. At this level, media use is determined by instrumental expectations, much in the way the uses & gratifications approach sees it (e.g. Katz et al, 1973). Quality here is a question of whether journalism caters for the individual wants and needs of media users on a daily basis (Wolling, 2002; Gehrau, 2008). Users have a rich stock of media experiences and instrumental knowledge of (journalistic) media, i.e. they know what media they "like".Second, there is the social and public discourse level. Here, media are subjected to discursive scrutiny. The quality of journalism goes from being a question of individual taste to a contested field that is dominated by the hegemonial view that certain media are "objectively" better than others. Democratic norms and professional principles play a key role at this level (McQuail, 1992; Rager, 1994), leading to specific normative expectations of journalistic media. The audience is aware of this official view of journalism and has a corresponding stock of normative knowledge, i.e. they know how good journalism is "supposed" to be and what one is "supposed" to use.Of course, this distinction between action and discourse is analytical. On the ground, individuals' media use functions as a quarry for discursive arguments, just as normative arguments in discourse have implications for individual media use. Exploratory evidence for the model was gathered using focus groups and a survey. 78 participants from Germany between the ages of 18 and 25 discussed good and bad journalism and negotiated discrepancies between mainstream definitions of quality and their own choice of media. This age group was chosen because digital natives have developed new ways of using media, often at odds with incumbent modes of media use. The results suggest that instrumental and normative aspects undergo a complex liaison in discussions on the quality of journalism, showing that concepts of user quality have to take both levels into account. This also implies that a balance has to be found between media systems aiming at public value and market-based systems.

THE RISE OF A NEW GATEKEEPER: TRUST IN NEWS SELECTION ON SOCIAL MEDIA BY PEER USERS.

Van Damme, Kristin
› iMinds-MICT-UGent, Belgium

How audiences consume news media is impacted by the radically changing news landscape. Traditional news outlets are accompanied by digital and interactive news platforms, such as websites, applications and news updates on social media sites. News media are ubiquitous and the infinite stream of news updates tends to become overwhelming. In order to tackle the wildering diversity of information updates audiences develop media literacy skills (Nyre & Puustinen, 2013). This multi-method research aims to investigate how users on the social media platforms Facebook and Twitter are entrusted by peers to filter the news offer to a manageable information flow. Historically, the news flow was controlled by gatekeepers such as journalists, news agencies and editors: they had the decisive power to select the 'newsworthy events' (Harcup & O'Neill, 2011). The news supply was scarce, so information on current affairs needed to be reduced to a limited news selection. The Internet, however, brought an end to this scarcity in supply. Especially social media have challenged the journalist's right to decide for the public what news is (Knight & Cook, 2013). News readers have become gatewatchers and can participate in the online publishing process (Bruns, 2005). On social media sites, news items are being shared with peers, whether or not supplemented with a personal statement. As a result, social media increasingly serve as news aggregators, linking to news content that appears on various websites. Shared news updates infiltrate the audiences' news media repertoires, which is defined as the result of accumulated selective exposure to specific news media outlets (Hasebrink & Popp, 2006). This research aims to investigate how news consumers decide which peer users they trust to filter the online news supply. Trust can be defined as a relationship that associates two parties who accept the vulnerability to the actions of others with the expectation of a particular outcome (Pavlickova, 2013). Looking at news consumption on social media, this relationship links the audiences who seek news updates with people or organisations that select, (re)phrase and present news updates and information. Moreover, news found on alternative information sources like social networks are deemed to be more authentic (Quandt, 2012). The study proposes a multi-method design. An online questionnaire (N = 1229) has been launched in Flanders (northern part of Belgium), addressing Facebook and/or Twitter users. The survey covers topics such as general news consumption, the use of social media and social media as a news platform. The quantitative data is then thickened by an exploratory research (n = 31) that combines in-depth interviews with social network analysis. This research phase provides a thorough insight in trust strategies applied between users of a social network. Results will provide an insight on the gatekeeping role users assign to peer users, looking at Twitter and Facebook. The two media platforms are compared, elaborating on the similarities and differences of the platforms, with an emphasis on trust strategies in news selection.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 11. JOURNALISM STUDIES (A) - JOURNALISM IN THE DIGITAL AGE: GAMIFICATION, AUTOMATION AND DATA-DRIVEN JOURNALISM

› Location: Room 3A, Ground Floor

THEORIES OF JOURNALISM IN A DIGITAL AGE

Steensen, Steen[1]; Ahva, Laura[2]

› [1]Department of Journalism and Media Studies, Oslo and Akershus University College of Applied Sciences, Norway; [2]School of Communication, Media and Theatre, University of Tampere, Finland

This paper investigates contemporary notions of theory in journalism studies. In the past 15 years or so, journalism research has paid much attention to how digitalization is changing journalistic practices, cultures and institutions. During this period, the research field has gradually adjusted itself to the fact that digitalization is not merely an external factor that has effects on journalism. Many scholars have argued that we need better ways of conceptualizing what journalism is and how it develops in a digital age, and that we need to move beyond the traditional and at times competing perspectives taken from the disciplines of sociology, political science, history, language and cultural studies and incorporate a wider range of theoretical perspectives to be able to do so (Zelizer 2004; Löffenholtz 2008; Michelstein & Boczkowski 2009). There is, however, a lack of knowledge regarding what the theoretical trends within the interdisciplinary domain of journalism studies today are, and to what extent contemporary inquiries into journalism are framed by emerging theories and perspectives. To fill this knowledge gap, we have conducted an analysis of more than 9000 metadata keywords and 195 abstracts found in the 14 first volumes (2000 to 2013) of the two most internationally acknowledged journals dedicated to journalism studies; Journalism -- Theory, Practice and Criticism (published by Sage) and Journalism Studies (published by Routledge/Taylor & Francis). The analysis is guided by the following research questions: What are the dominant disciplinary perspectives and theories in these journals? Has there been any change from 2000 to 2013 in how -- and to what degree -- inquires into journalism are theoretically framed? The findings of our analysis indicate that there has been a move towards greater theoretical awareness in journalism studies since 2000, but that (implicit) grounded theory is still the most dominant approach. However, we do find an increasing variety of theoretical approaches, especially from the fields of social science and technology, and economics. Furthermore, there has been a broad paradigmatic change in journalism studies since 2000 from perspectives of political science to sociological perspectives. A last important finding is that aspects related to philosophical perspectives (e.g. ethics and objectivity) are becoming increasingly important for journalism studies. However, these aspects are not viewed through perspectives of philosophy, but are analysed in sociologically oriented frameworks such as professionalism. We therefore conclude that journalism studies could benefit from a greater consideration of philosophical perspectives in its strive to understand what journalism is in a digital age. We also conclude that journalism studies is starting to bridge its many different and at times competing interdisciplinary perspectives and is set on a path moving towards becoming a discipline of its own.

THE GAMIFICATION OF NEWS: TOWARDS A NEW FRAMEWORK FOR RESEARCHING GAME MECHANICS IN JOURNALISM

Ferrer Conill, Raul

› Karlstad University, Sweden

The traditional newspaper is declining and journalism has embraced digital media in its struggle to survive. New models of delivering news to the public are being explored in order to increase the levels of readership and user engagement. This paper introduces a new framework for researching the application of gamification techniques in journalism. Gamification, defined here as the use of game thinking and game mechanics in non-gaming environments, adds a layer of game elements for the main purpose of improving user engagement. The proposed framework will allow for a simple analysis of news websites in the search of gamified elements. The innovative concept of gamification is deconstructed into elements that can be introduced on top of an online news service. These elements are placed in three different categories: dynamics, which relate to the narrative and purpose of the gamified layer, providing the system with a sense of direction; mechanics, which relate to the processes aimed to create engagement and the strategies aimed to provide the system with momentum; and components, which relate to the visible game elements embedded in the system aimed to create flows of interaction with the readers. These elements are then evaluated in terms of level of playfulness and the underlying intention of implementation, whether it is to motivate readership, participation, or to broaden the level of knowledge of the reader. Gamification has shown to be an effective method to attract the attention and engagement of users in various domains, and it has been slowly implemented in digital journalism as an attempt to increase the number of readers, by stimulating the intrinsic motivation, creating and/or maintaining the habit of consuming news in the audience, and empowering young readers. It has the potential to affect the way journalists write the news, to shift the topics that are introduced in the production pipeline, as well as to shape new patterns of consumption. However, current research on the intersecting points between gamification and news is practically non-existent. This papers aims to contribute to this new area of research within journalism studies and to suggest some tools to analyze and understand the new iteration of digital journalism. Theoretically, this paper focuses on the motivational aspects of games and discusses the approaches on which they can be incorporated in the distribution channels of digital news. Finally, it analyzes some of the current examples of gamified digital newspapers and discusses why certain mechanics, such as unlocking content, progression, status, and the social graph are particularly suited to journalism, and to tap into the emotional drive of the emerging mobile audience.

NEW JOURNALISTIC FORMATS: CURATION AND AGGREGATION

Bakker, Piet

› Technical University Utrecht, Netherlands

Making money online with news is not easy. The audience is reluctant to pay and advertisers only want to pay very little. Producing original content is expensive. Media tried to 'solve' this problem by re-using content from other outlets, operate websites at a loss, or using user-generated content. A solution that has become popular recently is using content from other media, either by a 'scrapping robot' (aggregation) or having humans search and publish content (curation). With curation the 'found' content is basically re-written without adding original content. In the UK, media group Local World refers to these -- highly recommended -- practices as "skimming" and "harvesting" content. Aggregation and curation have been met with fierce criticism as many media consider it 'stealing'. Media workers have been reprimanded for 'over-aggregation' (taking too much content without correct quotes) or for a lack of source attribution. In theory both curator and curated should benefit as interested users are supposed to go to the original source. In practice, however, curators have benefited more because a well-curated story is often enough for the user. End-users, however, profits as content is available on more platforms. These content-finding strategies, however, have become an important model for media, as they fit perfectly in a low revenue environment like the World Wide Web. They also could be considered as a new form of journalism (Anderson, 2013) that should have a place at J-schools as well (McAdams, 2013). In this paper we first discuss the concepts of aggregation and curation, as there seems to be much confusion about the meaning of the different terms. Our theoretic framework rests on the notion that the highly competitive environment of the web asks for content models that are different from traditional models. Taking a normative stand against low-cost models does not seem to be a practical solution for researchers. Aggregation and curation should therefore been seen in a broader context of other low-cost strategies media employ to gather content. We investigate aggregation and curation models. Automatic aggregation by scrapping robots is employed by local news models, relying only on low-revenue advertising. Because of smart SEO-strategies these models tend to end

up high on Google search pages. In national and specialized news publications aggregation is less popular although it can be found there as well. Curation is used not only by start-ups and niche media but also by established special interest media and websites of legacy media. Results show that models are extremely diverse but at the same time widely available; source attribution is often a problem. Journalists -- curators - seem to have problems with acknowledging the fact that content published is not always original. References Anderson, C.W. (2013). What aggregators do: Towards a networked concept of journalistic expertise in the digital age. Journalism 14(8). 1008--1023. McAdams, M. (2013). Aggregation and curation in journalism. Teaching Online Journalism. http://mindymcadams.com/tojou/2013/aggregation-and-curation-in-journalism/

A CITIZEN VIEW ON THE CREDIBILITY OF MACHINE WRITTEN NEWS

van der Kaa, Hille

› Tilburg University / Fontys University of Applied Sciences, Netherlands

The automation of journalism has entered a new phase with the rise of computer-written news articles. Although algorithms were already being developed since the late nineties (Theune, Klabbers, Odijk, De Pijper & Krahmer, 1998), news companies just recently started to work with them. They started to publish automatically written news generated on statistical information and a set of stock phrases without human interference. Companies like Narrative Science and Arria are growing rapidly. Graig Silverman, award-winning journalist and Adjunct Faculty at the Poynter Institute, believes these new techniques will approve accuracy and journalism quality. Van Dalen (2012) states that journalists see the advantages of an algorithm as an unbiased reporter. But do newsreaders agree on this? Do citizens think automatically generated news stories are as trustworthy as human written articles? Research on media credibility has typically focused on two main dimensions of media credibility: source credibility (Sundar, 1998; Greer, 2003; Miller and Kurpius, 2010) and medium credibility (Gaziano, 1987; Kiousis, 2001). Source credibility has seen as a key factor in how audiences interpret messages (Hovland, Janis, & Kelley, 1953). Research on source credibility typically focuses on the elements of the message source (such as the journalist or the news organization), whereas research on medium credibility focuses on the medium through which the message is delivered (for example magazine compared to website). In addition, media scholars highlighted the influence of audience-based variables in their judgment on source and medium credibility. These include variables such as age, education and gender (Golan, 2010). In this research we focus on the perceived credibility of a citizen in relation to the creator of a news item. To be more specific: we want to find out if there is a difference in the perceived credibility of citizens towards a news article written by a computer or journalist. This experiment is a 2 (author: computer of journalist) x 2 (story topic: sport or finance) between-subject design. Online articles are created that vary in author and story topic. The manipulation results in two independent variables: author and topic. In an additional experiment, the longitudinal effect of machine-written news will be measured. Preliminary results show a preference for a machine written source in basic straightforward news articles. The topic is of influence. The complete outcome of this study may result in a broader discussion on how we teach journalism today. What if citizens find a computer more credible? What does it mean for journalism in general? Will it take over part of a journalist's role? And: do all journalism students need to learn about these techniques? A paragraph about these topics will be added for the ECREA conference.

DATA DRIVEN JOURNALISM: EMPOWERMENT OF CITIZENS. AN EXPLORATIVE STUDY CONCERNING ROLE MODELS OF DATA-JOURNALISTS

Ralf Spiller [1], Stefan Weinacht [2], Andreas Köhler [1]

› Macromedia University for Media and Communication[1], University of Westfalia[2]

Introduction

In recent years data driven journalism has become a topic for a wider audience. This was caused by the publication of secret documents bei Wikileaks as wells as by famous data stories published by the Guardian, Washington Post and New York Times. It is also increasingly practiced and taught in journalism schools.

At the core of data journalism is the collection, analysis and visualization of digitized information with the aim of a journalistic publication. This new practice or phenomenon stands in the tradition of Computer Assisted Reporting (CAR) and Precision Journalism (Meyer 2002; Leßmöllmann 2012). It has similarities to science journalism and investigative journalism.

The present study attempts to describe for the first time empirically data driven journalism in Germany in its fundamentals and outlines its consequences for citizens. The study is particularly concerned with the role of data journalists in the media system.

State of research

The European Journalism Centre examined in an international study qualification requirements of data journalists (Bradshaw 2011). Furthermore there are some shorter articles describing and analyzing some data driven journalistic projects (Matzat 2011; Beckedahl 2011; Leßmöllmann 2012). In-depth research papers are not available on the subject so far. A study that specifically deals with the role of data journalists is not known.

Theoretical approach

The investigation is based on the structural functionalist role theory as it was developed by US- American sociologists such as Linton (1936, 1965), Merton (1949), Parsons (1951) and further advanced by authors such as Biddle (1986) in the United States and Dahrendorf (1959, 2010) in Germany. Roles are regarded as institutionalized transformation processes (Schülein 1989, 491-492).

Research Method

As an empirical base serve 35 structured interviews with data journalists. This is probably the total number of data journalists working in Germany in spring 2013. They were recruited by a systematic research and recommendation process (Schnell, Hill, Esser 2008).

Conclusion

The expert interviews disclosed various facets of data driven journalism, focusing on the three key stages of operation: data collection, data analysis and data visualisation. Differences of data journalism compared to traditional journalism are, among others, that the selection and interpretation of the data is usually left to the recipient. In consequence this is an empowerment of users and readers. The gatekeeper function of journalists is diminshed, their influence as well. Additionally data driven journalism differs from traditional journalism in the radical disclosure of the research results through the publication of original records. This accounts for a higher transparency and accountability of the journalist´s work. Finally data driven journalism is much more team work than traditional journalism since the necessary skills are usually not obtained by one person alone.

It also turned out that the role and activity profile of data journalists differ in various dimensions compared to the average journalist in Germany. While the information function of journalists scored relatively low, the criticism and control function was particularly pronounced. The self perception was also strongly marked by allowing readers and users new opinions and to communicate new trends and ideas.

Literature

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14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 11. JOURNALISM STUDIES (B) - FOREIGN CORRESPONDENCE: DIVERGING WORLDS

› Room 3B, Ground Floor

NEWS AGENCY JOURNALISTS AND THE EUROPEAN UNION -- MORE THAN JUST RAW MATERIAL?

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The question of how mass media report on the European Union and their role in creating a European public sphere has triggered great academic interest. Major research projects as well as both comparative and single-country studies reflect this interest and have resulted in an impressive literature corpus (e.g. AIM; Europub; de Vreese; Pfetsch; Firmstone, etc.). The majority of studies in this field tend to focus on the daily press and audiovisual media only. The role of news agencies, however, has hardly been investigated -- despite, or possibly because of, their function as important, yet silent, news providers working mostly out of the spotlight. In this research project news agencies -- news agency journalists in particular -- take centre stage. The main research question is: How do news agency journalists produce EU news? The study claims not only to describe but also to explain the correspondents' daily work as well as the conditions under which they produce news on the European Union. The project follows an approach by German sociologist Uwe Schimank, who combines Giddens' structuration theory with elements from action theory in order to examine the dynamics between individual actions on the one hand and external structures on the other. To answer the research question the author conducted 35 guided interviews with EU correspondents in Brussels. The sample included national news agencies from all EU member states as well as the international players Reuters, AP and AFP. The interviews were accompanied by a think aloud protocol in which the journalists were given a press release from the European Commission and then talked the interviewer through the different steps of the news production process. The results show that Brussels constitutes a (political-bureaucratic) microcosm whose peculiarities impact on the work of agency correspondents. The Commission's daily press conference constitutes the fixed point of the journalists' routine. Unsurprisingly, their work and output are highly guided by the EU calendar. Another striking aspect is the comparatively low level of competition. Rather, the Brussels press corps is characterised by a high degree of cooperation. Competition runs along a national line and hardly between news agencies, which often profit from their national monopoly. The think aloud protocol reveals great similarities. Most of the journalists agreed they would turn the press release into a news story and that the story be quite short, requiring no or only little further research. Furthermore, focusing on the national angle was essential for all journalists. The interviews underline that the journalists work within a certain framework that is highly deter-mined by the EU institutions. Their actions are limited by a range of factors such as time pressure, lack of resources or the EU calendar. On the other hand, however, there remains room for autono-my. Their example highlights the dynamic between individual actions on the one hand and structures on the other.

THE CHARM OF REPORTING CHINA: A CLOSE OBSERVATION OF THE FOREIGN CORRESPONDENTS' NEWS PRACTICE IN CHINA

Zhang, Zhan
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The role of international news is growing within the context of greater political and economic interdependence among nations, and the mainstream media's agenda in reporting international news is consistent with the nation's diplomatic relationships and foreign policies (Chang, 1998; Dorogi, 2001; Yu and Riffe, 1988). In recent years, China began to receive more and more media exposure internationally (Peng, 2004; Wilke & Achatzi, 2011) due to the growth of both the economic strength and politic power. However, the still-in-control media environment kept limiting foreign correspondents' reporting activities in China and the overall reporting was still more negative than positive (e.g. Goodrum et al., 2011; Huang & Leung, 2005; Liss, 2003; Peng, 2004; Wang & Shoemaker, 2011). Many studies have been carried out within a content analysis framework to see how the image of China is presented by international media outlets, but very few studies really got in touch with the group of foreign journalists working in China to understand their encounters, problems and solutions during their daily news making practice in China through an interpretative approach. To provide a theoretical base for this paper, factors influencing news making, media accountability, instrumental actualization, and framing theory are considered from different perspectives. The author used one-year participant observation (working with 2 foreign correspondents) as well as in-depth interviews with other 20 foreign correspondents and 38 news assistants (the Chinese employees who help the daily work of foreign correspondents) who are located in Beijing, Shanghai and Hong Kong in order to find out: 1) how the different inter-media accountability functions were involved into the decision making process of the foreign correspondents news practice in China? 2) what are the main problems the foreign correspondents encountering nowadays in China and what are their solutions? 3) Any changes of the political, economic and social environment had influenced their news making from 2008 (when the degree of press freedom in China was obliged to change) till 2013 (when the journalists from the New York Times and Bloomberg News Agency were struggled for their new journalists visa under the political pressure by the Chinese authorities)? And 4) whether China's media diplomacy strategy seem to have any impact on how China was discussed in the international media (especially Western media)? The main findings exposed a great part of work contributed by the invisible group- news assistants group- to the news practices of foreign media in China (none studies discovered before). The foreign correspondents still have difficulties to access official information and doing interviews in China both for political reason and language reason. The overall reporting environment for foreign media went back to a sensitive and closed model within increased tension between the correspondents group and the Chinese authorities from 2008 to 2013. The development of social media (i.e. Weibo) somehow helped the foreign correspondents to understand the public opinion of Chinese society and the impact of China's media diplomacy strategies remained very limited from the view of foreign correspondents in China.

HOW MIDDLE-EAST CORRESPONDENTS DEAL WITH CHALLENGES TO JOURNALISTIC NORMS. COMPARING THE MERITS OF 'FIELD THEORY' AND 'WITNESSING THEORY' FOR SOCIOLOGICAL RESEARCH.

Vandevoordt, Robin
› University of Antwerp, Belgium

Foreign correspondents reporting from the Middle East are often confronted with situations in which journalism's central values and practices cease to be self-evident. Living up to the ideals of objectivity, impartiality and supporting evidence becomes more difficult in settings where information is notoriously

hard to access and verify, and where the confrontation with witnesses' harsh reality can be extraordinarily intense. In this presentation I will compare the analytical merits of 2 recently emerging theoretical perspectives, in explaining how Middle East correspondents deal with challenges to the norms and practices normally characterising journalism. On the one hand, I will explore the use of Bourdieu's field theory for understanding the practices and experiences of foreign correspondents. In this theory, journalists' dispositions (thus including one's practices, emotions and experiential structures) are thought to have emerged through socialisation in a particular journalistic field, in which journalists learn to think, feel and act according to the rules of the field. According to this theory, a key factor determining how journalists deal with such situations -- and whether it causes them to experience frustrations -- is the nature and place of their primary socialisation in the journalistic field. Whereas some foreign correspondents received their primary training in the particular format or genre in which they currently report (e.g. short articles for flagship television news programmes), others may have become foreign correspondents because of particular qualities they developed outside the journalistic field (e.g. knowledge of Modern Standard Arabic). Such differences in the formation of the 'field' in which these journalists work, may help to explain why some journalists experience more difficulties and frustrations in maintaining key journalistic norms than others. Based on Bourdieu's field theory, other key variables may comprise cultural capital (e.g. knowing the local dialect and country), the particular nature of social capital (e.g. knowing locals and/or expats) and economic capital (e.g. the means to make longer, more detailed reports). On the other hand, I will compare the use of Bourdieu's theory with 'witnessing theories' (e.g. Frosh & Pinchevksi). Based on the latter, one would claim that journalists' way of dealing with such ambiguous situations are in first instance determined by the nature of the particular situation in which they find themselves, rather than the professional background of the journalist. Frustrations and difficulties with the general norms and practices of journalism then arise from the degree in which journalists are able to express and represent the nature of the reality they are confronted with. It may then be expected, for instance, that correspondents providing short event-centred articles will experience more conflict with prevailing journalistic norms, in comparison to reports providing larger, more nuanced reports. This presentation will make use of both primary and secondary data to explore the use of Bourdieu's field theory. Primary data will consists of 10 to 20 qualitative interviews with Belgian and Dutch foreign correspondents, with a particular focus on Middle East correspondents. Secondary data will consists of recent journalist memoires and existing empirical studies on foreign correspondence.

FOREIGN CORRESPONDENTS REPORTING THE CYPRUS CONFLICT

Doudaki, Vaia; Milioni, Dimitra

› Cyprus University of Technology, Cyprus

The Republic of Cyprus, a small country located at the east Mediterranean Sea and being the north-eastern border of Europe, has traditionally appeared in the international media mainly through the Cyprus Problem, which is the unresolved 40-year-long division of the island. This chapter examines how the Cyprus conflict is reported from the island and for the island. For this purpose, quantitative and qualitative data are collected through in-depth interviews from foreign correspondents working in Cyprus for foreign media and from journalists that live abroad and work for Cypriot media. Building on the work of previous research on foreign correspondence (Naveh, 2002; Hamilton and Jenner, 2004; Hannerz, 2004) and focusing on issues of conflict-reporting the present study looks at how the practices and values of foreign correspondents affect their news coverage, together with the organizational and technological factors that shape, facilitate or impede their work (Wu and Hamilton, 2004; Reynolds, 2010; Hess, 1996; Boyd-Barrett and Rantanen, 2005). The study pays particular attention to issues of access to information, sourcing practices, and gate-keeping processes at work, through the analysis of which stories make it into the correspondents' national news agendas, of who makes the decisions, and according to which ideological and news values.

DIVERGING WORLDS OF FOREIGN CORRESPONDENCE: A PROFESSION BETWEEN CONTINUITY AND CHANGE. EVIDENCE FROM THE GERMAN-LANGUAGE COUNTRIES

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Traditional foreign correspondence as embodied by professional full-time journalists is said to have been diminished and increasingly been substituted by new forms of foreign correspondence (Hamilton/Jenner 2004; Hamilton 2009). Foreign correspondents seem to have become an "endangered species" (Willnat & Martin 2012). Yet, evidence for the decline of the traditional correspondent mostly steams from the US or British context, and the question whether new forms such as parachute journalism and integration of amateur reporters actually plays a role equivalent to that of traditional foreign correspondence still needs to be put to an empirical test. Therefore, our study tests both hypotheses: The one about the decline of the traditional correspondent and its substitution through new forms of correspondence. Going beyond studying foreign correspondence from and in the US, it focusses on foreign correspondence in the German-speaking countries (Austria, Switzerland, Germany). Based on responses from 211 foreign correspondents gathered through an online survey of a total survey population of 730 cases, this study reconstructs the journalists' assessments of their working conditions. The definition of foreign correspondent for this study is based on two criteria: The journalist works for a professional media outlet and reports to audiences abroad. While public relations agents and other actors not working for journalistic media outlets where thus excluded from the sample, freelancers and part time journalists remained in the sample. The study finds that the traditional correspondent may be more resistant to change than expected. The correspondents show stable demographics as compared to prior studies of foreign correspondents, and tend to be fairly experienced journalists with a professional experience of 11.9 years on average. Only a few correspondents reported additional other employments (only 19 out of 211) such as writer, translator or researcher. In the perception of the correspondents, working conditions are not worsening for everyone. Rather, we find a split between different worlds of foreign correspondence: Almost every other interviewee answered that foreign correspondence has changed to the worse, yet this also means that a narrow majority of journalists did not agree with this statement. While there was wide agreement about increasing time pressures, we find the same divide on the question whether resources have been cut down: Roughly half the correspondents agree, while the other half does not. At the core of the group of journalists with deteriorating working conditions are free-lance journalists, while global news agencies like Reuters provide working conditions that are relatively good and stable. The hypothesis of the increasing use of new forms of foreign correspondence like amateur journalism, parachute journalism or foreign correspondence from the desk at home does not find much support. Foreign correspondents do not observe that these trends actually happen in their media organizations. Future study should therefore be more cautious with sweeping statements about the decline of foreign correspondence for all kinds of media outlets in all countries. The key question lies in identifying the contexts under which deteriorating working conditions are found, and the contexts in which new forms of foreign correspondence may actually thrive.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 11. JOURNALISM STUDIES (A) - PRACTICES OF JOURNALISM: UNDERSTANDING THE NEWSROOM

› Room 3A, Ground Floor

'IT'S LIKE A FAMILY!' - THE UNITY AND COMMUNITY OF JOURNALISTS

Line Hassall Thomsen [1]

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To journalists at traditional broadcast media these are times of insecurity and opportunity, rapid change and ever-growing competition. In the face of growing pressure, the unity and community of journalists employed at traditional broadcast media is increasingly strengthened. This paper explores the strong practice-community bonds existing between journalists employed at competing traditional broadcast media.

Drawing on a two-year period of ethnographic fieldwork conducted in the newsrooms of BBC News, ITV News, TV Avisen and TV2 Nyhederne, this paper will present a methodological approach to studying journalists at work. During fieldwork, this study found journalists at competing newscasters to be working in very similar ways, while expressing a strong relational bond. In order to explore this bond, this paper examines what is core and what is periphery to the journalists within the newsroom.

One of the key findings is that each newsroom is very much connected to competing newsrooms by way of everyday practice-communities, both real and imagined. This finding will be the starting point for a mapping of connections and relations linking competing newsrooms. In mapping out the boundaries between those inside the practice of news work and those outside of it this study is inspired by Wolf (1966) and the onus of focusing on boundaries put forward by Wenger (1998).

Using a case study from fieldwork spent among the journalists working at the Danish parliament, the paper illustrates how competing journalists in practice may work together, share information and sources and form intimate friendships. While waiting for the Prime Minister in the corridors of Parliament, one DR reporter explained the relationship with competing newscasters with the phrase: 'It's like a family here!'. The notion that competing journalists experience strong bonds akin to family relations will be explored and illustrated with a focus on how this bond affects both the everyday practice of production and the professional community of journalists.

The notion of journalists as a family-like community will be explored from different perspectives. The paper illustrates both some of the uses of a journalistic practice community and highlights some of the problematic consequences of strong family-like bonds. It will be shown how the practice-community bonds and friendship relations across broadcasters work as a way for journalists to stand together against pressures from outside the profession. In this sense, the strengthened unity of the journalism profession can be seen as a resistance towards market driven ideals and editorial competition.

PRESENTATION OF IDEAS IN THE NEWSROOM A COMPARATIVE STUDY OF HOW IDEAS ARE PRESENTED AND RECEIVED AT MORNING MEETINGS

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Every day in news organisations with daily deadlines, editors and reporters meet to discuss ideas for the next productions. These morning meetings constitute a forum for presenting, assigning, following up on and negotiating ideas for stories for the next day's newspaper or news broadcast (Bantz, McCorkle, & Baade, 1980; Clayman & Reisner, 1998; Cotter, 2010; Van Hout & Jacobs, 2008). Though this is not the only forum, in which ideas are launched and negotiated, the decision-making at the meetings is part of the gatekeeping function (Clayman & Reisner, 1998; Golding & Elliott, 1979; White, 1950) of the media, as ideas are accepted, transformed or eliminated (Bantz et al., 1980; Gravengaard & Rimestad, 2012) by the participating editorial staff. In this study 26 meetings, consisting of more than 10 hours of data and 500 idea presentations, from two major Danish news organisations, 11 meetings from regional TV stations and 15 meetings from a national newspaper, have been videotaped and analysed in order to examine how ideas are presented and received, and how the deontic rights (Stevanovic & Peräkylä, 2012) are distributed between the participants. The method used is conversation analysis, the study of talk-in-interaction in naturally occurring settings. The burning question in conversation analysis is "why that now", and the analysis can be used to uncover "the often tacit reasoning procedures and sociolinguistic competencies underlying the production and interpretation of talk in organized sequences of talk" (Hutchby & Wooffitt, 2008, p. 12). Sequential organisation in interactions has the power to shape context or renew context in organisations (Heritage & Clayman, 2010). In this way, CA can provide a finely detailed analysis of the small building blocks in a setting and show how these small sequences or interactions are alligned to the workings of larger institutions. There have only been a few studies of story meetings (Clayman & Reisner, 1998; Cotter, 2010; Ekström, 2007; Kärreman & Alvesson, 2001; Van Hout & Van Praet, 2011), though the meetings are pivotal to the planning of the content of the media content. This study is exploratory and a preliminary study in order to be able to analyse and discuss gatekeeping and situated identities of the participants at morning meetings. Using conversation analysis as a method makes an interesting foundation for a detailed, in-depth analysis of the decision-making process, which in turn -- when applied on a larger sample -- can lead to new findings about the autonomy of reporters and the gatekeeping in media organisations.

MULTIMEDIA STORYTELLING: MERELY OLD WINE IN NEW BOTTLES OR BEST WAY TO GOOD PUBLIC NARRATIVES?

Christof Breidenich [1], Marlis Prinzing [1]

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Media, Design and Journalism in an Era of Disruption demand one major challenge for reinvention: multimedia storytelling. This is the combination of the strengths of textual, visual and acoustic approaches. Based on the tensions between the different channels of perception the networked and interactive media offer a broad stage for journalistic storytelling -- and strengthens the role of the public audiences. The importance of the audience increases in technical manners, too: Competences in design and competences in journalism are merging to new user-oriented combinations referring to the quality of content and of experience. What is intended? And: Does this really work in the eyes of the public? In our research we explore: What do multimedia experts from different fields recommend? Which intentions are important for the makers of recent journalistic multimedia projects? Do they succeed or fail to implement themes of interest for a broader public being clear and attractive enough?

We focus 1. non-fiction, 2. the implementation of journalists` core functions in particular within democratic political systems, 3. the transfer and the usability of narration to improve the transmission of news and public discourses, the discourse capabilities and the knowledge within society.

In the project Snowfall about the Tunnel Creek avalanche The New York Times debuted in December 2012 a new multimedia feature audiences and experts liked . Unlike a standard words-on-page article, this multi-"chapter" series integrates video, photos, graphics and sound of snow blowing off a mountain -- a story created in a way that makes multimedia feel natural and useful. This is a benchmark. It was followed by many projects done in newsrooms worldwide. This was the starting point of our recent research: We explored journalistic multimedia stories on several topics (sports, politics etc.) published in 2013 in journalistic media platforms.

Methodology: Guideline-based Interviews and an experiment. Our contribution focuses the comparison a) of key recommendations about perceptions and their effects investigated in guideline-based Interviews with experts on design and journalism, b) key findings and experiences of practitioners responsible for latest multimedia storytelling-projects and c) users who not only might like such project but answer in the setting of an experiment to a structured questionnaire collecting their impressions and findings. Are there hidden potentials? Are there basic misunderstandings between audience and makers?

ANSWERING WITHOUT ANSWERING: SHIFTING AS EVASIVE STRATEGY

Heidi Jønch-Clausen [1], Jonas Gabrielsen [2], Christina Pontoppidan [3], Søren Birkvad
› University of Southern Denmark[1], Roskilde University[2], University of Copenhagen[3]

Politicians attempting to evade critical questions from journalists are not a new phenomenon. However, some forms of evasion are more obvious -- and hence easier to address -- than others.
In a rhetorical case study of 14 of Danish former Prime Minister Lars Løkke Rasmussen's regular Tuesday press conferences, we detected a particularly subtle form of evasion. The inherent trait of this way of answering is keeping within the framework of the elicited subject and issue, but changing the premise of the question.
As a whole, we term this answering strategy shifting. Contrary to the more obvious refusal to answer a question from a journalist, shifting is more difficult to identify in the situation, because at first glance, an answer seems to be provided. By changing the premise of the question, the person answering will extract from the question the critical element. Hence, the individual is in fact answering -- without answering.
Our aim with this paper is to present shifting as strategic prevarication. We will achieve this by, firstly, comparing shifting to the established categories of prevarication. What we term shifting is sporadically described in the literature of journalism, but we have not encountered any systematic survey of the phenomenon. Secondly, we attempt to demonstrate shifting utilizing classical rhetorics and modern framing theory. The two lines of theory converge on the assumption that the understanding of a subject matter is affected by changing the frame or perspective -- which is precisely what characterizes shifting as an answering strategy.
Finally, based on our case study, we will present a concrete typology of three common forms of shifting: shift in time, shift of agent and shift of level. The shift in time features a change of the scope in time that is the basis of the question of the journalist. For example, if the question addresses what was done to resolve a given issue, the person answering will focus on what he intends to do in the future. The shift of agent features questions that are put to the politician in the capacity of a certain function, role or identity, but are answered based on a different identity or role. In a shift of level, the perspective is changed by relocating the discussion either to a more abstract or more concrete frame. The most common version of shift of level is answering a critical question pertaining to a specific case by focusing on the abstract, underlying, ideological motive.
We have found that the three forms of shifting are not restricted to the specific case study that originally inspired us to examine the phenomenon. The answering strategy is thus detected in most situations where an individual is confronted with critical questions from journalists. Thus, we will illustrate our typology with international examples and discuss the challenge that shifting poses to modern critical journalism.

EVALUATING JOURNALISM THROUGH POPULAR CULTURE: HBO'S THE NEWSROOM AND PUBLIC REFLECTIONS ON THE STATE OF THE NEWS MEDIA

Chris Peters [1]
› University of Groningen[1]

While HBO's The Newsroom presents itself as fictional television, its narrative is clearly driven by critiquing American cable news culture, market-driven commercialization, and contemporary journalism ethics. This paper analyses popular reflections on the program to identify what these discourses reveal about public evaluations of the state of the news media. In this respect, it interrogates how citizens engage and communicate with this 'fictional' program -- and each other -- to articulate what is possible and desirable in the 'real world' of journalism. I conduct a multi-phased, audience-centred discourse analysis of key themes and repertoires raised in 1115 lengthy audience posts and discussions on the 'HBO Talk' forums about The Newsroom. This iterative process-based approach stays close to the data by using people's own repertoires to appreciate how they construct meanings of journalism. I further augment this by a LexisNexis-generated analysis of journalistic reactions to the show, to see what affinity these 'insider' responses share with 'popular' sentiments. These findings are interpreted through a theoretical framework that highlights the experiential and engagement potential for citizens via popular culture texts (e.g. van Zoonen, 2012), as well as the growing prominence of metanarratives of journalism over the past few decades (e.g. Berkowitz, 2000) and their strategic embrace by the news industry (Peters 2010).
This study finds that audiences and journalists alike use the show as a catalyst to: 1) 'name and shame' news outlets -- including the fictional Newsroom; 2) engage in political confrontation; and 3) employ the rhetoric and metanarratives of the Anglo-American objectivity regime to (re)define 'good' journalism. In this respect, the tenor of the public response to the supposedly fictional Newsroom reveals a highly politicized scepticism about the actual news media, and a corresponding -- though fairly depoliticized and surprisingly uniform -- nostalgic lament for the journalism of days gone by. Similarly, this paper demonstrates that the traditional modernist discourse of journalism as a public good persists -- both amongst journalists and the public -- despite the evident commercial underpinnings of the American media system. Finally, it uncovers a confidence and willingness by people to embrace media critique but also illustrates that the public response generally lacks a necessary critical media literacy to go beyond politicized accusations of bias.
It is important to note that analysing these postings should not be misconstrued as understanding the experience of watching the program, nor the motivations behind why people choose to go online to discuss it. However, it gives a good insight into how they marshal dominant and oppositional discourses on the purpose and practice of journalism to engage with each other, and the extent to which the (semi)fictional world of The Newsroom acts as portal to evaluate contemporary journalism ethics and practice.
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14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 11. JOURNALISM STUDIES (B) - BUSINESS STRATEGIES IN JOURNALISM: PAYWALLS, START-UPS, AND CROWDFUNDING

› Room 3B, Ground Floor

MARKETS, INNOVATION, BEST PRACTICE -- AN OVERVIEW OF BUSINESS STRATEGIES IN NEWS MEDIA ORGANISATIONS.

Dimitri Prandner [1], Susanne Kirchhoff [1], Roman Hummel [1]
› University of Salzburg[1]

With the beginning of the 21st century the mass media in Western societies faced several crises. Chief among these developments are shrinking audiences and the loss of advertisers among traditional media outlets as - because of ever evolving internet platforms - information became freely accessible.
This is especially true for the previously well-off news media. With the evolution of communication technology and generational shifts in consumer behavior, classic forms of content production and distribution are failing and will continue to do so, as the meme "If the news is that important, it will find me" becomes part of socially accepted practice.
To face these crises media companies around the globe started to adopt different strategies. Ranging from established ideas like staff reductions and the launching of new products to bolder moves that include new business models, revenue strategies and forms of storytelling , like e.g. crowd funding, paywalls, micro

payments, interactive multimedia content and many more.
With these developments, claims by the media as well as society about the societal functions of journalism (that include normative claims about objectivity, truth and supporting the public discourse) are contested and challenged. Thus the discussion about the future of journalism expands into discussions about potential funding that range from expanding public funding towards complete deregulation of the media market.
On an analytical level those discussions focus on three different strategic pillars. Firstly, there are strategies which aim to strengthen the financial position of media companies. Secondly, there are strategies that aim to support the -- however defined -- cultural and public duties that are associated with journalism in specific societies. Thirdly, there are strategies based on culturally specific ideas of successful journalism. Yet many studies have shown that the globally discussed and employed strategies are not only very disparate, but indeed show high variations in success. Furthermore, their cultural acceptance has to be questioned; e.g. several cultural settings would not accept a publically funded media system or the concept of philanthropy.
Using this as a foundation, we will present data from a current research project, providing an overview of the different strategies found in major news organizations from several European countries, including among others Austria, Germany, France, Italy, Switzerland, Spain & the UK.
The success of those strategies will be evaluated against the backdrop of the media companies' specific cultural context and the structural framing they operate within.

PRE- AND POST-PAYWALL CONTENT STRATEGIES IN SCHIBSTED'S REGIONAL NEWSPAPERS

Helle Sjøvaag [1]
› University of Bergen[1]

This paper presents the results from a comparative quantitative content analysis of the paywall strategies of the Norwegian media company Schibsted's regional newspapers. Schibsted is the largest newspaper company in the Norwegian market, and one of the largest in the Nordic region. Its four regional titles Aftenposten, Bergens Tidende, Stavanger Aftenblad and Fædrelandsvennen all erected paywalls during the course of 2013. This paper analyses content strategies before and after the walls were erected, by comparing data from one week of coverage from January 2013 with one week of coverage from January 2014. The paper addresses the salient question of viable future income models for newspapers experiencing drops in advertising revenue on the traditional printed platform -- issues facing editorial media across Europe. As Schibsted's paywalls were erected as part of a consolidation process initiated by the company in 2012, the paper also considers the effect of chain ownership on journalistic content produced for regional markets.

As part of the analysis, the paper compares two different models for digital subscription. Schibsted's largest regional newspaper Aftenposten operates with a metered model, while the subsequent three titles have instituted a freemium model where subscription is required for most of the content while a portion can still be accessed freely. This paper looks at what types of content is put behind the wall and analyses the open and closed content profiles in January 2014 compared to when all content was free in January 2013. Results show that the freemium model primarily reserves content with a particular local and regional affiliation for subscription readers, while wire copy, syndicated lifestyle and sports content, as well as news of particular immediacy -- such as weather and traffic reports -- remain open to non-subscription readers. This paywall strategy suggests Schibsted regional newspapers are intent on retaining local subscribers by displaying a direct relevance to peoples' everyday lives with information they need for local civil, cultural and recreational engagement.

Moreover, the paywall strategies exhibited by the Schibsted newspapers reflect the effects that economic pressures have on traditional newsrooms. Shifting user patterns compel newspapers to divert resources to online coverage, while the publication speed facilitated by web technology suggests journalism has come under increased time pressures as a result of the continuous deadline. As the news radius moves physically closer to the newsroom, this affects content production to the point where the more labour intensive journalistic genres inspire paywalls to a larger extent than do agency feeds and syndicated material. The consolidation strategies of the owner that include centralising production hubs in the sports and lifestyle sections suggests these newsrooms become less omnibus in nature as they move towards specialisation in retaining local audiences.

PASSION, POLITICS AND PLAY IN JOURNALISM START-UPS

Tamara Witschge [1], Mark Deuze [2]
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New endeavors in journalism such as Follow The Money, LocalFocus, TPO Magazine, Sargasso, and NewPaper in The Netherlands (and similar journalism start-ups internationally) challenge conceptualizations of what is news, by whom and how news is produced, and as is the focus of this paper, what news is for. News start-ups display remarkable energy and passion to produce news and to making news matter in an otherwise profoundly precarious professional context. These motivations do not necessarily fit with the predominant scholarly understanding of journalism's role in society: as a sanctioned and boundaried social institution acting as watchdog of government and businesses, as representative of the public, and as providing social cement for local, regional and national communities (McQuail, 2013). In this paper, we propose an alternative approach to gain insight into the mix of passion for news, personal politics and the pleasure of play that drive new actors into the news industry. As such we aim to address some of the central questions of the conference, and question the extent to which these start-ups challenge the distinction made between private motivations, "public interest and the interests of the market", and ask whether and if so how these organisations supersede or surpass traditional journalism's role in society promoting "citizenship, social capital and social inclusion" (source: ECREA2014 conference call).
Employing a bottom-up approach, where the conceptualization of news is formed by those who produce it rather than starting from a preconceived definition, allows a more active role for practitioners, where they are treated as partners and experts instead of reduced to mere objects of study (as is all to common in journalism studies). To get at the personal, the playful, as well as the passionate and political drives, we employ a method of data collection grounded in the methodology of focus groups: we host one or more informal meal(s) at which new news producers tell stories, share their passions and frustrations, question each other critically, and collectively reflect on their doubts and insecurities. Where needed these are complemented by personal, one-on-one conversations to follow up lines of inquiry more in-depth. Such an approach, we argue, provides more insight into why news matters to these producers, and forces researchers to step out of the ivory tower from which it we have long critiqued the functioning of media in general, journalism and journalists in particular.
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CROWDFUNDING IN JOURNALISM - AN INTERNATIONAL COMPARATIVE STUDY

Matthias Degen [1], Ralf Spiller [1], Andreas Köhler [1]
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Introduction
The continuous loss of advertisement revenues and profits calls the ordinary business models of media houses into question. Consequences are an increasing digitalization of content and a reduction in the range of services. Simultaneously alternative business models appear. One of them is crowdfunding which most notably and convincing appears in the USA. Several platforms are established particularly for journalism and thereby facilitate professionally, decentralized and predominantly individually motivated projects.

Various forms of crowdfunding have been introduced to the market. "Crowd Donation" a form of collecting money without giving any consideration back, "Crowd Sponsoring" a form that provides a marketing service in return, "Crowd Pre-Selling" which comes with a specimen copy in return, "Crowd Lending" a form of private loan and "Crowd Equity" also known as hyperfunding a form in which investors receive ownership for the money they invested (cf. Hemer 2011, 9). The total earnings of crowdfunding in creative industries in the USA add up to 1,5 billion Dollar (Burtch et al. 2012) given primarily by entrepreneurs.
Crowdfunding empowers on the one hand journalist who can work independently of editors. On the other hand it empowers readers who gain the capacity to decide about topics for investigation and publication.
State of research
Literature provides several case studies referring to successful US-platforms such as spot.us (Aitamurto 2011) or Us-market related inventories (Kaye/Quinn 2010; Lawton 2010). There has not been done yet any international comparitive analysis or survey of platform operators referring to the achievement ratio, profitability, motivation and quality management.
Theoretical approach
The study concentrates on the key success factors of the platforms and is based on a microeconomic market analysis that identifies, examines and compares financing markets and sales markets for journalistic crowdfunding. The market analysis serves as snapshot in time of the structural consistency and effectiveness.
Research method
The results of the desk research and literature research on existing crowdfunding platforms for journalism in the USA, Canada, Great Britain, Ireland, Germany, Australia and New Zealand will be compiled. Guideline-based interviews with platform operators will further more be supplemented to the collected data. The center of the attention is drawn to the financing model, chances for success, specialization-requirements, self-conception and organization of journalistic projects.
Conclusion
Crowdfunding-supporters gain a crucial position of power over the project initiators (Carvajal et al. 2012: 642). They decide which projects come to life and which don't. In the estimation of many platform operators those new Gatekeepers concentrate their funding predominantly on special interest projects as well as investigative research. The number of platforms that specialize explicitly in journalistic projects is limited, but the market share especially in the USA is increasing rapdidly. It is arguable that the role of the recipient will become more important with the help of crowdfunding.
The market for crowdfunding in journalism is still very small still, but it apperars to be a meaningful innvoation for journalism.
Literature
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16:30 - 18:00
PARALLEL SESSION 6 - 11. JOURNALISM STUDIES (A) - AUTONOMY IN JOURNALISM
› Room 3A, Ground Floor

FRIEND OR FOE OR IN-BETWEEN? A QUANTITATIVE SURVEY ON THE RELATIONSHIP BETWEEN JOURNALISTS AND PUBLIC RELATIONS PRACTITIONERS IN GERMANY

Thomas Koch [1], Magdalena Obermaier [1], Claudia Riesmeyer [1]
› LMU Munich[1]

The relationship between journalists and public relations practitioners has been examined in about 200 studies since the 1960s and is characterized by both conflict and cooperation. Cooperation, on the one hand, is increasingly close between the two professional groups and both sides are of mutual benefit to each other (Shin & Cameron, 2003). On the other hand, conflicts between the two professions arise, because they have opposing mandates: while journalists are charged with contributing to a public duty (e.g., offering multiple viewpoints and unbiased news), PR practitioners advocate exclusively on behalf of their clients and might also offer 'biased' information (Charron, 1989). Hence, the relationship has been mostly depicted as antagonistic and hostile (DeLorme & Fedler, 2003; Ryan & Martinson, 1984). Despite -- or perhaps because of -- the large number of studies, we still do not have a coherent picture of the relationship. This is due to the fact that most of these analyses focus on just one side and explore either the journalists' views of PR or PR practitioners' views of journalism. Furthermore, these studies often focus on very specific groups of interviewees (e.g., Australian travel journalists, Hanusch, 2012) or on very specific thematic issues (e.g., news values, Sallot et al., 1998).
This study seeks to shed light on the complex relationship between journalists and public relations practitioners by taking into account both perspectives. Following a systematization made by Cameron et al. (1997), we analyze the relation with regard to three aspects: interpersonal relationships, organizational dynamics, and societal impacts. Hence, we take three main research questions into account. First, how do journalists and PR practitioners characterize their (personal) relationships on an individual level (e.g., friendships vs. hostilities, instruments of power, professional identity)? Second, how do journalists and PR practitioners characterize the organizational dynamics in their daily working routine (e.g., production and use of information subsidies)? Third, how do journalists and PR practitioners characterize the interaction between PR and journalism on a societal level (e.g., influence of PR)? In addition, we are interested in the specific factors influencing the relationship on the three dimensions mentioned.
To address these research questions, we conducted a quantitative online survey in November 2013. It was based on a representative sample of German journalists (n = 835, 38.5% female, mean age = 45.02) as well as German PR practitioners (n = 651, 53.9% female, mean age = 43.91). The analysis shows that both journalists and PR practitioners do not consider their relationship as hostile; yet, PR practitioners rate the relationship far more positive than journalists. Both professional groups are aware that the other side is crucial to do their job; however, the influence on journalistic products is deemed higher by PR practitioners. Furthermore, the study reveals that PR practitioners characterize the role of PR far more equal to journalism than journalists do. Journalists' and PR practitioners' views on each other depend on several specific factors (e.g. subject areas, economic situation, ethical standards) which render the picture much more complex than assumed.

RESTRICTED ACCESS? DIFFERENT SOURCE-TYPES IN THE NEWS

Jelle Boumans [1], Rens Vliegenthart [1], Hajo G. Boomgaarden [1]
› ASCoR / University of Amsterdam[1]

News media organizations are facing exciting, but equally challenging times. Increased economic pressure, technological developments and organizational changes have an impact on journalistic practices. Particularly economic constraints allegedly comprise journalists' functioning. A specific point of critique is that news media have become too reliant on information provided by sources, and lack the means and time to check and evaluate information. The relationship between sources and journalists has received generous attention from media scholars and is often described as a dance where sources increasingly take the lead. However, the question of specifically who the journalist is actually dancing with is less often addressed. While it has been argued that not all sources enjoy equal access - for example elite sources are more successful than alternative sources - empirical evidence on the matter is scarce. Moreover, little is known about the third party attending the ballroom sessions: the news agencies. While news agencies are responsible for a substantial part of news content, to date our knowledge of their functioning in media-source dynamics is limited.
This study enriches our understanding of media-source dynamics in three ways: first, by empirically assessing the extent to which content from corporate, state and nongovernmental sources is reflected in newspaper content; second, by adding news agencies to the equation; and third, by analyzing media-source dynamics over a period of ten years (2004-2013). Distinguishing between types of sources enables us to answer the question whether indeed certain categories enjoy privileged access above others. By including news agency content, the study provides insight in agencies' mediating role in media-source dynamics. Finally, the longitudinal design allows us to assess whether indeed sources increasingly lead the dance.
The dataset consists of three components: i) press releases from various sources, ii) news agency content and iii) newspaper content relating to the sources. All press releases published between 2004-2013 are collected from five corporate organizations, five NGO's, and five political organizations. In addition, all agency and media coverage that is related to these organizations is downloaded. Automated content analysis and customized software are applied to first determine whether news agency or newspaper articles correspond with the press releases. Second, the software provides a measure that indicates to what extent the (agency and newspaper) content is identical to the press release: Levenshtein distance. This allows us to systematically demonstrate whether the press releases of for instance corporations have become increasingly visible in the newspapers over time, and if there are differences in the visibility between the press releases of corporations, NGO's and for instance ministries. Furthermore, we can assess whether news agencies increasingly rely on press releases over time, and whether a press release has a higher chance of ending up in the newspapers once it has been disseminated by an agency. The results shed light on a key issue in journalism research and will provide us with important knowledge on the news production process.

SYNCHRONIZATION OF NEWS AND ADS. HOW ADVERTISER PRESSURE CORRELATES WITH THE NEWS COVERAGE OF GERMANY'S LEADING POLITICAL WEEKLY MAGAZINES SPIEGEL AND FOCUS.

Lutz Hagen [1], Anne-Marie In der Au [1], Flämig Anne [1]
› Technical University of Dresden[1]

Bias Research has a long tradition in the field of news analysis, focusing the distortions introduced into media reports by particular special interests. However, the focus of this research has been mostly on the influence of editorial policies and the political opinions of journalists (McQuail, 1992; Kepplinger, 1989; Hagen, 1992). The effects of advertising customers interests, in contrast, have been studied only seldom -- although, they have always been viewed as a potentially distorting factor in media financed by advertising - even more so in an era of increasing commercialization of the media and of sinking circulation revenues caused by the rise of the internet.
The documentation of advertiser influence is often anecdotal (e. g. Fortunato, 2008; Picard; 2004). Some attempts have been made to quantify it by surveying journalists (e. g. An & Bergen, 2007; Baerns, 2004; De Smet and Vanormelingen, 2011; Gerhardt, Kepplinger & Maurer, 2005; Nyilasy & Reid, 2011; Rinallo & Basuroy, 2009; Soley & Craig, 1992) and only rarely has it been documented with content analysis (Choi & Park, (2011; De Smet & Vanormelingen, 2012; Kolb & Woelke, 2011; Reuter & Zitzewitz, 2006; Poitras & Sutter, 2009). Also, until now, little theoretical efforts have been undertaken to model the mechanisms that mediate the influence of advertiser pressure on press content.
The proposed paper will consist of two parts. Firstly it shall give an overview over empirical findings. The majority of which suggests that reporting is influenced by advertising customers and that this influence has increased over time. This part will be concluded by devising a model that systematizes the forces and counter-forces of advertiser influence.
The second, empirical, part of the paper shall answer the question of whether advertiser pressure affects the news of opinion leading German political weekly magazines. Thus, for the first time it is examined how reporting on firms in all sections of both DER SPIEGEL and FOCUS, is related to the number and size of advertisements that businesses take out in each of the magazines. For this purpose, all advertisements from the year 2011 are coded. At the same time the tone and volume of the entirety of the reporting about selected businesses in all of 2011 will be examined using quantitative content analysis. According to our hypotheses we are expecting to find positive correlations in both magazines between advertising volume of an advertising customer and the tone, volume and thematic subjects of reporting on this firm.
Our central conclusion is that both SPIEGEL and FOCUS report about advertising customers more often, with a more friendly tone, and with more product mentions in correlation with the amount of advertising placed by these companies. This finding is considerable, not only because, with SPIEGEL, it affects a cornerstone of Germany's quality media establishment. A caveat is in order due to the fact that the various forms of synchronization between advertising and reporting documented here could at least to some extent be caused by third variables, which generally are hard to control for.

BRAKES AND CURRENT OBSTACLES TO POLITICAL JOURNALISM. JOURNALISTIC AND POLITICAL VIEWS ON THE SPANISH CASE

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Political information is a strategic resource for the normative functioning of the democratic system. Its contents determine citizen access to the main events and social debates, determine the establishment of the public agenda and streamline the process of forming public opinion. In this sense, all the processes involved in its production are of great importance in scientific and democratic terms.
However, within the context of crisis in the worldwide newspaper industry, it's also detected a progressive worsening conditions of journalistic practice in terms of autonomy regarding their own media enterprises and the political sources.
In the case of Spain, it is now possible to identify the emergence of a number phenomena represent major impediments to the development of journalism in this field. Some of these obstacles have to do with setting limits to its traditional surveillance functions of political power, and others are directly linked to attempts to control and interference in the productive routines from political sources.
The aim of this paper is to study the degree of development of these brakes and obstacles from the point of view of the actors involved. In particular, we propose the specific analysis of four phenomena: the development of "journalism sof tatements" and widespread press conference without questions (1); the legal imposition of fixed-time television coverage of electoral campaign, according to the previous proportional parliamentary representation (2); the growing influence of communication cabinets (3), and the functions and roles exchange between professional journalists and politicians (4).
The study of these four issues is addressed from an empirical analysis of the perceptions of the two professional groups directly involved, journalists and political actors. The methodology is based on the tecnique application of the in-

depth interviews. Therefore, the sample consists of a total of 45 respondents (22 journalists, political actors 16 and 7 spin doctors) related to Spanish media and political system.
Although globally both groups, journalists and politicians, recognize the importance of these phenomena and share a concern relative to them, the results obtained allow us to identify very significant nuances in their approaches. On the one hand, journalists roundly criticize all these professional barriers (especially journalism statements and cabinets infuence), but also recognize a certain lack of coordination, impotence and resignation before them. On the other hand, generally, prevails among political actor a doublespeak in lamenting the generalization of these dynamics on a professional level, but presented in a more nuanced and contextualized way, without assuming any responsibility for, or diverting it to journalists or other parties.
The clear improvement of these professionals brake is a clear symptom of moment of crisis and weakness through the newspaper industry in Spain. A situation that has a direct impact on the degree of independence and pluralism of the Spanish media.
This paper is included within the research project CSO2010-16313, from Plan Nacional I+D+i 2008-2011, and directed by Dr. Andreu Casero Ripollés (Universitat Jaume I).

JOURNALISM UNDER THREAT - INTIMIDATION AND HARASSMENT OF SWEDISH JOURNALISTS

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Autonomy and independence are basic features of the journalistic profession. Sweden has, as most Western countries, enshrined freedom of expression as a constitutional right, which has served to assist the development of an independent press. These democratic rights have for a long time been taken for granted, and scholarly concern for journalistic autonomy has mainly been directed towards the commercialization, standardization and "dumbing-down" of news media. Technological developments have accelerated those concerns as competition intensifies, but far-reaching digitalization has also had other effects. The opening up of journalism in the virtual sphere, the increasing transparency of journalistic work and the individualization of newsroom staff has made journalists more exposed and vulnerable than before. Scrutinizing people in power has always been a risky business. However, online anonymity and accessibility, along with an increasingly polarized and unstable political climate, have resulted in a harsher working environment for journalists. Research is scarce on these developments in this context. To what extent, and in what forms, do Swedish journalists experience intimidation and harassment as a result of their professional role? And do these threats influence their work in any way?
In this paper we address those questions using a survey of 1695 journalists (response rate 81 percent), and additional data from in-depth interviews with journalists from a range of Swedish news media. Swedish society is highly ranked in various press freedom indices, which makes it even more disturbing to find that as many as a third of those journalists who responded had experienced threats at work during the past year, while an overwhelming majority said they had received offensive and insulting comments. Many said this intimidation and harassment had affected them both professionally and personally -- as a consequence, around 25 percent of Swedish journalists have avoided covering certain people, events or topics.
We analyze these troubling facts within a framework of professional theory, and contextualize them within the changing political climate in Sweden and the changing status of the journalistic profession. Previous research has pointed to a de-professionalization of journalism, and we argue it is now time to add the dimension of external pressure and threats to the discussion of journalistic autonomy -- including countries like Sweden. The international struggle for press freedom is closely linked to the matter of professionalism among news workers; it is therefore important to identify and address these kinds of anti-democratic developments at an early stage.

16:30 - 18:00
PARALLEL SESSION 6 - 11. JOURNALISM STUDIES (B) - ADVANCING THEORY AND RESEARCH ON THE ROLE OF JOURNALISM IN WAR AND CONFLICT
› Room 3B, Ground Floor

(INFORMING CONFLICT PREVENTION, RESPONSE & RESOLUTION: THE INFOCORE CONSORTIUM'S APPROACH TO PRODUCTION AND DISSEMINATION OF NEWS IN VIOLENT CONFLICT

Fröhlich, Romy[1]; Baden, Christian[1]; Berganza, Rosa[2]; Dimitrakopoulou, Dimitra[3]; Frère, Marie-Soleil[4]; Hanitzsch, Thomas[1]; Meyer, Christoph[5]; Tenenboim-Weinblatt, Keren[6]; Terzis, Georgios[7]; Trpevska, Snezana[8]; Wolfsfeld, Gadi[9]
› [1]LMU Munich, Germany; [2]University Rey Juan Carlos, Spain; [3]ELIAMEP Athens, Greece; [4]Université Libre Bruxelles, Belgium; [5]King's College London, United Kingdom; [6]Hebrew University Jerusalem, Israel; [7]VU Brussels, Belgium; [8]School of Journalism and Public Relations Skopje, Macedonia, The Former Yugoslav Republic of; [9]Interdisciplinary Center Herzliya, Israel

In war and violent conflict, few things are as valuable as fast, succinct information, analysis, and communication. Not only do numerous actors depend crucially on the media to gauge the quickly evolving conflict situation and inform their responses; also before and after violent conflict, media coverage influences important dynamics of escalation and de-escalation. As a consequence of the dynamic nature of conflict, the roles that media play in violent conflict evolve over time. This paper explicates how journalism and news production in conflict can be conceptualized from a process perspective. Building on the operational implications, it presents the INFOCORE project consortium's theoretical and methodological framework for its analysis of the various roles that media play in war and violent conflict. We depart from an understanding of conflict journalism as a socially interactive process. Therein, a wide range of actors interact with journalists and confront these with demands, constraints, incentives, and gratifications. As a consequence of the socially interactive media production, many actors partake in the construction of news content: The dissemination of conflict-related news can thus be understood as a dynamic process, too: Diverse interpretations and agendas become amalgamated into specific patterns of media contents, which evolve constantly and in reference to their own past. These media contents in turn shape (political, military, civil society, economic, academic, lay & other) actors' perceptions and strategies in dealing with war and conflict – and feed back into the socially interactive news production process. Within this complex process of interactive construction, journalism is subject to numerous external influences by actors, contextual conditions, and the evolving conflict situation. At the same time, journalists also play an active role as key player in this web of interactions, shaping news coverage and thereby influencing conflict dynamics on the ground: Polarization and radicalization, escalation and de-escalation, reconciliation and settlement of conflict are inextricably linked to the way that media cover conflict. With its process-focused theoretical and methodological approach, this paper integrates the existing, mostly case-based research on conflict journalism and coverage. As the theoretical and methodological framework for the research conducted by the INFOCORE consortium over the future three years, it pursues a systematically comparative approach, which enables the analysis of specific processes in journalistic conflict news production and the evolving coverage of conflicts across distinct conflicts (we focus on the Middle East, the Balkans, and the African Great Lakes); conflict phases (from pre-escalation to peacebuilding), domestic and international audiences, media systems and technologies (including social media), and a variety of other contextual conditions (e.g., journalistic norms/cultures, legal pressures, economic conditions). The approach integrates multiple methodological strategies, which feed into a comprehensive, systematically comparative understanding of journalism in violent conflict: distinguishing general and case-specific influences and dynamics; testing hypotheses developed from case-specific studies; and building theory on the roles of journalists and journalism in violent conflict. Building upon rich past research, this paper integrates the many valuable findings of past research into a process theory of conflict journalism, and sketches the way ahead for future research.

BEYOND PEACE JOURNALISM: RECLASSIFYING CONFLICT NEWS NARRATIVES

Tenenboim-Weinblatt, Keren[6]; Hanitzsch, Thomas[1];
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Despite considerable scholarly attention to the way journalists cover conflicts, there are surprisingly few analytical frameworks that allow a comprehensive classification of conflict coverage. Peace journalism has emerged as one prominent framework within journalism studies, but has also drawn much criticism and raises conceptual and epistemological difficulties. In this paper, we take issue specifically with peace journalism's binary and decontextualized classification scheme. The aims of this paper are twofold: First, we present a nuanced framework that deconstructs conflict news narratives while addressing some of the weaknesses of existing classification schemes. Second, we apply this framework to evaluate the journalistic coverage in Israeli media of three Middle-Eastern conflicts: the Israeli-Palestinian conflict, the conflict surrounding Iran's nuclear program, and the Syrian civil war. Our proposed classification scheme departs from a cross-disciplinary literature review – drawing in particular on studies in political communication, social psychology and journalism – and further develops the available categories based on our own qualitative-inductive analysis of conflict coverage. Conceptualizing news stories as journalistic narratives, we categorize conflict coverage based on the depicted characters and events, the two main components of any narrative. For conflict characters, the scheme distinguishes in-group from out-group actors, and identifies four (rather than the usual two: elite/non-elite) main sub-groups: establishment, civil society, armed forces, and citizens. Conflict-related events are classified into four instead of the usual two (peace/war) main realms: We distinguish (1) violence and military action; (2) economic, political and media measures; (3) ceasefires and maintenance of non-violence; and (4) gestures, dialogue, and peace negotiations. In addition, we evaluate a range of textual dimensions in relation to the portrayed subgroups and realms, including their salience, diversity, and characterization, the level of information on victims, support for actions in the respective realms, and the complexity of responsibility attributions advanced. To demonstrate the utility of this classification scheme, we conducted a quantitative content analysis of 540 randomly sampled news items from three leading Israeli newspapers' coverage (Yedioth Ahronoth, Ha'aretz, and Israel Hayom) of the three conflicts, over a period of six months (July-December 2012). Based on a hierarchical cluster analysis of the coded dimensions, we identified characteristic types of narratives. We find four narrative clusters, which include two violent journalistic narratives – one inward looking, ethnocentric narrative, and one outward looking narrative focusing on out-group actors, including others' victims. Of the other two, both political-diplomatic narratives, one is again outward looking and deals with others' politics and diplomacy, while the other narrative is interactional and combines establishment actors and dialogue measures. We find that the constellations of viewpoints and conflict measures presented in the news are more complex than usually presented in research. Moreover, our findings challenge several assumptions underlying most existing models, such as the postulated alignment between elite/official actors and violence frames. Discussing implications for existing analytical frameworks on peace journalism, we outline the dimensions of a more differentiated approach to the study of conflict journalism.

AUTHORITARIAN LEGACY AND MEDIA FRAMING OF DEMOCRATISATION CONFLICTS IN SERBIA AFTER MILOSEVIĆ

Vladisavljević, Nebojša[10]
› [10]University of Belgrade, Serbia and Montenegro

Emerging from authoritarian rule into a democratic order is no less a challenge for journalists than it is for societies at large. The paper explores the impact of the legacy of authoritarianism on media representations of political conflicts in newly established democracies. Transitions from authoritarian rule and the introduction of democratic procedures – such as free and fair elections and the basic freedoms, including the freedom of speech, press and association – reflect a sharp break with the past. Opening a new stage in political development, democratisation is accompanied by the rise and expansion of free media, which requires new kinds of journalistic norms and practices. Still, politics and media coverage in the new environment strongly reflect political struggles that unfolded under prior non-democratic regimes. The paper examines the ways in which authoritarian legacy influenced journalists' framing of democratisation conflicts in Serbia after the fall of Milošević, focusing especially on conflicts over constitutional issues of identity, fundamental values, and the political order of the state. Having removed Milošević from power, the former opposition parties, now new democratic authorities, needed some time to consolidate and get on with their job of implementing election promises. In the wake of regime change, a heated conflict broke out two factions of the former opposition coalition, which had taken charge of different political institutions – presidency and government. In this context, this paper investigates how Serbian media interpreted the conflict within the previous allies in the broad democratization movement. To document the mobilization of authoritarian and democratic values, myths and identities, it draws upon a content analysis of conflict coverage in the most influential media: the public broadcaster RTS and the private broadcaster B92, which were selected on the basis of the criteria of reach and agenda-setting capacity. This paper draws on the research conducted for the collaborative EU-funded FP7 project 'Media, Conflict and Democratisation', which explores the role of traditional media and ICTs in democratisation conflicts in Serbia, Egypt, Kenya and South Africa. Still struggling to find their new roles under democratic rule, the media made use of its new independence to amplify the conflict, sharply polarizing the country that had just emerged from transition from authoritarian rule. At the same time, journalists drew heavily on themes associated with prior authoritarian rule and opposition struggles against it to cover the controversy: Personalizing the opponents in the tradition of collective opposition mobilization against the highly personalistic authoritarian rule of Milošević, journalists mobilized old and constructed new identities that clashed within the very different context of new democracy. Other news frames resurrected the issues of the massive anti-regime protest campaigns in the 1990s, recasting the struggle between democratic parties as the fight for democracy and civic issues against authoritarian rule and nationalism. In the hand of the free media, the constitutional conflict between former partners, now bitter political antagonists, was turned into an extension of the revolution against authoritarianism. These themes, which were still highly resonant with the public, fuelled democratization conflict in the young republic.

CONFLICT COVERAGE AS GUIDANCE OR RESOURCE: INTERPRETATIVE AUTONOMY AND CONSTRAINED DIVERSITY IN NEWS USER RECONSTRUCTIONS OF THE WAR IN LIBYA

Baden, Christian[1]; Springer, Nina[1]
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Journalistic coverage of war and violent conflict has often been criticized for its patriotic bias, sensationalist depictions of violence, and lack in diversity. Behind this critique lies the assumption that the media command considerable power in shaping audiences' conflict perceptions and attitudes. If the media present the war as just, noble, and necessary, how could media audiences possibly form a different opinion? In this paper, we address this assumption of pervasive media influence: We assess how closely media audiences follow journalistic repertoires used for presenting current conflict. To do so, we make use of the unusual advocacy constellation in the German media during the war in Libya: In this conflict, the German government remained hesitant toward intervention, sending mixed messages and ultimately refraining from participating in the NATO intervention. By contrast, a majority of mainstream news media saliently advocated a military intervention, demanding an active German contribution to the war. Unlike most conflicts, thus, pro-war framing emanated primarily from within the journalistic news media, and was not confounded by official war propaganda. To the degree that German news users supported military intervention in Libya, they were evidently convinced primarily by the journalistic media. To assess how news coverage of the conflict shaped news users' perceptions of the war, we access the social commentary function enabled on many German online news websites. As news users can post their commentary directly in response to read news articles, we compare the interpretations presented in the journalistic

coverage to those views expressed in the commentary posted below. While commentators present a disproportionately motivated segment of the audience, their commentary augments the journalistic coverage and – where it deviates from the journalistic narrative presented – renders additional viewpoints available to the online news readers. To capture the meaning constructed by both journalists and commenters, we apply a differentiated measurement strategy that picks up also minor shifts in interpretation arising during news processing: Our classification scheme considers the political stance/tone, the topics and frames highlighted, and the interpretative repertoires thus constructed. Specifically, drawing upon the notion of interpretative repertoires, we distinguish user frames that essentially echo journalistic interpretations from those elaborating or deviating from the news, or introducing genuinely alternative viewpoints. Comparing common patterns found in news and user accounts, we obtain a nuanced analysis of users' interpretative autonomy and dependence on dominant news discourse. We find that much diversity introduced by user commentary is instrumentally driven by audiences' prior political preferences (notably, rejection of the war/the government). At the same time, user interpretations remain "constrained by omissions from media discourse" (Gamson, 1992: 186): While commentators are "relatively immune to differences in the relative prominence of visible frames" (ibid.), they rarely construct genuinely novel repertoires. However, mobilizing experiential knowledge and popular wisdom to reinforce viewpoints sidelined or discredited in news discourse, user commentary contribute to the continued salience of alternative repertoires. User sometimes follow news frames to identify key issues and arguments, but mostly refer to journalistic coverage as quarries to construct their own, instrumental accounts.

COMMUNICATING DEMOCRATISATION CONFLICTS: THE DYNAMICS OF INTERESTS, IDENTITIES AND VALUES IN COMPARATIVE PERSPECTIVE

Voltmer, Katrin[11]; Kraetzschmar, Hendrik[11]; Parry, Katy[11]

› [11]University of Leeds, United Kingdo

Recent decades have seen an unprecedented spread of democratic governance across the globe. From the fall of the Berlin Wall in 1989 to the 'Arab Spring' in 2011 and the protests on the Maidan in Kiev early this year, popular uprisings against autocratic rule have become global media events: International journalists provide intense, empathetic coverage, while domestic media struggle to find their new roles between old autocratic routines, advocacy for revolutionary movements, and the representation of diverse claims in a newborn democracy. Democracy is widely seen as a form of government and participatory citizenship that enables the peaceful negotiation of antagonistic conflicts and promotes tolerance towards divergent world views, identities and beliefs. In this negotiation, independent media and the freedom of expression are indispensable: Providing a forum for divergent voices and enhancing the accountability of those in power, media are supposed to contribute to 'democratic peace' (Kant). However, the experience of many emerging democracies shows that these expectations are rarely fulfilled. In a significant number of countries, the introduction of free media and democratic politics has not pacified society, but exacerbated existing divisions. In addition, the reconfiguration of power generates new conflicts between the winners and losers of the regime change (Collier 2009). In many of these conflicts the media have become active participants by taking sides in the ongoing struggle and in some cases making themselves advocates of sectarian hatred and intolerance. This paper investigates the roles of journalistic media in what we call democratisation conflicts: those characteristic social and political controversies which accompany, are triggered by and follow transitions to democracy, and which critically involve the public exchange of ideas and demands in the free media. We outline the research programme of the recently commenced, internationally collaborative, EU-funded FP7 project 'Media, Conflict and Democratisation' (MeCoDEM). This project investigates the dynamic relationship between public communication and democratisation conflicts in four countries from regions that constitute specific conflict constellations and transitional pathways: Serbia (Western Balkans), Egypt (Middle East), Kenya (East Africa) and South Africa. We argue that the roles of journalism and the media in democratization conflict cannot be sufficiently understood in isolation: They have to be seen as part of an arena of public contestation occupied by multiple actors, each of which thriving to dominate the interpretation and outcome of ongoing conflicts. The investigation of communication in democratisation conflicts therefore encompasses the media (both traditional and new) as well as the mobilising communications of political activists and the communication strategies of governments and political officials. The practice and development of journalism in democratizing countries is shaped by a rich constellation of pressures and contextual influences. The paper presents first findings that are based on a comparative case study design. We focus on constitutional conflicts during the transition process of the four countries of our sample and investigate how different interests, values and identities are communicated in the public sphere. Particular attention will be paid to identifying particular communication events and speech acts that exacerbate or reconcile existing differences.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 11. JOURNALISM STUDIES (A) - VISUAL JOURNALISM, BIG DATA, AND EDITORIAL DESIGN

› Location: Room 3A, Ground Floor

HOW TO GET HOLD OF MULTIMODAL MEANINGS IN VISUAL JOURNALISM? COMPARISON OF TWO CENTRAL APPROACHES

Lehtelä, Heli[1]; Boström, Erna[2]; Särkkä, Nanna[3]

› [1]University of Lapland, Finland, Finland; [2]University of Helsinki, Finland; [3]Aalto University, Finland

In this theoretical paper we compare two approaches of multimodality (Kress & van Leeuwen 1996; Bateman 2008) in the study of visual journalism through a newspaper example. Visual culture is an integral part of the Western culture; it surrounds us everywhere. Following Barthian visual semiotics (Barthes 1957, 1977) visuality research has mainly concentrated on the analysis of photographs and advertisements, but when it comes to bigger entities combining text and images, such as newspaper pages, the range of research and tools is considerably narrower. This kind of research focusing on interaction of multiple semiotic systems can be approached through multimodality. Multimodality aims at conceptualizing and analyzing various modes of communication and meaning making in their social contexts. Whether multimodality should be considered a theory or merely a method has been debated, but we see it as both; we examine our exemplary media data with theoretical concepts multimodality provides and carry out our analysis according to multimodal methods. In this paper we compare two central traditions of multimodality: social semiotic multimodality, based on Gunther Kress and Theo van Leeuwen (i.e. 1996, 2001; see also van Leeuwen 2005; Kress 2010), and multimodal discourse analysis, developed among others by John Bateman (2008). Kress and van Leeuwen's theory applies Halliday's (1994) systemic-functional grammar on multimodal analysis, thus distinguishing three functions of language -- process, interaction and composition -- which all contribute to meaning making of language in their own ways. The theory provides a structured and multi-faceted approach to analysing visual culture, but has been criticized for being too general, even "interpretative" and "impressionistic", for systematic analysis and lacking empiricism (i.e. Bateman et al. 2004; Bateman 2008; Hiippala 2014). In turn, Bateman's multimodal discourse analysis could be described as the second generation of multimodality research. It tackles the criticism by its strong empirical focus, aim at increased analytical reliability and capability to systematically describe the semiotic resources. To compare the approach of Kress and van Leeuwen to that of Bateman we apply them to a practical example -- a page from a leading newspaper in Finland -- and look at the multimodal representations of the violent power struggles in Ukraine in February 2014. Thus our research question is: How can visual journalism be analysed using Kress and van Leeuwen's and Bateman's multimodal approaches? What kind of

similarities and differences do the two approaches entail? Through this paper we don't only want to contribute to the theoretical discussion on visuality and multimodality, but also to those of citizenship and empowerment by displaying how complex processes of multimodality construct meanings in the mass media. References as per request

EMOTIONAL FRAMES IN NEWS JOURNALISM: A SUSTAINABLE CONCEPT FOR VISUAL FRAMING RESEARCH?

Glueck, Antje
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Emotions relate profoundly to both, visual culture and political communication. But due to their ephemeral character they have often been neglected in journalism research, with only few exceptions (e.g. Döveling 2005; Pantti 2010). Framing research so far has been widely dominated by a cognitive understanding of frames (e.g. Entman 1993; Scheufele 2000). However, this perspective has not adequately addressed the issue of emotions in the process of media and audience frames. Few unfinished attempts have been made so far to integrate emotions (e.g., Corcoran 2006). But, as mass media provide not only a cognitive agenda but also an implicit emotional structuralization of topics and events (Döveling 2005), they have significant effects on political behaviour in deliberative democracies, as shown by political communication research (Snow and Benford 1988; Döveling, Schwarz et al. 2009). My paper considers what the idea of linking emotions to visual framing can offer, and how it can be empirically implemented on a general base. This is part of a larger study which investigates emotionalization strategies in television news production in democratic countries; with Great Britain and India as two examples for a 'Western' and a 'non-Western' culture. The particular emphasis on the intercultural perspective understands emotions as socio-culturally constructed, with feelings rules and norms defined differently within different cultures (Hochschild 1979). Specifically, in my project, I will be looking at events of high and low emotional intensity, in order to show the range of emotional manifestations in television news. As emotionalization is closely intertwined with discursive meaning construction, the sample of this study contains selected transnational events. In a comparative setting, I will discuss and juxtapose a selection of terror attacks with emotionally less intense events manifested in routine news coverage, in order to reveal the importance of emotions within news coverage, and their centrality also for any analytic methodology, like framing. I identify potential emotional frames by using a comprehensive qualitative approach of a visual framing analysis towards news programmes of British and Indian television channels; with a special focus on coding verbally and visually represented emotions along the two dimensions of valence and arousal. Furthermore, a segmented approach to a multitude of frame devices includes textual and visual elements on different levels of the moving image in three levels, ranging from surface features with elements of a practice-lead television grammar (like sound, voice, perspective etc.) to the meso level (symbols, metaphors) and to deeply anchored latent underlying meanings, manifest in argumentative patterns or narratives. On the base of theoretical considerations and the empirical results the paper discusses if emotions can hold up productively to constitute independent frames, or if alternatively emotions might be better understood as a frame element, adding to established frame definitions (Entman 1993). In conclusion, this work, by focusing on emotions in television news, sheds new light on the rather little recognized issue of emotion research with effects on society and politics.

NO TIME TO THINK? A BIG-DATA APPROACH TO STUDYING NEWS DIFFUSION PROCESSES AMONG ONLINE NEWS WEBSITES

Buhl, Florian; Günther, Elisabeth; Quandt, Thorsten
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The acceleration of information flows is a key feature of media logics in the age of the 24-hour news cycle. Especially editors of online news websites feel the pressure to be among the first to report an event and to quickly adopt news from their competitors (Boczkowski, 2010). In this pilot study, a big-data approach to studying the resulting information flows among news websites is introduced, which builds on news diffusion research (Rogers, 2000). The authors aim to answer two questions: (1) Is there a common pattern of news diffusion processes among news websites? (2) Which factors affecting the dynamics of online news diffusion processes can be hypothesized for systematic testing? For seven cases of news diffusion processes among German news websites between November 2013 and February 2014, we generated news diffusion curves relating the time passed since the event had been reported first to the cumulated number of news websites having reported the event. Cases were sampled to represent different topics: three cases of political news (e.g., the amnesty of the Russian protest band Pussy Riot), three cases of sports news (e.g. Michael Schumacher's skiing accident), and one case related to culture and politics (the discovery of allegedly lost artwork in Munich). News diffusion curves were generated based on an automated data collection of all news articles published via the homepages and politics pages of 42 German news websites (N = 339,918). The first news item of each website reporting the respective event was selected. For five cases studied, the main news diffusion phase, during which the majority of news websites (82% - 100%) reported the event, is below 5 hours (full range: 55 min - 23 hr 22 min). The results suggest the differentiation of two diffusion curve patterns in this phase. The curve either follows a linear model with a relatively constant, moderate news diffusion rate (0.5 - 11.8 additional news websites reporting the event per hour), or it follows an S-shaped model consisting of a latency phase with a very small diffusion rate and a take-off phase with a high diffusion rate (26.0 - 37.5 additional news websites reporting the event per hour). Diffusion phases following the S-shaped model share short take-off phases (24 - 30 min) comprising 63 to 68 per cent of news websites reporting the event during the first 24 hours, but they differ considerably with respect to the length of their latency phases (25 min - 8 hr 16 min). Due to this variance, diffusion phases following the S-shaped model are not generally completed earlier than diffusion phases following the linear model. We assume that the occurrence of the S-shaped model depends on two conditions: (1) a specifically high news value explaining the quick adoption of the event during the take-off phase and (2) journalists' need to verify information, which accounts for varying time durations of latency phases. We aim to explore the mechanics of this process in greater detail to identify the roles of news websites in the online news cycle.

THE TRANSFORMATION OF PUBLIC SERVICE NEWS ON THE WEB: A LONGITUDINAL LARGE-SCALE CONTENT ANALYSIS OF THE NORWEGIAN BROADCASTING CORPORATION'S ONLINE NEWS

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Our understanding of online news faces several challenges. First, the object of study is amorphous and hard to pin down. Second, we lack data that can tell us how online news is changing over time. Third, we lack knowledge of online news produced by different news organizations in media systems outside the Anglo-American context. The present paper aims to fill research gaps in these three areas. Based on an innovative methodological approach, the paper presents the results of a longitudinal quantitative content analysis of the online news provision of the Norwegian public service broadcaster NRK [the Norwegian Broadcasting Corporation]. Two sets of data compare the complete annual news outputs of the broadcaster on its online portal www.nrk.no in 2009 and 2013. The data comprises approximately 150.000 news items subjected to manual and computational coding to establish nrk.no's news profile and use of interactive features such as user feedback, linking practices, audio and video, and social media. Results show that the introduction of a new database design and revised front page editorial functions between 2009 and 2013 has reinforced the broadcasting identity of the organization, affirmed the content profile of its online news venture, and revised its engagement with users -- hence securing the channel's position in the online news market. The analysis reveals two aspect of particular interest, the first of which is methodological in nature. The particular challenge in sampling, processing and

comparing large quantities of data collected from different database designs at considerably distant points in time (change is rapid on the web, and four years is a long time when analyzing online news) reveals the fruitfulness in mixing computational methods with traditional content analysis to safeguard the analytical design. Findings indicate that strategic front-page editorial functions have moved production in a more competitive direction towards securing the broadcaster's position in the news market, and that interactive features have been increased to answer provisions stipulated in the channel's public service charter. These are results that would otherwise be lost without computational power. Secondly, analyzing the news output of a strong European public service broadcaster over time adds valuable empirical evidence to debates about the role and function of such institutions in a digital news market context. Scrutinizing the characteristics of NRK's output enables discussions as to how and to what extent public service news online stands out, and along which lines it needs to improve or change. In sum, the paper offers new insights into the nature of online news as offered by a large, traditional media institution, based on a longitudinal comparison. These insights are key to any discussion of online journalism, as well as the future of public service broadcasting and European media policy.

NEGLECTED OR CENTRE OF THE WORLD? THE POSITION OF READERS IN EDITORIAL DESIGN

Särkkä, Nanna

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The way journalists view the audience inevitable affects their work and the end results. This paper enlightens the attitudes of one sub-group of journalists: the graphic designers of magazines. Magazine is a very reader oriented medium. Creation of successful magazine concepts requires thorough understanding of the targeted readers, and the readers must be addressed in exactly the right way. As Tim Holmes (2007, 214) writes, "the mantra of magazine publishing is always to pay attention to the needs, desires, hopes, fears and aspirations of 'the reader'." Also the editorial design, i.e. graphic design of journalistic publications, must please the readers (Cleveland 2005; Zappaterra 2007; de Vries 2008). But is the position of the reader in editorial design of magazines as central as it is in the magazine industry at large? There is reason to believe that it is not. Readers and their preferences are not strongly present in the editorial design literature; and there is not that much knowledge about how readers actually interact with the multimodal designs and how they read them (e.g. Bateman 2008). Designers have also been blamed for doing their work for themselves and their sub-culture, instead of the audiences (de Vries 2008, 24). This paper studies the position of readers in editorial design and the visual production of magazines. Do the designers know what pleases the readers, or do they even care? Are the design choices based on data on the target audience or on reader feedback? The paper is part of the study of journalistic work and professions, combining it to the audience studies in the way Sonia Livingstone (1998, 196) has suggested: "a research agenda is needed that connects audience research with production/text/context research as firmly as actual audiences are, inevitably, connected with actual production/text/contexts". There are not plenty of such studies in journalism that would look at the journalists' understandings of the audience, however Helle et al. (2010) provides one study for comparison. First, the phenomenon is observed based on the professional literature of editorial design: what are the profession's formal conceptions of readers, what is taught about readers in the textbooks? Secondly, 18 semi-structured interviews with magazine art directors are used to get hold of the way of thinking of the practitioners. Discourse analysis is used to approach the data. The results show that designers have very different, even contrary ways of positioning the reader: at the extremes, some dismiss the reader entirely and for some the reader is the centre of universe. In between are discourses that see the reader as target of action and even manipulation, or as complex mystery. The implications of the different positions of the reader for the editorial design, journalistic work and magazine journalism are discussed.

18:30 - 19:45

PARALLEL SESSION 7 - 11. JOURNALISM STUDIES (B) - NEWS ACROSS MEDIA: THE PRODUCTION AND CONSUMPTION OF NEWS IN A CROSS-MEDIA PERSPECTIVE

› Room 3B, Ground Floor

TWEETING POLITICIANS AND JOURNALISTS: SOCIAL MEDIA AS SOURCES IN TRADITIONAL MEDIA

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Social media services such as Facebook and Twitter have within few years become essential tools for political journalists and commentators. "Hybrid media system" (Chadwick, 2013) and "ambient journalism" (Hermida, 2010) are some of the terms used to explain the transition from traditional to social media. Studies have documented how social media, particularly Twitter, are used as sources by journalists (Broersma & Graham, 2013; Wallsten, 2013, Neuberger et al., 2013). Nevertheless, it is still not clear how political journalists and commentators are using such tools to sort information, find sources and frame articles. This study seeks to address whether web 2.0 applications such as Twitter and Facebook are altering patterns of sourcing in traditional media through two approaches. First, I will analyze how ten Norwegian political journalists and commentators (online, print, TV and radio) use social media as part of their journalistic toolbox. The purpose is to study whether and how journalists have integrated social media in their work routines and how it impacts their reporting. Secondly, I will examine the number of articles in the six highest circulating printed newspapers referring to tweets written by Norwegian politicians. The objective is to investigate whether politicians' tweets are used as sources in "traditional media", and if so, what characterizes those tweets that are selected, as well as the politicians who have written them. This study's findings show that political journalists and commentators have within few years considerably changed their working habits to utilize and take advantage of social media. Nevertheless, the number of new stories where politicians' tweets are sourced is just the "top of the iceberg" – social media and particularly Twitter is used extensively at all levels of political news production in Norway: To find sources and information, to keep an eye on the "chattering classes", to promote their own work and to some degree – to interact with readers. By doing a close-study of political journalists and commentators' professional use of social media, as well as analyzing the number and types of political news stories citing tweets, I intend to explain how journalists are relating to sources in digital channels, how they analyze and sort relevant information – and as a consequence – describe how the intermedia agenda is set in a hybrid media system.

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#KV13 - TWITTER, THE DANISH LOCAL ELECTIONS AND THE ROLE OF THE ESTABLISHED MEDIA IN THE NETWORKED PUBLIC SPHERE

Jensen, Mads Hvas[2]

› [3]Roskilde University and the University of Oxford, Denmark

The issue of how connective media are affecting the practices of the field of journalism has occupied much research in recent years (cf. Gilmore, 2004; Benkler, 2008; Bruns, 2008, Zuckerman, 2010). One of the central questions for further scholarly scrutiny is whether the journalistic profession is loosing significance as the fabric or central infrastructure of the public sphere in the connected era. This paper's analysis of the political debate on Twitter in relation to the municipal election in Denmark in November 2013 indicates that is not the case, as the established news media continue to play a significant role as central points of reference of other users. Based on a quantitative analysis of a sample of tweets matching popular political hashtags harvested using the Twitter API during the week of the election, this paper identifies the most active users in the debate and studies who received the most attention from other users. The study shows that while local politicians often took to Twitter as a campaign platform, it was the established media institutions and individuals associated with these that received the most attention from other users. These large media institutions, especially the country's main public service provider (DR), constituted the most mentioned user group in the election by far based on a study of the top 100 most mentioned users and served as a central reference points of users as well as distributors of information in the second degree. A second dimension of my study consists of a qualitative analysis of a sample of tweets of the most mentioned individual in the debate on Twitter – a popular Danish radio host of a youth oriented show that took a very active role in the election. The analysis suggests that journalists continue to be able to steer and influence which themes dominate in the debate and more generally illustrates the continued importance of the journalistic profession in the digital and connected public sphere. Drawing inspiration from Bruns (2008), the predominance of the established news media institutions points toward the changing role of journalism in the current era where the traditional conceptualization of journalists as gatekeepers has been replaced by the new role of gatewatchers selecting through the cascades of information available online. Another aspect of these new journalistic practices of the established media is the integration of connective media platforms into the coverage on traditional broadcast platforms, which provides explanation for the high level of attention received by these media during the election and which could be seen as institutional response to the question of how to attract and engage audiences across platforms.

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CHANGING FORMS OF CROSS-MEDIA NEWS CONSUMPTION IN WESTERN EUROPE

Nielsen, Rasmus Kleis[3]; Schrøder, Kim[4]

› [2]University of Copenhagen, Denmark; [4]Roskilde University, Denmark;[5]Bournemouth University, United Kingdom

News use across Western Europe is rapidly changing as traditional sources of news are increasingly supplemented and sometimes supplanted by digital media, and as relatively passive forms of media use are sometimes complemented with new forms of sharing, commenting, and creating. In this paper, we analyze similarities and differences in news media use across Western Europe on the basis of data from a ten-country international survey (the Reuters Institute Digital News Report), examining, amongst other issues, the rise of mobile news as smartphone penetration in the span of a few years has surpassed fifty percent in many countries—including countries like Italy and Spain where internet use has otherwise lagged behind the EU15 average. The region is intellectually interesting because countries in Western Europe, despite their relative economic, media-technological, and political similarity continue to differ when it comes to how news is used, providing ample opportunities for comparative work on "political information environments" (Curran et al, 2009; Aalberg et al, 2010; Esser et al, 2012). Based on a "most-similar" comparison looking specifically at data from within Western Europe, we identify three particularly important similarities in how news is used across the region, namely (1) the continuing centrality of "old" or "renewed" (Chadwick, 2013) media, (2) the parallel rise in the overall importance of digital media in an increasingly cross-media news environment, and (3) the increasing centrality of US-based global digital intermediaries like Google, Facebook, and Apple. We also, however, document significant country-to-country differences in the degree to which (1) citizens have embraced more active and participatory forms of news use and (2) the degree to which the digital incarnation of legacy news media retain a dominant position in terms of digital news provision. We suggest that the differences identified can be related in part to interactions between new technological developments and inherited differences in the "media systems" (Hallin and Mancini, 2004) and "media cultures" (Hepp and Couldry, 2009) found in the countries in question, as well as to differences in overall confidence in the political institutions that most news coverage focuses on (Norris, 2011).

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CITIZEN PARTICIPATION AND REMEDIATION FROM A CROSS MEDIA PERSPECTIVE

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Citizens – be they victims, bystanders, or emergency professionals - are today actively participating in crisis news reporting, through publishing eyewitness accounts, commentary, crowdsourcing and fact checking information. Established professional values are being recast in this rapidly evolving relationship between journalists, elite sources and citizens. Examples abound where ordinary citizens have acted in journalistic ways – for example to document unfolding natural disasters, wars and conflicts, mapping human rights abuses, or challenged misuse of corporate or political power. Eyewitnesses are increasingly using their mobile phones to capture and instantly disseminating news. Activists are using the internet to mobilise protests, and drawing attention to their causes by communicating directly with other citizens. The rapid rise of websites facilitating photo and video sharing as well as social networking, coupled with widespread mobile internet, has simplified access to publishing tools for ordinary citizens across the world. In so doing, it has precipitated a disruptive shift in how, and by whom, global information flow is controlled. Scholarly literature concerning online journalism and social media has surged in recent years. Many of these publications discuss the renewed relationship between professional journalists and their audiences – conceptualised in varying ways not only as "citizen journalism" (see Thorsen & Allan, 2009; 2014) or the industry preferred "user-generated content", but as "citizen witnessing" (Allan, 2013), "networked journalism" (see Beckett, 2008), "participatory journalism" (see Singer et al, 2011), "liquid journalism" (see Deuze, 2008) and "ambient journalism" (see Hermida, 2010). Common for these concepts is an emphasis on active participation of citizens in news work and civic life. This is not restricted to news organisations

facilitating online spaces for citizens to engage in public debate, but includes our rethinking of journalism practice in light of the enhanced interconnectivity fostered by forms of internet use. This paper will examine the potentially potent nature of such citizen participation in news-work and how related communication flow is operationalized from a cross-media perspective. It will draw on an in-depth critique of three different case studies, namely the Trafigura scandal in 2009, the killing of Gaddafi in 2011, and finally the crash landing of Flight 214 at San Francisco airport in 2013. Through each of these examples, the paper will examine how citizen participation is engendered, harnessed and remediated through a range of different, and arguably interconnected, media.

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ENGAGING AND DISENGAGING WITH POLITICAL NEWS

Ørmen, Jacob[2]; Jensen, Jakob Linaa[6]

The possibilities of accessing and engaging with news are bigger than ever, due to developments in the media markets (e.g. the increase of commercial broadcasters) and technological innovations (e.g. the advent of smartphones and tablets) among other things. At the same time, studies have shown (most notably by Prior, 2007; Stromback, Djerf-Pierre, & Shehata, 2012) that this development also can lead to an increase in the number of people who utilize this enhanced media choice to skip news altogether. One area that merits special attention in this context is political news. Critical engagement with political news if often portrayed as both a requirement for a well-functioning democracy (Walsh, 2004) and as a source of increased civic participation (Norris, 2012). Furthermore, the consumption and discussion of political news can be seen as an essential part of the ongoing opinion formation (Gamson, 1992) and 'performance of identity' (Madianou, 2009) that take place throughout people's everyday life. To further understand these processes it is important to attend to how users engage – or disengage – with political news. To do this we present a typology of news users based on an exploratory cluster analysis of a survey of the adult Danish population (n = 1205). The typology encompasses archetypical ways user can consume (e.g. watching news on TV, reading news in print as well as digital versions, encountering news on social networks and in face-to-face situations) and discuss political news. The results of the cluster analysis suggest that this typology is interesting on at least three levels of user engagement. The primary level consists of the fundamental gap between users that access political news ("the engaged") and users that avoid politics altogether ("the disengaged"). On the secondary level, we further investigate the differences between users that only consume political news and users that also talk about politics with others. And on the tertiary level, we identify the most widespread communicative practices (e.g. sharing content on social network sites, writing comments on blogs and conversing face-to-face) that users engage in for political discussion, and compare these across demographics as well as relevant media use patterns. The findings from the survey will be supplemented by results from a series of qualitative interviews that shed light on the motivations users have for engaging with the news through various media platforms and the reasons non-users provide for skipping news.

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15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 11. JOURNALISM STUDIES (A) - RESISTING CENSORSHIP AND POLITICAL INFLUENCE

› Location: Room 3A, Ground Floor

THE ROLE OF JOURNALISTS' CROSS-BORDER NETWORKING IN PRODUCING NEWS UNDER CENSORSHIP IN CHINA AND HONG KONG

Li, Lilli Hoiting

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The Hong Kong Special Administrative Region as a former British colony returned to the rule of China more than a decade ago. The Chinese government has maintained the main control over the city after the handover, but with the fundamental institutions of Hong Kong, the Basic Law dictates that Hong Kong will remain politically, economically and judicially independent for 50 years after the handover, which enshrines a certain degree of freedom of expression in the city. The influence on the media in Hong Kong from the central government is therefore subtler, allowing the city to enjoy a freer media environment than in mainland China and continues to serve as an outsourcing base for forbidden information from China. This paper aims to explore the relationship and interactions between the Hong Kong and mainland Chinese journalists (especially those in Southern China), and understand how journalists from both sides utilize their cross-border networking to facilitates news production under censorship. It argues that transborder networking among journalists facilitates the information flow of sensitive news; therefore broaden the diversity of information under press censorship in China. Methodologically, this paper draws on both literature review and 12 in-depth interviews data. It is found that when there are suppression of news events in mainland China, journalists use their informal networks across the border to tackle censorship.

GEZI PARK PROTESTS AND THE TV OF THE RESISTANCE: A CRITICAL ANALYSIS OF "ÇAPUL TV" FROM THE PERSPECTIVE OF CITIZENS' MEDIA AND JOURNALISM

Ataman, Bora; Yýlmaz, A. Sarp

› Dogus University, Turkey

Economic neo-liberalism and its social and cultural policies lead to destructive impacts on people's everyday lives including their rights to access information and also rights to express themselves freely. During the last decades, however, alternative media initiatives alongside with new alternative media theories -mostly thanks to the Web 2.0 came to the fore. In this study, Clemencia Rodriguez's concept of "citizens' media" and Courtney C. Radsch's version of "citizen journalism" will help us to understand the Çapul TV example. It was started to webcast from a makeshift studio during the heyday of the Taksim Gezi Park Resistance in Istanbul in June 2013 (www.whatishappeninginistanbul.com) and gained a huge popularity amongst protesters or as they are called by the Prime Minister Erdoğan 'Çapulcular'*. However, during the most intense period of the massive protests that swept across the country and the brutal crackdown by the

police, mainstream media turned a blind eye to the events. CNN-Turk, for example, chose to air a documentary on penguins while CNN-Int was live broadcasting from Taksim. In the meantime, some other alternative local TV stations before managing to stream their own 3G broadcasts, they connected to Çapul TV and able to show the most intense clashes via Çapul TV's field cameras. Based upon Rodriguez's concept of citizens' media, which refers to a kind of journalism that empowers the people and Radsch's emphasize on the activist form of newsgathering and reporting, Çapul TV will be critically analysed by examining the establishing and maintaining process, its journalistic practice and future plans of this alternative TV formation. The data required for the study is obtained from the in-depth interviews with Çapul TV activists. In addition, their official social media accounts, web pages and the streams during and after the resistance will be analysed. This study aims to reveal to what extent their practice is consistent with the aforementioned theoretical concepts, and if there are any, the original contributions that help us to expand the alternative media theory in this experimental web TV initiative. *The term 'Çapulcu' which originally means looter is immediately expropriated by the protesters after Prime Minister Erdogan used it to insult them. Noam Chomsky who defined himself as a 'Chappuler' led the Anglicization of the word. Now the term basically refers to the protesters of the June Resistance, but not only the ones in Taksim, Istanbul, but also the protesters amongst the country who shout the same slogan: "Everywhere is Taksim, Everywhere is Resistance" (en.wikipedia.org/wiki/Chapulling).

THE EMERGENT ALTERNATIVE INTERNETWORKED JOURNALISM : "GEZI RESISTANCE" AND THE ACTIVIST REPORTERS

Ataman, Bora; Coban, Barýþ
› Dogus University, Turkey

Nowadays, the destructive impacts of the economic neo-liberalism associated with authoritarianism are becoming more apparent in Turkey. Similar to the examples in the West and rest of the capitalist world, large conglomerates in Turkey have investments in media as they perceived media not only as a profitable business but also as a means of establishing good connections with the ruling elite. Not surprisingly and accordingly, the meaning of being a journalist is transformed and characteristic of the press as being the fourth power offered by the "liberal press theory" is damaged. Since then, alternative media theories alongside with concrete alternative initiatives -mostly thanks to the Web 2.0 came to the fore as genuine alternatives to not only to the mainstream theories and media outlets, but also to the substantially flawed norms and practices of professional journalism. In this study, Clemencia Rodriguez's concept of "citizens' media", Courtney C. Radsch's version of 'citizen journalism', Leah A. Lievrouw's "genres of alternative and activist new media" and Melissa A. Wall's definition of "digital activist journalism" will help us to understand activist reporters' practices in the "Gezi Resistance". They are mostly the ones who successfully combined being a --digital- activist and a citizen journalist by streaming and "vinening" exponentially during the heyday of the Taksim Gezi Park Resistance in Istanbul in June 2013 (www.whatishappeninginistanbul.com). During the most intense period of the massive protests that sweeping across the country and the brutal crackdown by the police mainstream media turned a blind eye to the events. CNN-Turk, for example, chose to air a documentary on penguins. Based upon Rodriguez's concept of citizens' media, which refers to a kind of journalism that empowers the people and Radsch's emphasize on the video activist form of newsgathering and reporting, digital activist reporters' web, vblog and social media accounts will be critically analysed by examining the establishing and maintaining process and their journalistic practices. The data required for the study is obtained from the in-depth interviews with the activist reporters. In addition, their tweets, status updates and videos regarding the resistance will be analysed. This study aims to reveal to what extent their practice is consistent with the aforementioned theoretical concepts, and if there are any, the original contributions that help us to expand the theory in alternative internetworked journalism.

REPORTING CRISIS: MOTIVATIONS, PERCEPTIONS AND PROFESSIONALISM IN CITIZEN JOURNALISM PRACTICES FROM GEZI PARK.

Bal, Haluk Mert[1]; Scifo, Salvatore[2]
› [1]Koç Üniversity, Turkey; [2]Koç University, Turkey

This paper, part of larger project on the use of social media in crisis management, will present the findings of a research on citizen journalism practices during the Gezi Park protests in the Turkish city of Istanbul in June 2013. Based on the interviews to a sample of bloggers that reported the protests, it will analyze their motivational aspects to engage in citizen journalism practices, their perceptions regarding what constitutes citizen journalism; and perceived differences between citizen journalism and professional journalism, particularly in terms of opportunities and challenges associated with reporting during an emergency. Firstly, the analysis of the bloggers' motivations reveals that four main factors that contribute to individuals' motivations to engage in citizen reporting and commentary: 1) a motivation to share one's opinions on issues relevant to personal interests and contribute to attitude change in the society through online media -- in other words, raising awareness, 2) lack of coverage of certain events by the mainstream media, 3) uniformity in the mainstream media in terms of both style and content -- lack of alternative voices, 4) need to filter online content Secondly, in terms of the bloggers' conceptualization of citizen journalism, emerging findings indicate that, namely, for some, on-site reporting is a prerequisite of being considered as a citizen journalist. Yet, for others, being able to contribute to the information environment by engaging in functions related to filtering, agenda-setting and sense making should be sufficient to categorize a person as a citizen journalist. The respondents also underlined the need to adhere to ethical boundaries set about information and reporting accuracy. Thirdly, with respect to the main differences between citizen and "professional" journalism, the interviews underline five key points: 1) Citizen journalists typically perceive that they enjoy higher editorial independence; 2) Changes in news writing style via online services which enable users to create chronological news stories based on user-generated content allows citizens to challenge conventions such as the inverted pyramid; 3) For some citizen journalists, lack of access to on-site reporting capabilities, particularly while covering international events, leads to reliance on official press releases; 4) Another important challenge for citizen journalists is the lack of protection which is enjoyed by professional journalists. In conclusion, citizen journalists believe that during emergencies, they have an advantage over mainstream media journalists because they can sidestep long fact-checking processes through what they call the "publish and then filter" approach. Other citizen journalists indicate that fact-checking is less of a concern for them because they report perspectives and emotions. The implications of this approach for reliability of information needs to be further studied; however, we believe that such comments are indicative that "reliability of information" will continue to be a key problem in citizen journalism, particularly during emergencies when the need to be quick in reporting events may be more pressing.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 11. JOURNALISM STUDIES (B) - METHODOLOGICAL CHALLENGES AND THE TRANSFORMATION OF JOURNALISTIC WORKING CONDITIONS IN SIX COUNTRIES: PRELIMINARY EVIDENCE FROM THE WORLDS OF JOURNALISM STUDY (2014)

› Room 3B, Ground Floor

CHANGES IN THE PROFESSION: TRANSFORMATION OF SERBIAN JOURNALISM

de Beer, Arnold S[1]; Seizova, Sonja[2]
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The working environment and conditions of journalists in Serbia are primarily defined by an unfinished process of transition to democracy, an uneven

development of the media system, as well as the consequences of global technological and economic changes. The impact of these forces leaves the journalistic profession extremely vulnerable in its efforts to address the challenges of transformation. In terms of the media's potential to gain empowerment through communication, journalism in Serbia has been left behind, suffering from strong political influence parallelism and 25 years of media turmoil. Preliminary results of the WJS conducted in 2014 in Serbia, highlight these trends. It point toward global technological and economic pressures being the most influential factors in the transformation of journalism. The study reveals that two thirds of journalists (66.1%) think that credibility of journalism is lower than it used to be, that the respect for a professional code is diminishing (63.7%), and that the perceived relevance of journalism for the society is deteriorating (44.6%). This confirms the trend recorded in a 2007 national Serbian survey: low professionalism was the second gravest problem of the profession, after poor economic conditions, perceived both by public and by journalists. Questions of credibility, trust, and authority reappear in the 2014 WJS survey as central professional values at a time when the profession is undergoing radical transformation. On the one hand, credibility underscores the gatekeeping, agenda setting, and the watchdog role, which professional journalists see as essential for differentiating themselves from citizen journalists. At the same time, the credibility issue questions journalists' potential for empowering citizens to participate in democratic processes in the public domain. Trustworthiness of journalists has long-term consequences in a transitional country striving for democratization, as media credibility is embedded in the wider concept of trust as social capital. Unlike consolidated democracies, where transformation of the media sector and journalistic work was triggered by technological changes and aggravated by the 2008 economic crisis, the media sector in Serbia – much like the rest of the country - is in permanent turmoil since the end of he 1980s. Perceived low credibility of the media reflects broken social links in the society that has since seen the falling apart of a state (Yugoslavia), the consequences of wars, and extreme pauperization, with the media playing a prominent and controversial role. There is little doubt that economic problems play a great role in the perceived deteriorating quality of journalists' work. However, when it comes to credibility, the Serbian WJS study shows it would take more than an economic recovery to mend broken social links and inspire trust in the media - especially as an enabling factor for participation in public dialogue.

TRANSFORMATION OF THE JOURNALISTIC PROFESSION: WORK CONDITIONS AND METHODOLOGICAL ISSUES IN SPAIN

Berganza, Rosa[3]; de Miguel, Roberto[6]; Väliverronen, Jari[4]; Herrero, Beatriz[6]; Carratalá, Adolfo[6]; Sánchez-Aranda, José Javier[7]

› [2]University of Belgrade, Serbia and Montenegro; [5]Charles University, Czech Republic; [6]Universidad Rey Juan Carlos, Spain; [7]Universidad de Navarra, Spain

Most Spanish journalists have endured harsh working conditions for years, even when the economic situation was much better than today (Cantalapiedra, Coca & Bezunartea, 2000; Calvo, 2005; Caro & Jiménez, 2006). However, the global economic downturn, as well as the recession in the country, contributes to the present deteriorating work circumstances of Spanish journalists. For some time now, the media sector itself has also been suffering from structural crises. With the internet threatening the way the media business is conducted, journalists not only have to take on more and more diverse functions, they also face a lack of job security, wage cuts, layoff plans and the closure of media outlets – all to the detriment of traditional journalistic standards. The plight of Spanish journalists' working conditions have in recent years been the topic of a number of research and other reports, for instance, the report of the Association of Journalists of Madrid (2013) deals broadly with the journalistic profession; Roses (2011) reports on journalists' wage structure during the economic crisis; and a study conducted by the company Easypress (2013) reports on journalists' opinions and expectations. However, the available data does not provide a comprehensive picture of the present-day working conditions of Spanish journalists. Neither does it differentiates between job categories and the type of media for which journalists work. The Worlds of Journalism Study (WJS) appears to offer a solid opportunity to obtain, through a random and representative sample of Spanish journalists (N=400), a much more detailed description of the working condition of the journalists. Our results include answers to questions such as job categories, time dedication, type of work contract, the need for other paid activities and monthly salaries. The responses to these questions will be compared to the data obtained in the WJS pilot study of 2007-2009, as well as with the Spanish studies mentioned above. This paper also describes which methodological decisions the WJS Spanish team had to take in the selection of the sample of journalists to be surveyed in a country where an official register of journalists does not exist. We also distinguish between big and small media companies to explain better the conditions under which Spanish journalists work.

WHO IS THE FINNISH JOURNALIST? - OLD IDEALS, NEW PROFESSIONAL REALITIES

Poyhtari, Reeta[4]

› [4]University of Tampere, Finland

Over the years, the media system and journalists' professional and consensual attitudes have fostered Finnish journalists' self-image as independent experts who serve the public by providing them with correct and objective facts and by monitoring elites' actions. According to Hallin & Mancini's seminal work Comparing Media Systems: Three Models of Media and Politics (2004), the media in Finland belongs to the democratic corporatist tradition with its strong public service ethos, high level of autonomy from the state, strong and institutionalized self-regulatory system, and its non-partisan alignment. However, in recent years, this self-portrait has come under scrutiny. Journalists' independence and objectivity have been questioned, and consequently, doubts have been raised about the effectiveness of the Finnish self-regulatory system. More importantly, increased media competition, technological changes, especially the rise of social media, and the on-going financial problems of mainstream journalism in Finland have led to profound changes in journalists' day-to-day work and increased calls from the public and the media itself for a rethinking of the professional values of present-day journalists. Such changes were also evident in the first quantitative results of the international Worlds of Journalism Study in Finland. The survey (conducted in March-July 2013, N=366) revealed that Finnish journalists were well aware of the changes in their working environment, which is now shaped more than ever by time-related restrictions and increased competition, as well as the ever-growing importance of the audience, social media and its participants. However, the self-perceived role of Finnish journalists still strongly resembles the traditional ideals of an independent, objective watchdog with a coherent attachment to the formal professional ethical code. Apart from presenting the Finnish results of the quantitative WJS survey, we will also challenge it by using complementary observations from qualitative group interviews with Finnish journalists representing different media types and outlets in different parts of the country (N=20, to be conducted in the spring of 2014). We will discuss the following questions: What does journalistic professionalism actually mean for different types of Finnish journalists and where does it stem from? What kind of relevance do the traditional roles and skills have for journalists in the profession's current state of flux? Are skills external to traditional journalistic work gaining in relevance? In their daily work, are journalists able to function in accordance with the formal ethical code, or whether they are forced to compromise – and if so, when and how?

CZECH JOURNALISTS AND MEDIA OWNERSHIP TURMOIL

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› [5]Charles University, Czech Republic

Recently, scholars worldwide have devoted a great deal of attention to the potential for and the effect of technological innovations in the journalistic workplace. At the same time, a different process is underway in the Czech Republic: the accumulation of private media ownership into the hands of a few business people with political connections. The paper concentrates on journalists and their perceptions of the level of freedom for public discussion they might still

have. How do journalists perceive their role in the midst of a process that includes both technological changes and ownership transformation? The Czech Republic has been experiencing the biggest transition of media ownership since the end of the 1990's when the transfer of Czech newspapers to international corporations took place. Czech business people (originally active in fields of business other than media) began to purchase the most influential privately owned media organizations from the global enterprises. Almost all of these business people either were directly (as active politicians) or indirectly (as supporters of political parties) connected to the political system. The most important of these, Andrej Babiš, is now the Minister of Finance. Babiš owns the most read, non-tabloid Czech daily, Mladá fronta DNES (which he bought as a vehicle of power shortly before being elected into the Chamber of Deputies of the Czech Parliament in 2013), as well as the second most read network of regional newspapers 5+2, and the most popular Czech radio station, Impuls. These purchases, followed by staff reductions, re-organization of media outlets, and the voluntary resignations of some journalists were accompanied by strong criticism from fellow journalists, academics, and members from the broad public. Based on data from quantitative research conducted for the Worlds of Journalism Study, this paper thus deals with the values and work conditions experienced by journalists in the Czech Republic since the changes in media ownership took place. Interviews (N=290) based on the WJS questionnaire were conducted with professional journalists from various types of news media (print, radio, TV, and online media) and from all regions of the Czech Republic. The first half of the interviews took place between October 2012 and January 2013 and the rest occurred between November 2013 and February 2014. The paper then compares journalists' values before the ownership changes in 2013 to their values after the changes occurred. We were interested in journalists' attitudes toward issues such as the freedom to decide what is newsworthy, factors influencing their approach to events, as well as pressures on their work. Attitudes of journalists both touched and untouched by changes of ownership were compared (special attention was given to the evolution of the attitudes within the group of journalists affected by the changes in media ownership). We realized that the attitudes have changed, but not just only within the group touched by the ownership change, but that it influenced the whole sample.

THE WORLDS OF JOURNALISM STUDY IN AFRICA: A METHODOLOGICAL REFLECTION AND SOME EARLY SURVEY RESULTS

TBA

Journalism research has shown that methodologies (including survey research) generally accepted in the Global North might well be easily adopted there, whilst the execution thereof in the Global South is often problematic (Bulmer, 1998; Smith, 2003, Wasserman & Rao, 2008). This paper examines some implications of survey research in the African developing context, and more specifically in South Africa and Ethiopia with regard to the .Worlds of Journalism Study 2014 (WJS). We found that (with a few exceptions) the WJS's attempt to measure views and opinions of journalists around the world by way of a survey questionnaire, is indeed, at least in in our case, sensitive enough to be applied to the different national systems in question (e.g. in political, social-cultural, and economic contexts). Specific technical issues are discussed that the researchers were confronted with when designing and executing the research in their respective countries namely: (i) conceptual similarity in what journalism entails and the lack of previous studies to inform the present one; (ii) language and linguistic similarity; (iii) the effects of using different data capturing methods (face to face interviews, online questionnaires and/or telephone interviews); (iv) finding a reliable sample where no formal data lists of journalists exist; (v) the training and employing of survey researchers; (vi) ethical issues giving raise to different interpretations of normative questions; (vii) obtaining funding for the national WJS research projects; (viii) unresponsive media organisations who for a number of reasons did not want to co-operate in making known the number of journalists in their employment, nor making contact lists available; (ix) unreliable population estimates and census figures and (x) dealing with the rather long length of the WJS questionnaire. Preliminary results (South Africa, N=371, January-March 2014; Ethiopia, N=310, March 2013-March 2014) show some marked differences, but also some similarities. For instance, South Africa has more women than men in newsrooms 66% to 44% vis-à-vis in Ethiopia where there are more men than women (84% and 16%). Rather surprising was that with only a 9% share of the population, 66% of the South African journalists in our sample were white. In an open section in the questionnaire for country specific questions we added inter alia the following: A total of 79% of the South African respondents found it 'very' or 'extremely' important to play a watchdog role (our question), while 47% of the journalists found it 'very' or 'extremely' important to support national development (a WJS question), in comparison to Ethiopia, the first figure was only 5% and the latter figure 73%. If the South African journalists support both being a watchdog and at the same time support national development, then it would appear to contradict various studies and theories from the North, where these roles are viewed as contradictory or exclusive.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 11. JOURNALISM STUDIES (A) - CONSTRUCTIONS OF REALITY: MEDIATIZATION, EURO CRISIS, AGEING, IMMEDIACY AND RURAL AFFAIRS

› Location: Room 3A, Ground Floor

THE POINT OF REFERENCE FOR MEDIATIZATION PROCESSES. WHAT STAKEHOLDERS PERCEIVE AS THE LOGIC OF JOURNALISM.

Scheu, Andreas; Noelleke, Daniel; Zerrer, Nicole; Meiring, Jochen; Boberg, Svenja
› University of Muenster, Germany

This paper deals with the perception of journalistic logic by stakeholders in different social fields and thereby contributes theoretically and empirically to the research on mediatization. The concept of mediatization describes the increasing orientation and adaptation of social actors and organizations to the logic of journalistic mass media. However, existing studies and conceptual papers on mediatization fail to explain how adaptation processes are moderated: How does the journalistic logic diffuse into other social fields? We assume that individual as well as collective actors do not necessarily adapt to an actual journalistic logic but to what they perceive as such. We regard stakeholders in organizations as a link between the journalistic logic on the one hand and structural adaptations of organizations on the other and ask about their perception of journalistic logic. In studying the perception of the journalistic logic by stakeholders, the study closes a gap in mediatization research. While content analyses and surveys already provide detailed knowledge about the working routines of journalists and characteristics of journalistic content -- the actual 'logic of journalism' -- we still only know little about what recipients believe it to be. This especially applies to stakeholders in organizations. Stakeholders are part of decision-making processes in organizations and are responsible for structural changes. Therefore, their perception of journalistic logic can shape organizational adaptations that communication scholars discuss under the label of 'mediatization'. Methodically, we conducted semi-structured interviews with 36 stakeholders from three different social fields (politics, health, science). Thereby we take an explorative approach and avoid predetermining specific aspects of journalistic logic (e.g. news factors, economic constraints etc.). At first, we asked about general impression of the journalistic logic followed by questions about perceptions of different structural elements of journalism (including journalistic programs, organizations and roles) which we deduced theoretically referring to systems theory. The interviews show that respondents actually share common beliefs about mass media and journalism. They agree that journalistic media construct reality according to specific rules. These rules constitute what the respondents perceive as journalistic logic. The respondents perceive journalistic media to be under pressure to appeal to audiences and therefore increasingly adapt to commercial demands. Above all, core aspects of perceived journalistic logic cover

news selection and presentation. Interviewees perceive journalistic media to be biased towards negativity, personalization and dramatization. They also complain about the increased orientation of mass media towards commercial demands because this reduces the time for thorough journalistic research and adequate coverage of complex issues. Strikingly, there are only marginal differences between the respondents from the fields of politics, science and health concerning their perception of journalistic logic. In summary, our study confirms that actors from different social fields share a common understanding of how journalistic mass media work. This perceived journalistic logic is constituted by the structural elements of journalism (programs, journalistic roles, media organizations). We assume that perceptions of stakeholders serve as a point of reference for mediatization processes and can explain the extent and the direction of structural adaptations of organizations.

ACTION WITHOUT AGENCY. A CRITICAL DISCOURSE ANALYSIS OF THE JOURNALISTIC CONSTRUCTION OF INDUSTRIAL CRISIS AND UNEMPLOYMENT IN SWEDISH PRESS

Jacobsson, Diana

› department of journalism, media and communication, University of Gothenburg, Sweden

In this paper I focus on how journalism makes use of actor and agency in their construction of crisis and unemployment; an approach departing from the idea that representation of actors and agency is a vital tool in the journalistic recontextualization of an event. Swedish news articles in conjunction with industrial crisis in two different periods of time are analyzed in order to discuss which position journalism takes during these crises. This comparative critical discourse analysis departs from two overarching questions indebted to van Leeuwen's (2008) taxonomy of actor and agency representation with emphasis on the relationship between static and dynamic, passive and active. The first question concerns what kinds of actions are attributed to what kinds of actors while the other deals with the question of what kinds of actions tend to be objectivated or de-agentialized in the story. Journalism, as an agent of symbolic power, has the capacity to construct images of the labor force facing unemployment during the crisis as either powerless or empowered when it comes to what parts and perspectives it focuses on. At the same time journalism is of course not produced or consumed in a vacuum. This stresses the importance of taking into account that different contexts promote different discourses; an approach springing from Fairclough's (1995, 2003) notion of text as being embedded in the contexts of its production, distribution and reception as well as in wider social, political, economic and cultural contexts. A comparative analysis of the representation of actor and agency in the journalistic discourses of crisis separated by time provides substantial clues to what choices and explanations seems to be "possible perspectives" for journalism in a particular sphere. Hence, news articles during one month in conjunction with the two crises on the Swedish labor market; the textile industry crisis in the 1970s and the automotive crisis in the 2010s, have been analyzed. My results show two different stories about crisis and unemployment. The articles about the textile industry have a conflict perspective where events are actions closely knit to an actor. The discussion about causes and possible solutions is explicit and the workers are portrayed as an active and consistent collective. The articles about the automotive industry stays on the surface when reporting on consequences rather than causes, on details and legal issues in a depoliticized way where actions has turned into events without agency. This analysis sheds light on how journalism constructs the relationship between static and dynamic, passive and active in the representation of actor and agency; matters tangential to a broadened discussion about power relations in society and on the labor market as well as the question of power and journalism. References Fairclough, N. (1995) Critical Discourse Analysis, London: Longman Fairclough, N. (2003) Analysing Discourse: textual analysis for social research, London: Routledge Van Leeuwen, T. (2008) Discourse and Practice, New York: Oxford University press

TRACING STRATEGIES OF IMMEDIACY IN SWEDISH ONLINE NEWS

Widholm, Andreas

› Södertörn University, Sweden

Over the past decade, journalistic institutions have undergone a dramatic shift from mainly linear models of news production towards increasingly non-linear models, where immediacy and interactivity have become core features. While journalism of the past was characterized by a relatively stable set of routines, easily reproduced in the daily work by the use of stable deadlines, contemporary journalism is increasingly characterized by 'liquidity' (Strömbäck & Karlsson 2010) including fast changing content governed by the ideology of constant 'Breaking News'. Non-linear models of news production have posed long-standing methodological problems for media researchers as most analytical models are still static, with no or only minor possibilities to track the actual 'essence' of online news, namely its immediacy (Deuze, 2008; Redden & Witschge 2010). This paper presents a redeveloped version of Regular-interval-content capturing (RICC), a method specifically designed for the study of the changing nature of online news texts. RICC can be described as a computer-assisted method for data gathering, enabling researchers to collect and store different versions of online news flows based on a given interval. The new version has been developed in cooperation with programming experts, using Ruby program language. The analysis centers on the news flow presented on Swedish Radio's front page during one week in March 2012. The news flow was downloaded or 'freezed' every 5 minutes during the week, and the five highest prioritized news items were automatically saved in a database, resulting in 10080 potentially different news items. In the paper, this thick empirical material is analysed using quantitative content analysis, combined with qualitative interviews with journalists and editors. Results reveal that the news flow undergo different phases over a typical day. The intensity of the online news flow follows to a great extent the number of active journalist available at the web desk. During the mornings, the news flow mainly follows the logic of FM broadcasting, as this is the time when the newsroom presents its main news on all available platforms. The level of immediacy increases throughout the day and 'peak moments' of immediacy can be found at lunchtime (most often devoted to follow-ups on recent events) and in late evenings (mainly devoted to live coverage of sports). The analysis also show that the majority of Swedish Radio's news are produced by the organisation's own journalists. However, during specific periods, especially late evenings and during night-time, the dependency of externally produced materials increases significantly, resulting in more standardized coverage from international agencies. The results presented in this paper draws on the author's work as 'Researcher in Residence' at Swedish Radio.

SHINING A SPOTLIGHT ON THE BBC'S REPORTING OF RURAL AFFAIRS: CONTROVERSIAL RURAL ISSUES AND VOICES IN THE NEWS

Stanyer, James; Deacon, David; Downey, John; Wring, Dominic

› Loughborough University, United Kingdom

There have been few if any examinations of the way the news reports on rural areas, issues, and on the lives of those who live in the countryside. Indeed, an often heard criticism in the UK is that the issues that affect those living in rural areas are overlooked by the news media or that the voices of those in rural areas is not heard nor given enough prominence. The BBC as a public service broadcaster has a mandated duty to cater for all licence fee payers, reflect the many communities that exist, and ensure that it reflects the diversity of voices in its coverage of rural issues. There has so far been no systematic analysis of the extent to which the BBC successfully achieves these aims as laid out in its guidelines. This paper presents the findings of a content analysis of the BBC's coverage of rural matters in the UK. It examines 62 days of coverage by TV and Radio national, regional and local news programmes, and by the BBC online, sampled over 14 month period from September 2012 to December 2014. The paper looks the BBC's coverage of controversial issues that relate to the

countryside. In particular, it is interested in extent to which the voices of those who live in rural areas are heard on news reports on controversial matters that concern the countryside or whether coverage is dominated by government and other powerful sources. Drawing on indexing theory, it examines the visibility of actors across BBC output in coverage of three controversial issues namely, the cull of badgers to prevent the spread of Bovine TB in cattle, fracking for shale gas in rural areas, and rural planning and development. The paper suggests those who appear and speak on controversial matters come from an elite of experts and vested interests with the voices of those who live in rural areas largely absent.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 11. JOURNALISM STUDIES (B) - CASE STUDIES: FACEBOOK USE, TRAVEL JOURNALISTS, LOCAL NEWS AND YOUNG AUDIENCES

› 3B, Ground Floor

JOURNALISTS' USING FACEBOOK TO CLAIM THE TERRITORY, BRAG OR CRY IN DESPERATION FOR HELP - A CONTENT ANALYSIS OF A NORDIC JOURNALISTIC RESOURCE GROUP ON FACEBOOK

Appelgren, Ester; A content analysis of journalists using Facebook to claim their territory, brag or cry in desperation for help: A study of a resource group created by journalists, for journalists

› Journalism Department, School of Social Sciences, Södertörn University, Sweden

Previous research on the use of social networks for journalistic purposes describes networks such as Twitter and Facebook as means for journalists to find trending topics or sources for stories. However, on Facebook there are also several interest groups created by journalists, for journalists, focused on different aspects of the profession and work methods. One example of such a group is the Swedish group "Datajournalistik", in English "Data Journalism". The group was created in April 2012 by three members of a small Swedish journalistic non-profit association called Fajk. The aim of the group was to function as a network community hub for the small community of journalists interested in data and data journalism in Sweden. Since the start, the group has evolved and now have over 600 members, most of them active journalists working at primarily Swedish media companies, but also Norwegian, Danish and Finnish companies. For the content analysis of the large empirical material, a text analytics software tool for unstructured data was used to cluster and classify posts and comments. The aim is to illustrate how journalists specialized in the evolving genre of data journalism over time have been using Facebook as a resource in terms of developing their competences, promoting their work and networking among peers. The different types of content posted to the group illustrates the process of journalists developing skills to master the new genre of data journalism. In the article it is described to what extent new ideas are exchanged in the group and how the journalists in the group are interacting and helping each other out. This article builds on Granovetter's theory on the strength of weak ties (1973) in relation to Everett Rogers' Diffusion of the innovations theory (2003). Granovetter's theory is mainly applicable to analysis of networks and how information is transferred between individuals in networks. He argues that information that is exchanged through what he denotes as weak ties (acquaintances) is a type of information that people normally do not get from their strong ties (close friends, family and close co-workers). Previous research shows that in networks where there is a shortage of weak ties, ideas tend to spread more slowly than in systems with a large amount of weak ties. In this study, the newsroom to where a journalist belong is considered a network where the journalists have strong ties to their co-workers. The Facebook group in the study,is a network where the individuals are connected by weak ties. The members of the Facebook group all form a sub-group within their newsrooms, data journalists. Hence, one of the conclusions are that new ideas spread quickly in the Facebook group, and within this group there is a possibility to find consensus, not possible to find in the newsroom. The article will present the dominant topics in the collected posts and comments over time. Furthermore, the popularity of different types of advice and promotions will be discussed.

COSMOPOLITAN ROLE MODEL AND TOURIST GUIDE: THE TRAVEL JOURNALIST AS BLOGGER

Ljungberg, Emilia

› Lund University, Sweden

Since the development of web 2.0 scholars and other observers have been making claims about how the technology will make possible a liberating blurring of the boundaries between professional journalists and amateurs, sometimes referred to as the "ecology of interactivity" (Olsson 2010). This has been argued not least in relation to blogs as a journalistic genre made possible by the development of new technology. The use of blogs might seem to challenge the privileged position of the professional writer in relation to the amateur reader who gets a chance to become a writer him or herself but my study has shown that blogging can paradoxically also function as a way to strengthen the authority of the professional journalist in relation to the amateur. Blogs are associated with amateurs but are also used by professional journalists writing for well-known publications. I have studied one of the blogs on the website of the Swedish travel magazine RES. Even if the blogger is a professional journalist the blog usually emphasize a personal style of writing and the opportunity to gain an insight into the private life of the writer. Rather than presenting a completely new relation between reader and writer the blog facilitates a return to an older role for the travel journalist, the role of the tourist guide providing travelers with useful information. This role has been further emphasized through the direct communication that the blog makes possible. The blog also emphasize the role of the journalist as a cosmopolitan role model because of the increased visibility that it facilitates. The readers are invited to imitate the professional journalists, both as writers and as travelers. This is in line with Jay Bolter and Richard Grusin's theories about remediation which they use to show how new media always borrows from older media (2000). The relation between the blogging journalists and their audience is a refashioning of how that relationship was constructed in print media, rather than a radical blurring of the lines. My study of travel blogs gives a new perspective on how the relation between readers and journalists is constructed online, challenging the ideas about the liberating force inherent to new technologies. I draw upon the arguments of Henry Jenkins (2006) to show how the travel blogs is a part of a wider renegotiation of the relation between professional and amateur, in a convergence culture. The case study focuses on the blogs of travel journalists but the results concerning the use of blogs by established journalists have wider implications. In a wider perspective it concerns the question of how new technologies have changed the relation between readers and writers, between amateurs and professionals.

FUTURE ROLE OF LOCAL NEWS: STRATEGIES AND CONDITIONS FOR LOCAL NEWS JOURNALISM

Cepaite Nilsson, Asta[1]; Stúr, Elisabeth[2]

› [1]Lund university, Sweden; [2]Mid-Sweden University, Sundsvall, Sweden

Worldwide, the traditional news journalism, mainly in the print media, has been heavily affected by declining circulation figures and advertising revenues. Only in Sweden last year, the daily press dropped 90 million euro ad revenue. The forecast for 2014 is an additional lost of 60 million euro (Medievärlden, 2013-06-18). Even though the regional and local newspapers are in better condition than the national dailies, there is a growing concern about their situation. Several studies (Nygren, 2009, Picard, 2012) have discussed economic challenges for the news media, change processes in the media market and also impact of citizen journalism and social media for the traditional print media. Another strand of media research deal with different aspects of future role of local news in the media landscape.

Many studies agree that successful newspapers need a highly local focus that is more in touch with, and more responsive to, the community (Bunch, 2008, Terry, 2011). Future models of local press accentuate the need of rethinking newspaper content and connection with their readers (Rouger, 2014). Local newspapers and local news journalism has an important role to play in the society. More studies that concern how media organisations strategically work on development of local news and journalism in context of reorganizations, are needed. Synergies and fusions between media companies are the common measures for the loss-making media companies. One outcome of this development is cost reduction and re-organization of editorial staff. Another way to reduce costs is to go down in the frequency of circulation or close the newspapers' local offices with more centralized content production as a consequence. Newspaper leaders believe that the negative trends such as workforce reduction are caused by the papers inability to see future needs in time. The image of the future remains fuzzy at the same time that most of the newspapers are in the transformation phase to meet this future. This transformation includes for example organisational centralization and moving towards digital and cross-media publishing but whichever media platform journalism operates is still the idea of journalism important. But studies of the media organizations strategies for local news journalism are rare. A question of what role local news and news journalism will have in the future need therefore be highlighted. Object of the study is to examine changing conditions for local news journalism in the case of Swedish local newspapers. RQ1: How do the media organisations perceive the future role of local news, in context of organisational changes? RQ2: What strategies do the media organisations have for development of local news journalism? Both quantitative and qualitative methods are used in the study. 1. A quantitative overview of publications concerning the on-going development of conditions for local news and news journalism in Swedish media companies. This is in purpose to pinpoint guidelines for news production preferences and to highlight organisational challenges and possibilities for local news future role in the media landscape. 2. A qualitative case study of two local newspapers based on interviews with key persons at selected newspapers.

HOW LOCAL NEWS BECAME A SCARCE GOOD IN THE PUBLIC RADIO: THE PORTUGUESE CASE

Camponez, Carlos; Santos, Sílvio Correia

› University of Coimbra, Portugal

Proximity news coverage on the radio is increasingly becoming a scarce good particularly due to economic and cultural movements. Music format stations are cheap to maintain and highly appealing despite local singularities. So, in the absence of legal constraints, music format stations owned by large conglomerates are replacing news, talk or full-service small broadcasters on the commercial sector. On the other hand, the public media is also striving with strong financial pressure that eventually overlaps its public ethos and inhibits or supress proximity as an informational value. In the absence of community media, the role of the public broadcasting is clearly emphasized particularly in peripheral areas, where commercial stations simply don't invest. This presentation analyses the Portuguese public radio's proximity coverage as a case study, which illustrates how peripheral areas are becoming increasingly marginal and how financial constraints shape narratives of proximity and broadcasting coherence. In 2012 the Portuguese public radio RTP ceased the regional broadcasting on its main channel Antena 1. For decades, Antena 1 provided different simultaneous local and regional broadcasts during a specific period of the day that implied temporary divisions of the national network. But despite the inconvenience caused by this technical discontinuity the regional programmes were considered relevant, since they allowed a cultural proximity between the public broadcaster and communities outside the large metropolitan areas. Though RTP's grounds for shutting down these programmes were mainly based on the discontinuity that was created on national broadcast, the whole process is connected to the company's needs to drastically reduce costs. By replacing the four decentralised one-hour programmes, Antena 1 created a single one-hour informative show with national broadcast. The broadcaster's narrative replaced the concept of proximity for a different logic, supported by the ending of domestic boundaries between regional broadcasts. This way - it was argued, local news were broadcasted to the entire country. This study focuses mainly on the consequences of the cessation of these local and regional public broadcasts. We use mixed research methods in order to analyse these changes and assess how they affect the news coverage of peripheral areas. We identify and characterize the kind of news, regions and characters that used to be covered for regional broadcasts and that now fail to be aired on the national show. To accomplish these goals, we analyse 22 regional programmes that were broadcasted in 2012, and compare the results with 22 national programmes that replaced the decentralised ones. Quantitative methodology is applied in order to characterize the main differences between the two periods. We also present an inedited historical perspective about the evolution of the decentralised public broadcasting in Portugal.

YOUNG PEOPLE WANT NEWS DESPITE WHAT OTHERS SAY

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For more than one reason young news users are an interesting but also necessary object of study for scholars as well as for news organizations. Looking at traditional news media, especially newspapers, it is without discussion that news consumption declines in this group. From a deliberation point of view, this leads to concerns that young people become less informed and thereby disconnected from civic society. From an economic point of view, losing their younger audience jeopardizes the viability of news organizations. Despite the fact that young people under 30 spent less time reading newspapers and watching television news, studies show that they do consider it important to keep up with what is going on in the world around them. They are not disinterested in news as such, but there seems to be a disconnection between what is important for them in their everyday life and what traditional news offers them. Today's digital news environment can meet the needs of young people to a greater extent: quickly being informed about breaking news anytime anyplace, without any restrictions or, also very important, without any costs. Apps on mobile phones, Twitter and Facebook provide short, up-to-date headlines in an instant. Former studies show that young people also want and are interested in additional background information. However, traditional media do not to provide suitable information for this younger generation. The question then arises: What do young people want? In this study we look into the role of news in their everyday life. It discusses among other things how young people inform themselves, connect with news and society and cope with the possibility to participate in the news. Using in-depth interviews, 30 young people aged 20 to 30 were asked about the role news plays in their life. Topics were: 'definition' of news, needs, motives, situations in which young people get their information (i.e. watching with others, before or after watching a non-news program), appreciation, use of different media platforms, citizenship, interactivity and participation. Because some studies implicate that results may differ for people in different stages of their life, we included students and workers. Data were fully transcribed and analyzed using the qualitative methodology. The analyses provide more insight in how young people experience news and their behavior and attitude towards what they define as news. Very preliminary results show that they still understand the importance of being informed, but also experience a large gap between their world and the world that is presented in the (traditional) news. This study will discuss how journalism can reconnect with this new generation of citizens.

15:00 - 16:30

PARALLEL SESSION 10 - 11. JOURNALISM STUDIES (A) - PARTICIPATORY NEWS, CITIZEN JOURNALISM, AND USER-GENERATED CONTENT

› Room 3A, Ground Floor

FIVE META-CYCLES OF LIFE: THE EVOLUTION OF PARTICIPATORY NEWS MEDIA FROM 1790 TO 2020

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Participatory journalism (or citizen journalism) has been a popular object of research in the last years. While many studies focus only on participatory news media in the Internet (for meritorious exceptions see: Atton & Hamilton, 2008; Ekström et al. 2011), participatory news media are far from being completely new. This paper broadens the view by analyzing these platforms from a historical perspective. As a theoretical framework, we draw on the three biological metaphors of ecology, evolution, and life-cycles (Cawley, 2012; Scolari, 2012, 2013; Stöber, 2004; Lehman-Wilzig & Cohen-Avigdor, 2004). In this way, we developed two research questions: RQ1. How did participatory news media evolve over the past 250 years? RQ2. How did ecological factors influence the evolution of participatory news me-dia? We indicate at least five meta-life cycles of the evolution of news media and participa-tory platforms between 1790 and 2020: Aftermath of the French Revolution (ca. 1790 -- 1820), Turn to the 20th Century (ca. 1880 -- 1910), Roaring Twenties and Great Depression (ca. 1920 -- 1950), Counter Culture Revolution (ca. 1960 -- 1990), and Rise of the Internet (ca. 1990 -- 2020). In each period of transition, the waxing of participatory journalism in Germany and the US seems to have developed under similar ecological conditions. The following fac-tors prove important: * Social bottom-up movements * Political instability * Legal freedom * Technological innovations * Economic uncertainties First, we can conclude that the stronger each of these ecological factors is, the more power lies behind the emergence of participatory platforms (bivariate relation). Second, there seems to be an interaction effect between the ecological factors, making them more powerful if they are combined and co-occur, than if they stand alone (multivariate relation). The waning of participatory journalism after each period of transition can be explained by three main reasons: First, it may be caused by an unfavorable change of the ecosystem. Second, it may be determined by the naturally short life-cycle of individual participatory news media. Third, the participatory news outlets may be "absorbed or incorporated" by the estab-lished journalism and the mainstream media (Atton & Hamilton, 2008, p. 64). References Atton, C., & Hamilton, J. F. (2008). Alternative journalism. London: Sage Cawley, A. (2012). Towards a historical perspective on locating online news in the news ecology: The case of Irish news websites, 1994-2010. Media History, 18(2), 219--237 Ekström, A. (2011). History of participatory media: Politics and publics, 1750--2000. New York: Routledge. Lehman-Wilzig, S. & Cohen-Avigdor, N. (2004). The natural life cycle of new media evolution: Intermedia struggle for survival in the internet age. New Media & Society, 6(6), 707--730 Scolari, Carlos A. (2012). Media ecology: Exploring the metaphor to expand the theory. Communication Theory, 22(2), 204--225. Scolari, Carlos A. (2013). Media Evolution: Emergence, Dominance, Survival, and Extingtion in the Media Ecology. International Journal of Communication, 7, 1418--1441. Stöber, R. (2004). What media evolution is: A theoretical approach to the history of new me-dia. European Journal of Communication, 19(4), 483--505.

CITIZEN JOURNALISM FOR EMPOWERMENT: MOVING IN FROM THE MARGINS?

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› Bournemouth University[1]

Citizen journalism often emerges through groups of innovative citizens who want to have their voice heard, connect with their communities, fill the gaps left by failing local news providers, and avail the public's dissatisfaction with legacy media (see Metzgar, Kurpius & Rowley, 2011). Countless citizen journalism projects have emerged in across Europe in recent years, from hyperlocal newspapers to celebrity gossip websites, to first-person commentaries from the front line.

Citizen journalism offers (in theory), an inherently empowering narrative, which can give voice to the voiceless in society. In this paper, we explore this concept by documenting an ongoing collaborative citizen journalism project between Bournemouth University (UK) and Access Dorset: a charity serving over 5000 disabled people and older people; and representing traditionally marginalised groups. As with other minorities, research has shown that historically there has been a mainstream under-representation of disability, use of stereotypes and a failure to challenge society's prejudices. And despite some encouraging progress this still persists.

Of course, the problem for many disabled people is access and voice in the media -- being able to offer counter narratives to those in the mainstream, and cover the issues that matter to people like them. This is why such innovations as the one we document hold much promise.

Based on a survey with all of Access Dorset's users (5000+), plus interviews and observation with twelve members of Access Dorset -- who had no prior experience of journalism but were trained by us over eight weeks -- we explore the potential and actual power of citizens to put forward their voice and shape their own agenda through citizen journalism. The paper explores how participants defined their genre of journalism; the nature of journalism practices and editorial structures that emerged; and participants' chosen subject matters and how this relates to their marginalisation in mainstream coverage.

Interviews revealed some of the tensions evident in previous citizen journalism projects; for example their relationship with local and national media -- who they have great difficulty in influencing; and the contradictory and ambivalent ways in which they define their work as 'journalism', and themselves as 'journalists'.

Other emerging tensions were more cognisant of the group we were working with and speak directly to the contradictory nature of citizen empowerment. For instance, of all the barriers to having their voice heard we explored with interviewees, physical and mental disability were virtually absent; but the fear of publically criticising the government was a genuine barrier for many, who felt vulnerable in the face of the government 'assault' on welfare and benefits. Furthermore, there was not a straightforward relationship between becoming confident as a citizen journalist, and feeling empowered as a disabled or older person. Nevertheless, our survey of the 'audience' of the journalism project showed the potentially transformative impact citizen journalism can have on a 'community' such as disabled and older people, who expressed genuine anger at their historic media marginalisation, and felt empowered by seeing people such as them produce journalism.

UGC IN THE NEWSROOM: HOW BBC JOURNALISTS' ENGAGEMENT WITH INTERNET ACTIVISTS HAS ALTERED NEWSROOM PRACTICES

Johnston, Lisette

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For the first six months of the Syria conflict, there was a media blackout in the country, in the sense that foreign journalists were banned and state news media posted a certain narrative in line with what the Syrian 'regime' wanted people inside and outside the country to hear. This restricted access meant that news outlets such as BBC News were forced to engage with a new type of 'correspondent', the media activist. This research examines how User Generated Content (UGC) has become a tool to help BBC newsrooms understand developments surrounding the conflict; this in turn has led to greater interaction and engagement with citizens and activists within Syria, who have learnt how to relate to the media from earlier events connected to the Arab Spring. The research also considers how BBC journalistic practices have changed to incorporate this content and these voices, which were marginalised at the start of the conflict in March 2011. The study uses newsroom observations and qualitative interviews to explain how engagement with Syrians has changed from when they first started shooting and uploading content to new media platforms up until August 2013,

when news of alleged chemical attacks in the suburbs via Damascus reached the world through the portal of social media, particularly YouTube. Since September 2011, BBC correspondents have sporadically been able to enter Syria, yet this UGC remains a vital tool in telling the story of events in Syria and complements journalistic 'boots on the ground'. Results suggests both BBC correspondents and staff such as those at the BBC UGC Hub have experienced a steep learning curve in developing new practices and swifter and more accurate verification measures to ensure non-BBC content can go on air; and perhaps even more importantly, that this can be done with confidence, given mistakes that have been made in the past when using content found on social media platforms. The research suggests that as well as practices evolving, the relationship BBC journalists have with Syrians inside and outside the country also changed, with activists described as becoming more engaged in terms of signposting content for ease of verification. Despite this increased level of engagement, however, the editor still has the final say. In this respect then, BBC journalism cannot be said to be truly collaborative or 'networked' and Shirky's idea of horizontal communication has not been fully realised. Overall, the traditional gatekeeping role may not apply to broadcast media in the same way it once did, but BBC journalists certainly still have a 'sentry' role when it comes to UGC being shown on the BBC; they still decide on what they think are the best voices and most useful content in relation Syria, and their views dictate what element should be put 'on air'.

CHALLENGES OF CONDUCTING CONTENT ANALYSES OF USER-GENERATED CONTENT AND HOW THEY ARE MET IN SCIENTIFIC JOURNALS

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Online content analysis and particularly content analysis of user-generated content is, driven by the technical development, challenging researchers due to its high dynamics, multimodality, reactivity, personalization and hypertextuality. The paper presents a systematic review on how these challenges are met in current communication literature. It reviews the existing methodical approaches to UGC services and of content analyses of UGC in particular.
The evaluation is based on a content analysis of pertinent approaches in relevant national and international communications science specialist periodicals.
It draws upon eight international journals consciously selected for the topic (Communications -- The European Journal of Communication Research, Communication Research, European Journal of Communication, Journalism, Journalism Practice, Journalism Studies, Journal of Communication und Journal of Computer-Mediated Communication) as well as two German journals, Publizistik and Medien & Kommunikationswissenschaft. It includes the journal editions from 2004 until the middle of 2012, thus being since the spread of the social web. Articles which present empirical, primary or secondary analytic studies on internet applications which enable non-professional communicators to spread online content are encoded. The following applications of the social web are included in the evaluation: discussion forums, Usenet, newsgroups, mailing lists, photo and video communities, reader reporters, online comments, online readers' letters, social networking sites, microblogging, weblogs and Wikis.
Since 2004, 171 articles with a total of 210 empirical studies have been edited on UGC applications in the periodicals mentioned, whereby the publication frequency has been increasing since 2011 in particular.
The systematic review shows that communication research needs a distinct discussion on the particularities of selecting and analyzing digital, transient, dynamic media content. The potential inherent in online media and UGC is not yet being fully exploited. For example, by focusing primarily on the analysis of texts, scholars elude the challenge of appropriately encoding the other elements. However, they subsequently fall short of examining the multimodality of the services. The potential of easy acquisition of digital and transnationally available material is also not fully exploit. The amount of international comparative studies is limited. The review has also shown that some studies feature significant presentation deficits regarding information on reliability values, analysis units and the archiving of material. This is problematic, particularly against the backdrop of the diverse range of UGC structures. The insufficient documentation of content analyses significantly limits the capacity to judge the stability of the findings, the assessment of the interpretations, replications of the studies and ultimately impeded scientific progress.

JOURNALISM UNDER THREAT - INTIMIDATION AND HARASSMENT OF SWEDISH JOURNALISTS

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Autonomy and independence are basic features of the journalistic profession. Sweden has, as most Western countries, enshrined freedom of expression as a constitutional right, which has served to assist the development of an independent press. These democratic rights have for a long time been taken for granted, and scholarly concern for journalistic autonomy has mainly been directed towards the commercialization, standardization and "dumbing-down" of news media. Technological developments have accelerated those concerns as competition intensifies, but far-reaching digitalization has also had other effects. The opening up of journalism in the virtual sphere, the increasing transparency of journalistic work and the individualization of newsroom staff has made journalists more exposed and vulnerable than before. Scrutinizing people in power has always been a risky business. However, online anonymity and accessibility, along with an increasingly polarized and unstable political climate, have resulted in a harsher working environment for journalists. Research is scarce on these developments in this context. To what extent, and in what forms, do Swedish journalists experience intimidation and harassment as a result of their professional role? And do these threats influence their work in any way? In this paper we address those questions using a survey of 1695 journalists (response rate 81 percent), and additional data from in-depth interviews with journalists from a range of Swedish news media. Swedish society is highly ranked in various press freedom indices, which makes it even more disturbing to find that as many as a third of those journalists who responded had experienced threats at work during the past year, while an overwhelming majority said they had received offensive and insulting comments. Many said this intimidation and harassment had affected them both professionally and personally -- as a consequence, around 25 percent of Swedish journalists have avoided covering certain people, events or topics. We analyze these troubling facts within a framework of professional theory, and contextualize them within the changing political climate in Sweden and the changing status of the journalistic profession. Previous research has pointed to a de-professionalization of journalism, and we argue it is now time to add the dimension of external pressure and threats to the discussion of journalistic autonomy -- including countries like Sweden. The international struggle for press freedom is closely linked to the matter of professionalism among news workers; it is therefore important to identify and address these kinds of anti-democratic developments at an early stage.

SYNCHRONIZATION OF NEWS AND ADS. HOW ADVERTISER PRESSURE CORRELATES WITH THE NEWS COVERAGE OF GERMANY'S LEADING POLITICAL WEEKLY MAGAZINES SPIEGEL AND FOCUS.

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Bias Research has a long tradition in the field of news analysis, focusing the distortions introduced into media reports by particular special interests. However, the focus of this research has been mostly on the influence of editorial policies and the political opinions of journalists (McQuail, 1992; Kepplinger, 1989; Hagen, 1992). The effects of advertising customers interests, in contrast, have been studied only seldom -- although, they have always been viewed as a potentially distorting factor in media financed by advertising - even more so in an era of increasing commercialization of the media and of sinking circulation revenues caused by the rise of the internet. The documentation of advertiser influence is often anecdotal (e. g. Fortunato, 2008; Picard; 2004). Some attempts have been

made to quantify it by surveying journalists (e. g. An & Bergen, 2007; Baerns, 2004; De Smet and Vanormelingen, 2011; Gerhardt, Kepplinger & Maurer, 2005; Nyilasy & Reid, 2011; Rinallo & Basuroy, 2009; Soley & Craig, 1992) and only rarely has it been documented with content analysis (Choi & Park, (2011; De Smet & Vanormelingen, 2012; Kolb & Woelke, 2011; Reuter & Zitzewitz, 2006; Poitras & Sutter, 2009). Also, until now, little theoretical efforts have been undertaken to model the mechanisms that mediate the influence of advertiser pressure on press content. The proposed paper will consist of two parts. Firstly it shall give an overview over empirical findings. The majority of which suggests that reporting is influenced by advertising customers and that this influence has increased over time. This part will be concluded by devising a model that systematizes the forces and counter-forces of advertiser influence. The second, empirical, part of the paper shall answer the question of whether advertiser pressure affects the news of opinion leading German political weekly magazines. Thus, for the first time it is examined how reporting on firms in all sections of both DER SPIEGEL and FOCUS, is related to the number and size of advertisements that businesses take out in each of the magazines. For this purpose, all advertisements from the year 2011 are coded. At the same time the tone and volume of the entirety of the reporting about selected businesses in all of 2011 will be examined using quantitative content analysis. According to our hypotheses we are expecting to find positive correlations in both magazines between advertising volume of an advertising customer and the tone, volume and thematic subjects of reporting on this firm. Our central conclusion is that both SPIEGEL and FOCUS report about advertising customers more often, with a more friendly tone, and with more product mentions in correlation with the amount of advertising placed by these companies. This finding is considerable, not only because, with SPIEGEL, it affects a cornerstone of Germany's quality media establishment. A caveat is in order due to the fact that the various forms of synchronization between advertising and reporting documented here could at least to some extent be caused by third variables, which generally are hard to control for.

BRAKES AND CURRENT OBSTACLES TO POLITICAL JOURNALISM. JOURNALISTIC AND POLITICAL VIEWS ON THE SPANISH CASE

Casero-Ripollés, Andreu; López-Rabadán, Pablo
› Universitat Jaume I (Castellón), Spain

Political information is a strategic resource for the normative functioning of the democratic system. Its contents determine citizen access to the main events and social debates, determine the establishment of the public agenda and streamline the process of forming public opinion. In this sense, all the processes involved in its production are of great importance in scientific and democratic terms. However, within the context of crisis in the worldwide newspaper industry, it's also detected a progressive worsening conditions of journalistic practice in terms of autonomy regarding their own media enterprises and the political sources. In the case of Spain, it is now possible to identify the emergence of a number phenomena represent major impediments to the development of journalism in this field. Some of these obstacles have to do with setting limits to its traditional surveillance functions of political power, and others are directly linked to attempts to control and interference in the productive routines from political sources. The aim of this paper is to study the degree of development of these brakes and obstacles from the point of view of the actors involved. In particular, we propose the specific analysis of four phenomena: the development of "journalism sof tatements" and widespread press conference without questions (1); the legal imposition of fixed-time television coverage of electoral campaign, according to the previous proportional parliamentary representation (2); the growing influence of communication cabinets (3), and the functions and roles exchange between professional journalists and politicians (4). The study of these four issues is addressed from an empirical analysis of the perceptions of the two professional groups directly involved, journalists and political actors. The methodology is based on the tecnique application of the in-depth interviews. Therefore, the sample consists of a total of 45 respondents (22 journalists, political actors 16 and 7 spin doctors) related to Spanish media and political system. Although globally both groups, journalists and politicians, recognize the importance of these phenomena and share a concern relative to them, the results obtained allow us to identify very significant nuances in their approaches. On the one hand, journalists roundly criticize all these professional barriers (especially journalism statements and cabinets infuence), but also recognize a certain lack of coordination, impotence and resignation before them. On the other hand, generally, prevails among political actor a doublespeak in lamenting the generalization of these dynamics on a professional level, but presented in a more nuanced and contextualized way, without assuming any responsibility for, or diverting it to journalists or other parties. The clear improvement of these professionals brake is a clear symptom of moment of crisis and weakness through the newspaper industry in Spain. A situation that has a direct impact on the degree of independence and pluralism of the Spanish media. This paper is included within the research project CSO2010-16313, from Plan Nacional I+D+i 2008-2011, and directed by Dr. Andreu Casero Ripollés (Universitat Jaume I).

POSTERS

THE CHALLENGE OF INCLUDING MEDIA CONVERGENCE IN JOURNALISM HIGHER EDUCATION. THE SPANISH CASE.

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One of the principle driving forces behind the changes in the newsrooms these days is media convergence. Those involved in the teaching of journalism have to face the challenge of adapting its curriculum to these new dynamics. The changing communicative scenario requires a response from the university to be able to meet demands in the workplace. It is necessary not only to construct a theoretical framework of solid reflection concerning the training of a fully integrated journalist and the meaning of convergence but also to establish the bases upon which the teaching of convergence journalism can be practiced. IIt is developed in the framework of "Integrated Journalism in Europe (IJIE)" an Erasmus Lifelong Learning Programme project, linked to the changes in the European higher education curriculum and global media. In this paper, the authors will present the Spanish contribution to the analysis of how this media convergence is being conceived by media professionals and educators in Spain. Therefore, a comprehensive state of the art of the literature on media convergence and the innovations in the teaching of journalism within the Spanish context has been selected. In order to conduct this overview, the selected corpus of observation consists of thd 4 spanish ISI journalism related journals and a relevant selection of 29 journals included in the Latindex and other databases, and also 13 books and 8 books chapters. The timeframe of the observation comprises 8 years (2006-2013). We need to take into account that, as Salaverría et al (2009: 116) point out, before that period, the scientific production on the subject was very scarce: "In Spain, the approach to the research of newsrooms as such was virtually unexplored until 2005. When, at the start of the XXI century, convergence began to be talked about, everything seemed to indicate that the question was of interest to both communication companies and academics. However, the lack of definition about exactly what was understood by convergence, and how to put it into practice and deal with the problems it implied -- technological problems, the training of professionals, the integration of newsrooms that had worked separately for decades -- meant that its attraction faded for some years." The state of the art has been contrasted with the analysis of 12 in-depth interviews with heads of department of journalism, media professionals teaching in schools of journalism, researchers investigating on journalism and heads of news desks; selected from the best ranked universities and relevant news groups. The interviews have led to answer our main objective that can be summarized through these critical questions that are aligned with what appear in the literature review: "How Universities are anticipating the changes that media convergence is leading? For what profile are young journalists being trained? Which skills are required? Are they the same that the industry is demanding?" This paper will include these answers and some more interesting concerns that came up regarding a generation of young journalists that are keen on technology but lack some interest of what is happening around them.

INTERACTIVITY ON NEWSPAPER WEBSITES -- FEATURES AND DETERMINING FACTORS

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Providing possibilities for more interaction the internet enables newspapers to strengthen their dialogue with their readers. Users can share, rate and comment articles on the newspaper websites and contribute to journalism. Interactivity is one of the most significant qualities of online journalism for user participation and dialogue. It is defined as continuum which spans from "medium interactivity", where users can interact with the website, to "human interactivity", where users can interact directly with other users (Chung 2008). Features like rating articles and pressing a "like button" can be related more to the "medium interactivity". Online reader comments, which allow discussions among the users and the journalists, are a suitable example for the "human interactivity". Newspapers are still experimenting with the technical possibilities and the connections to social media platforms. Our first research question therefore is: which specific forms of interactivity are used on newspaper websites and how interactivite are they? Based on these descriptive results our second research question addresses factors which explain why different interactivity features are implemented by the newspapers. In the literature various explanations are discussed: a) journalists' individual attitudes towards user dialogue and interactivity, b) organizational aspects, c) the critical mass of participating users (McMillan 2002). Organizational aspects include the size of a newspaper. Assuming they have more technical and personal resources bigger publishing houses could implement more interactive features. Furthermore, the size has an impact on decision processes about the online strategy and the influence of journalists' preferences. The academic discussion centers on the audience perspective and the journalists' attitudes on interactivity and reader participation. This paper contributes to the question, what kind of interactive features are provided by newspaper websites and analyzes if the newspapers' size -- measured by its distribution range of print and online coverage -- is a determining factors for interactivity. A content analysis of 150 German and 44 Swiss newspaper website was conducted and combined with data of the distribution range of the newspapers and their websites to study the two main research questions. The analysis reveals what kind of interactive features are used by German and Swiss newspaper websites and how they correlate with the distribution range of the newspapers' print and online coverage. Hereby it is found that in addition to the above mentioned factors also differences between countries exist.

FOOD (SAFETY) SCANDALS AND THE MEDIA: A SURVEY OF JOURNALISTS ON INFORMATIVE PROCESSES BEHIND THE SCENE

Baudisch, Sabine; Fröhlich, Romy; Schöller, Clarissa
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Everyone must eat and what we eat directly affects our health and wellbeing. Therefor trust in food is crucial for consumers. However, food scandals seem to be regulars in western countries (e.g. horse-meat in lasagna in 2013, EHEC bacteria on organic sprouts in 2012). In all of these (and other) cases, media coverage seemed to follow the same principles: sensationalizing, scandalizing and dramatizing are common when problems in food production are being discussed (Linzmaier 2007). In the past ten years, food production has been in the focus of politics as well as consumers more than ever before. Consumers have high demands in terms of ethics and quality towards producers of food (Halkier & Holm 2008). Scandals and the accompanying media coverage lead to a rising level of uncertainty amongst consumers, who have the possibilities and willingness to change their consumer behavior, if necessary. Numerous authors have discussed media coverage itself and its outcomes (e.g. Benterbusch 1997, Lücke et al. 2003, Rössler 2003, Kayser et al. 2011), especially in the event of scandals (e.g. Schulze et al. 2008, Epp et al. 2010, Feindt & Kleinschmit 2011). However, little is known about the backstage processes of media coverage on food-related topics. How do informative processes around food production and -trade work? Where do journalists get their information from and how does a typical research process on food-topics look like? How do journalists assess the impact of their coverage on consumers' behavior? The aim of this study is to find answers on these questions by exploring the informative processes around food-related topics. To get an insight into the routines of journalists, we interviewed 31 journalists from newspapers, (trade) magazines, radio, TV and online-media in September 2013. All interviewees regularly report about food. As the research interest is fairly explorative, we used semi-structured interviews to ensure comparability by allowing flexibility and in-depth-questioning at the same time. Results show that journalists agree in one point: they are not satisfied with the industry's behavior towards them. In day-to-day business, but even more in the case of scandals, companies fail to get into dialogue. Journalists describe industry's representatives as unreachable and too slow for their daily work routines. NGOs are one of their favorite sources: more than willing to provide information and familiar with journalistic routines. Journalists are aware of NGOs' specific agendas but appreciate them as one out of many sources in a balanced coverage. Recipients are considered well-informed and competent by some journalists but overburdened by the amount of information on food-topics by others. This second group tries to offer guidance to their recipients. Most journalists agree that recipients are willing to change their consumer behavior; however, they also agree that the standard of food security in Germany is very high and consider this fact represented in their coverage. The study adds a new perspective to research on media coverage on food-related topics. It also shows differences between different types of media and formats and puts the food industry's fear of ill-meaning journalists into perspective.

MEDIA CRITICISM IN SWITZERLAND -- INVENTORY, RADAR-MONITORING, KNOWLEDGE TRANSFER

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Theoretical considerations Journalism possesses substantial definatory power due to its selection of reality fragments and the resulting staging of it. But reality descriptions are always contingent (cf. Schmidt 2005: 28), which means society cannot go without a continuous publically-critical debate about journalistic performances (cf. Sutter 2010). Such media criticism empowers the public to overcome its role as an exclusive consumer and to acquire its role as a media literate agent and citizen which shoulders responsibility for the media system's status quo and its quality (cf. Wyss 2009). Furthermore, a systematic, criteria-based journalistic media criticism is a matter of accountability and transparency. Since more than twenty years the relevance of media criticism performed by media journalism is emphasized (cf. Russ-Mohl 1994, Wessler 1997: 23). By making structures and ambivalences a subject of discussion, media journalism could act as the "fifth estate" (Weiss 2005, Beuthner /Weichert 2005: 47). It could contribute to journalistic quality assurance (cf. Malik 2004: 333, Russ-Mohl/ Fengler 2002: 191) and demonstrate media's sense of responsibility towards society (cf. Beuthner/Weichert 2005: 47, Malik 2004: 197, Fengler 2003: 148f.). However, findings referring to Switzerland, Germany and the US suggest that published media criticism leads a miserable existence (cf. Walser 2012, Hickethier 2005: 61). Concerning media journalism, researchers especially complain about the degree of its institutionalisation which becomes apparent in the advancing discontinuation of media journalism departments and a decreasing media-related coverage as a whole (cf. Straub/Schönhagen 2007, Beuthner/Weichert 2005: 44f., Porlezza 2004). Research questions and method It is a matter of debate whether agents which do not belong to the media system itself -- press councils, ombudsmen or other critical organisations -- could compensate media journalism's deficits. In this regard it is spotlighted in terms of Switzerland, that public is hardly aware of such exterior institutions (cf. Porlezza/Russ-Mohl 2011, Blum 2010, Walser 2012). The same is true for media blogs because of poor resources and a deficient continuity of these agents. Meanwhile, the initial euphoria gets mixed with scepticism as far as their public resonance and sustainability is concerned. Switzerland lacks a systematic survey and inventory of all these instances and institutions which practise public media criticism.

Altogether, more theoretical-reflexive contributions searching explanations for the weak degree of institutionalisation than empirical ones can be found in the field of media journalism research. Moreover, the empirical contributions often are case studies (cf. Fengler 2001, Malik 2004). Even less frequent are content analyses and multi-methodical settings (cf. Lichtenstein 2011, Weiss 2005). We report the project "radar media criticism Switzerland" which monitors the structure and the content of the published media criticism in Switzerland with recourse to a multi-methodical design for the purpose of a longitudinal comparative study. This projects works with a computer-aided survey instrument which allows detecting and explaining changes over time. A crucial point of the project is the periodical knowledge transfer of the findings to the public through a yearly report. Besides, we present current findings of a pilot study conducted prior to the radar project which supports the proclaimed need for action concerning media criticism. An improvement of the situation can neither be expected to result from an initiative of the self-regulating media forces nor from the self-appointed media watchdogs (cf. Lüthi 2012). Therefore, communication and media science has to be in charge.

SAFETY OF JOURNALISTS AND THE ISSUE OF IMPUNITY (BY UNESCO)

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UNESCO actively promotes the safety of those who produce journalism and believes that they have the right to work free from the threat of violence and to ensure the right to freedom of opinion and expression for all. In the past 10 years, more than 600 journalists and media workers have been killed -- the majority of them are not war correspondents. Attacks on media professionals are often perpetrated in non-conflict situations by organized crime groups, militia, security personnel, and even local police, making local journalists among the most vulnerable. These attacks include murder, abductions, harassment, intimidation, and the illegal arrest and detention. Most abuses against media professionals remain uninvestigated and unpunished. This impunity perpetuates the cycle of violence against journalists, media workers and citizen journalists. The resulting self-censorship deprives society of information and further impacts press freedom.

ABSTRACTS SECTION 12
Organisational and Strategic Communication

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - GOVERNMENT PUBLIC RELATIONS IN EUROPE: CRITICAL PERSPECTIVES

› Auditorium IV, First Floor

THE MEANING AND PRACTICE OF PROFESSIONAL GOVERNMENT COMMUNICATION COMPARED ACROSS SIX EUROPEAN COUNTRIES.

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In the contemporary context of a crisis of trust in public institutions, governments are faced by the challenge of knowing how to communicate with their citizens. This paper takes forward previous research that looked at government communication across 15 countries (Sanders and Canel 2013). This research revealed diverse understandings of what professionalism means in government communication according to country and research tradition, indicating the need for more systematic data based and comparative work. The comparative approach of this chapter has two dimensions. First, it defines and compares professional government communication across disciplinary fields, bringing together concepts, theories and approaches from different research areas such as political communication, public relations and corporate and organizational communication. A review of these strands of research leads us to understand that the systemic approach of political communication should incorporate a public relations approach to examining professionalism as an institutional process, as a dynamic 'community of practice'. While political communication research has directed our attention to professionalization as the development of strategic capacity and skills, public relations research has emphasized the importance of civic purposes, underplaying the way in which unequal strategic capacities undermine their attainment. Secondly, we compare cross nationally six European countries (Germany, France, Spain, the United Kingdom, Sweden and Poland), examining how the practice of central government communication is institutionally registered in structures at a meso-level which we also contextualize with data related to the institutional and cultural-historical data of government communication in each country. Specifically, we analyze the institutional register of government communication practice as expressed in organizational charts, specializations and legislation, policies and conventions regarding government communication functions and tasks. We also analyze the institutional register of government communication practice as expressed in codified standards regarding (non) partisanship, neutrality, impartiality and other values. For each country, the data have been collected through document analysis and interviews carried out by country based scholars. We assess what this institutionalization tells us about the values that governments pursue when communicating with citizens. Our review of the literature exploring professional government communication shows that little attention has been paid to this subject (see, for example, Lee, 2008; Gregory, 2008; Sanders et al., 2011). A more precise understanding of professional government communication is, we argue, an important part of a research agenda concerned with the civic purposes of government communication. These civic purposes we understand to be oriented towards achieving citizens' interests and involve building long-term relationships, furthering mutual understanding and fostering citizen engagement. These would then become part of what is understood to be professional government communication. Our initial conclusions suggest that for government communication to be professional, strategic development and capacity are necessary but not sufficient. The institutional expression and safeguarding of ethical values, orientating government communication to the public good, are also required elements. In sum, the professionalization of government communication, its professional practice, involves the increase of both strategic and civic capacities.

PRESS OFFICERS IN THE EU INSTITUTIONS: EU REPUTATION MANAGERS OR PROMOTERS OF TRANSPARENCY?

Valentini, Chiara[1]; Laursen, Bo[2]

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Despite the fact that public relations strategies and tactics are commonly used by political actors, institutions and governmental bodies (Cutlip, 1976; Strömbäck and Kiousis, 2011), knowledge on the state and development of government public relations outside the U.S. political context is not so extensive (i.e. Strömbäck and Kiousis, 2011; Valentini & Nesti, 2010; Valentini & Laursen, 2013). Typically studies concerning public relations and politics revolve around political campaigns (Dozier et al., 2001, Graber, 2003), media visibility of political actors focusing on media relations (Davis, 2002) and external communication activities of political organizations (Lee, 2007, 2009), including governmental agencies (Baker, 1997). Even less is known about the public relations activities of supranational organizations such as the European Union (Laursen & Valentini, 2013, Valentini & Laursen, 2012, Valentini & Nesti, 2010). Most studies of the EU institutions' external communication focus on specific political situations such as European Parliamentary election periods, campaigns and the EU institutions' visibility in national media in these particular situations. Little is known about day-to-day external communication activities performed by press officers of the EU institutions for their media publics. For the EU institutions the news media are the most important channel to reach EU citizens. Generally EU citizens obtain information about the activities and performance of EU institutions through international and national news media. For several decades communication with external publics and particularly with the media was not a priority for the EU institutions. However, after the rejection of the Maastricht Treaty in 1992 by Denmark and later the rejection of the Constitutional Treaty by France and the Netherlands in 2005, the EU institutions have started to pay more attention to communicating to citizens through the news media. The establishment of press offices with civil servant personnel dedicated to communicating with the press can be seen as one of the EU institutions' measures to professionalize their external communication effort. This paper presents the results of two studies examining the profession of EU press officers, who are government public relations officers working for EU institutions and whose task it is to provide journalists with information about their institutions. The paper focuses on press officers working in two of the most important EU decision-making institutions, the European Parliament and the Council of the European Union. More specifically, the paper presents and discusses findings based on qualitative interviews conducted with press officers working in these two institutions' press offices. The article suggests an in-depth examination of some of the major challenges that these EU government public relations officers face in their communication with the media.

CITIZEN PARTICIPATION IN THE PORTUGUESE POLITICAL PARTIES WEBSITES: A CRITICAL PERSPECTIVE.

Gonçalves, Gisela; Serra, J. Paulo
› University of Beira Interior, Portugal

There is in fact no consensus regarding the potentialities of the Internet and, in particular, its Web 2.0 version for the strengthening of the citizens' political participation and – by extension – of democracy itself. Nonetheless, this "new medium" has become the cornerstone of the communication strategies of both political parties and government. Several authors (Curtice & Norris, 2004; Gibson, Ward & Lusoli, 2005; Norris, 2003) have stressed the novelty, as well as the potential for democracy enhancement of the political parties' communication on the Internet, which can be skilfully used as a tool for building political trust, reinforcing pluralism and heightening citizens' participation, not to mention the benefits to "horizontal communication" (Dahlgren, 2005), central to civic interaction. As political parties increasingly adopt communication technology to improve their message efficiency and effectiveness, they are also gradually providing opportunities for citizen participation and engagement online. The Web 2.0 contributed to a radical change of/in the structures and functioning of the political parties' websites, which might very well be a microcosm worthy of analysis. Nevertheless, the ultimate question is whether political parties use those websites to create more interaction with citizens and enhance political participation. Drawing on data from elite interviews with political communication advisers from the Portuguese parties with parliamentary representation, this paper utilises a discursive framework to analyse their perspectives on the impact and role of Internet dialogic tools in promoting citizens political participation. In particular, we consider how political communication advisers influence the political parties online communication strategy in regard to the promotion of dialogical relationships between political actors or institutions and the citizen. Initial findings suggest that political communication professionals are well aware of the potentialities of the new participatory tools to foster political engagement but also that there are not using it for that main democratic ideal. Notwithstanding the fact that on-line forums, chats, comments or suggestions are available to citizens on the political parties websites, their messages are strongly selected and only few are in fact published on-line. Lack of human and technical resources, on one hand, and the imperative of political message control, on the other, are the main factors stressed in the political communication adviser's narrative. Despite the efforts of Portuguese political parties in providing proper channels that facilitate active citizen participation online, the main use of the online tools seems therefore to be reduced to information management and framing of political messages. Political parties select the theme of the conversation, offer on-line spaces for citizens discuss and debate online, but hardly enter into dialogue.

TWENTY YEARS OF GOVERNMENT PUBLIC RELATIONS IN ROMANIA. EVOLUTION AND FUTURE CHALLENGES.

Dolea, Alina
› University of Bucharest, Romania

After December 1989, Romania became a constitutional republic with a democratic parliamentary system and started a structural transition impacting all areas of social, economic, political and cultural life. Moreover, the government launched a gradual re-mapping of Romania in order to join NATO and EU, which resulted into a change of Romania's status from "country in transition" (1989–1999) to "candidate country" (1999–2006) and to "EU member country" (2007–onwards) (Beciu & Perpelea, 2011). However, 20 years after the turning point of 1989, the "European" Romania is a young democracy still struggling with several challenges: an economy that strives to be competitive after years of centralization; institutions that are being modernized and too often restructured impacting on the development of long term public policies; and, in general, an old infrastructure, as Romania is still a 50% rural country. In addition, the 45 years of harsh communism left deep traces also on the collective mentality, Romania still undergoing a process of reconstructing its national identity. In this context, the paper reflects on the evolution of government public relations in Romania in this period and the future challenges, given that public relations is considered to be a new profession in Romania, emerged after 1990 and preceded by publicity and political propaganda. Public relations has started to be gradually institutionalized within the Romanian Government as of the beginning of 1990, before the officially recognition of the profession in 1997. Nevertheless, in 2011, Romanian government public relations is mostly understood and practiced as media relations, production and dissemination of materials, showing a predominance of a technical role and a rather asymmetric model of public information (Dolea, 2012). A possible explanation is the domination of the technical themes related to NATO and EU integration on the public agenda – until 2007 the negotiations between Romania and NATO and then EU, the implementation of the communitarian acquis and their effects were the dominant topics that government easily imposed on the public agenda. Working with such an institutional and public agenda, the public relations specialists within the Romanian government were the ones to come with the technical updates. The limits of this technical understanding of public relations within the Romanian government has started to be visible once Romania entered EU and other topics, such as the increased number of immigrants and the negative image of Romania, emerged on the public agenda and became public issues. The challenge of the Romanian Government goes now beyond mere transparency to a two-way communication on a long term development strategy for Romania in order to gain support. This might lead to a more widely spread understanding of public relations as a managerial role within the Romanian government. References: Beciu, C., & Perpelea, N. (Eds.). (2011). Europa in context. Identitati si practici discursive (Europe in context. Identities and discoursive practices). Bucuresti: Ars Docendi. Dolea, A. (2012). Institutionalizing government public relations in Romania after 1989. Public Relations Review 38, 354– 366.

POLITICAL PUBLIC RELATIONS IN A POST-CONFLICT, POWER-SHARING GOVERNMENT: THE REFLECTIVE DISCOURSES OF GOVERNMENT INFORMATION OFFICERS IN NORTHERN IRELAND.

Somerville, Ian; Rice, Charis
› University of Ulster, United Kingdom

Davis suggests it is time for scholars: "…to move critical debates about politics, communication and citizenship into new territory… which means engaging with 'actually existing democracies', contemporary media environments, political actors and political processes" (2009: 294). In the UK (and Northern Ireland), two distinct groups of communication professionals coexist, Government Information Officers (GIOs) and Ministerial Special Advisers (SpAds). The role of the GIO is (at least theoretically) designed to be apolitical, in that they assist the government of whichever political persuasion in the areas of information management and media relations in an impartial civil servant capacity. The SpAd is de facto a temporary civil servant who is appointed by a government minister to assist him/her in a political capacity. Although their roles are supposed to be distinct constitutionally it has been suggested that it is "…increasingly difficult (if not impossible) to formally divide the 'official' work of civil servants from the 'political' work of special advisers" (Fawcett and Gay, 2010:49). This issue of the 'politicization' of the UK civil service, and if/how this is emerging in Northern Ireland will be one key concern of this study. The paper examines political public relations in Northern Ireland's devolved and consociational ('mandatory' coalition) government. Studies on consociational power-sharing governments have suggested that they produce a different political sphere to that of traditional majoritarian democratic governments (Lijphart, 2008). Drawing on data from elite interviews (n.33) primarily with Government Information Officers (but also from Special Advisers and political journalists) in Northern Ireland this paper utilises a discursive framework to analyse their perspectives on Northern Ireland's evolving democratic institutions and in particular the role of government public relations in this. We consider how such actors create and shape the information made available to the public and assess the impact of the devolved, power-sharing political environment on this process. The authors utilise aspects of the Habermasian public sphere model as a theoretical lens through which to analyse this intersection of democracy and professional communication. We acknowledge

the conceptual problems and practical difficulties inherent this model but we concur with Garnham when he suggests that the idea of the public sphere can be useful in that it provides a "a perspective from which to think about the problem of democracy in the modern world" (2007:203). References: Davis, A. (2009) 'Evaluating Communication in the British Parliamentary Public Sphere', The British Journal of Politics and International Relations, 11(2), 280-297. Fawcett, P. and Gay, O. (2010) 'The United Kingdom'. In: Eichbaum, C. and Shaw, R. (eds.), Partisan Appointees and Public Servants: An International Analysis of the Role of the Political Adviser (pp. 24-63). Cheltenham: Edward Elgar. Garnham, N. (2007) 'Habermas and the public sphere', Global Media and Communication, 3(2):201-214. Lijphart, A. (2008) Thinking about Democracy: Power sharing and majority rule in theory and practice. Oxon: Routledge.

14:30 - 16:00

PARALLEL SESSION 2 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - INCONSISTENCIES AND ORGANIZATIONAL COMMUNICATION

› Location: Auditorium IV, First Floor

PRODUCTIVE INCONSISTENCIES: BETWEEN WORDS AND ACTION

Christiansen, Lars T.

› Copenhagen Business Schol, Denmark

The aim of this paper is to discuss how inconsistencies between organizational words and action have potential to stimulate significant changes in organizational practices. While the conventional assumption in communication theory and practice is that inconsistencies between words and action are a serious problem that needs to be eliminated, this paper argues that such inconsistencies may be important drivers of change. In everyday conversations, and certainly in managerial or political discourse, action is usually valued much higher than talk. Whereas action is seen as purposeful, applied, results-oriented and observable, talk is depicted as passive, worthless, and devoid of concrete obligations. A large number of folk proverbs or aphorisms testify to this general suspicion towards words or talk. Thus, we are frequently told that "action speaks louder than words", that "talk is cheap" and that things are "easier said than done". Although it is commonly acknowledged that words often precede action and are, perhaps, even necessary to set action in motion, words are typically regarded as empty and action as full. Indeed, to act is to fulfill something (for example a promise or a commitment); hence the moral quality often associated with action: to act is to stand by one's word. Interestingly, and somewhat ironically, although words are generally abased and looked down upon, there is a widespread expectation in today's world that social actors -especially politicians and corporate leaders - through their behavior, acknowledge, respect and live up to words they have previously uttered. Decision makers in both political and corporate contexts, thus, are expected to practice what they preach, to walk their talk and to let action follow their words, lest be accused for breaching their promises. The growing emphasis on and demand for consistency between words and action, in other words, force decision makers to take their own words seriously and check for possible discrepancies and incongruities with their deeds. So predominant is this consistency discourse that words and talk, in a sense, stand to regain some of its lost prominence. Words do matter and are, apparently, taken far more seriously than we usually concede. The paper draws on two lines of theory. Firstly, I extend Peirceian semiotics to argue that inconsistencies between signifiers, interpretations and objects are inevitable dimensions of all human communication understood as ongoing processes of sensemaking. Secondly, I draw on a CCO perspective (communication as constitutive of organization) to argue that organizational words uttered in public forums project ideal self-images that have potential to become self-reinforcing and binding for the organizations and their members. If organizational words are performative, the hunt for gaps - so prevalent in contemporary analyses of corporate communication - becomes futile.

WHEN TWO IDEALS COLLIDE: BALANCING TRANSPARENCY AND CONSISTENCY IN PUBLIC SECTOR COMMUNICATION.

Edwards, Lee

› University of Leeds, United Kingdom

Transparency and consistency are contradictory communicative goals. Transparency enables organizations to incorporate audience feedback about their activities, develop stronger relationships with publics and manage issues before they turn into crises (Livesey and Kearns, 2002; Christensen, 2002). Consequently, transparency leads logically to adjustment of communication over time. Consistency, on the other hand, aims for a coherent identity and a strong voice for organisations in settings where recognition, trustworthiness and legitimacy are at stake (Christensen et al., 2008). Consistency is thereby grounded in assumptions that stability, not change, is the best approach to communication. The balancing act between transparency and consistency is problematic for most organisations but even more so for public administrations as they have to handle issues and matters that are incompatible by default (Wæraas, 2011; Christensen et al., 2008). As modes of communication, transparency and consistency are mobilized by different logics (Thornton and Ocasio, 2008). For example, a study of Swedish governmental agencies (Fredriksson and Pallas, 2012) shows that many have policies and strategies where "openness" is stipulated as a core value for communication. In this context, communication is seen as a tool to support not so much the organization itself, but rather to support society's democratic processes. Openness is essential for the control and scrutiny of administrations. However, most agencies also describe their communication aims as to express organizational identity, create a distinctive character, and gain visibility, recognition and trust. Here, being consistent - controlling communication in order to act as one body and talk with one voice - is essential for the agencies. This paper investigates how organizations manage to handle transparency and consistency when they describe the aims and goals of their communication activities. We analyze the communication policies and strategies of Swedish governmental agencies, as manifestations and representations of ideas - articulated or taken-for-granted - about matters relevant to organizational performance. In such documents, agencies justify their communication activities, and give instructions about how these activities should be performed. They mobilize their ideas about communication, its purpose, and its efficient and/or successful enactment (Brown et al., 2012; Hart, 1997). More than 180 of the 238 governmental agencies in Sweden have these kinds of documents and a first mapping shows that both transparency and consistency are presented as an ideal outcome by a majority of the organizations. The analysis in this paper will show how transparency and consistency are conceptualized by the agencies, what different conceptualizations might mean for how they are (not) related to each other, ordered in any certain order, and connected to specific situations and/or stakeholders. Organizational recommendations for managing conflict between the two concepts will also be explored. The paper will conclude by considering how the balancing act between transparency and consistency can both limit and enhance the democratic role played by the agencies in this study. We also reflect on the implications of the findings for third sector and private sector organizations, which must also balance transparency and consistency, albeit drawing on different logics to the public sector institutions in this study.

THE DISCURSIVE 'BATTLEFIELD' OF A CHARITY BRAND

Ellerup Nielsen, Anne
› Aarhus University, Denmark

With the spread and digitalisation of social activism the amount of non profit organisations (NPOs) has grown considerably . Striving to build a strong organisational (consistent) identity as an asset for fostering membership identification and enhancing the organisation's image and reputation is increasingly considered a mainstream strategy for NPOs. Along with the general move towards marketization and new public management NPOs have turned into streamlined organisations in which strategic management and branding have gained terrain on equal terms with for profit companies (Ewing and Napoli, 2005). Many NPOs are digital needing more than physical organisations to foster member identification through social capital to function (Riemer and Klein, 2008; Davenport and Daellenbach, 2011). Accordingly a range of studies on NPOs including charity brands in particular have emerged during recent years. Driven by voluntary members and supporters charity organisations have to provide social capital in terms of stakeholder interaction and engagement as a prerequisite to receive grants and donations, allowing them to operate (Hull and Lio, 2006). More than private companies, charity organisations are grounded on ethical values as their non-negotional raison d'être (Stride 2006; Hudson, 1995; Aiken 2005). However, in spite of the call for interaction and engagement in charity organisation management, most reasearch on how this type of organisation can foster their brand towards supporters and donors is based on traditional marketing and branding approahces. According to these, consistency and alignement of key elements constituing the core of a corporate brand are addressed as a main driver for achieving the goal of brand building and development (e.g. Hatch & Schultz 2001; Balmer 2001). Following more postmodern and interpretative perspectives on marketing and branding research, traditional marketing and branding approches not only fall short on serious epistemogical and ontological issues (Cornelissen et al. 2012); they also seem to be significantly out of step with how brands are negotiated and co-constructed by members and supporters. Drawing on marketing and brand studies of non profit and charity organisations (e.g. Grounds 2005; Sargeant & Jay, 2004; Stride & Lee, 2007, Lee 2013) and on postmodern branding and consumer research (e.g. Cova & Cova 2002; Cova & White 2010; Cornelissen et al. 2012; Prahalad & Ramaswamy 2004) the purpose of this paper is to discuss whether and how charity brands that are characterized by contradictory and inconsistent values can be adressed as coherent brands (Waeraas, 2008) and to demonstrate that brand inconsistency, brand co-construction and brand developement seem to go hand in hand. In support of this argument analyses of blog comments in digital fora of Kiva.org. are undertaken to demonstrate that a brand that is involved in a discursive 'battlefield' of contest and conflict may still be conceptualised as strong brands by its members and supporters. The contribution of the paper is thus to argue for new marketing and branding pespectives as a means to provide insights into and capture the dynamics and complexities of non profit charity brands.

THE COHERENT MULTIVERSITY - HOW ACADEMIC LEADERS COMMUNICATE THEIR ORGANIZATIONS

Pallas, Josef
› Uppsala University, Sweden

This paper is based data from 33 interviews with academic leaders (vice-chancellors, deans, heads of departments and communication directors) from three major Swedish universities to answer a simple but fundamental question: What is a university? Underlying this question is the interest for how university representatives understand, conceptualize and ultimately also communicate - both formally and in their everyday interactions with colleagues, students, politicians and other constituencies - the responsibilities and priorities that are imposed on universities in general and their own organization in particular. Krücken with colleagues (2007) re-introduced the term 'multiversity' in order to address how various and contradicting types of conditions under which modern universities operate lead these organizations to become inconsistent internally as institution, but consistently productive (Kerr 1963/2001). One of the major arguments was here that the economic, political and professional pressures create a new type of academic organization that is able to integrate and manage what Sahlin refers to as institutional ambiguity (2013). Academic institutions with their focus on autonomous teaching and free research can be understood as organized anarchies (Cohen et al. 1972), and as such the heterogonous and differentiated characteristic of their core activities is inscribed in their operational DNA. But as universities face a number of conceptual changes concerning among other things requirements on their social engagements and ability to deliver measurable utility, there is a more explicit pressure to behave and communicate more like 'real' organizations - i.e. organizations that are capable of dealing with uncertainty and plurality in internal and external demands on a basis of integrated perspective and with emphasis on "cost effective and efficient delivery of services" (Engwall & Scott 2013:7). The results suggest that the interviewed vice-chancellors, deans and heads of departments have a multi-layered view on what university is and how it should be communicated. At a general level there is a strong consensus about the role and inherent qualities that should characterize (representations of) a university and its main responsibilities. However, when these qualities are expressed in relation to individual universities, faculties, departments or research groups a more contradicting picture emerges. On one hand the general idea of a university is argued to be used to organize - and to a certain extent also discipline - academic activities, on the other hand the idea is also important for sustaining individual freedom and autonomy at all levels of an university. The results witness of three sources of contradictions characterizing the interviewees' understanding of a university - academic position, academic profession and academic discipline. In sum, the way universities are communicated is not only a result of unresolved conflicts about the nature of contemporary universities. The complex, multilevel and contradictory communication is (paradoxically) also necessary for constructing and maintaining an unifying idea of what a university is all about - and as such it needs to reflect both the ambiguous requirements and ambitions the universities are embedded in and the variety of professional logics that permeate the field of higher education and research.

WHAT HYPOCRISY ARE WE TALKING ABOUT? FOUR SCENARIOS OF TYPICAL INCONSISTENCIES BETWEEN TALK, DECISION AND ACTION IN CORPORATE COMMUNICATIONS

Winkler, Peter
› FHWien University of Applied Sciences

There is a German saying ("Tue Gutes und rede darüber") that proposes to do good things and then talk about them. This phrase is used in Corporate Communications (CC) to highlight the importance of aligned organizational talk and action. However, organizational sociologist Brunsson (1989) presumes a more complex relation. He describes the process of organizing as consisting of talk, decision and action. Talk addresses what organizations rhetorically claim. Decision is the process of deciding how to proceed with things. And action incorporates all organizational practices both decision-based formal as well as informal behavior. Further Brunsson argues that alignment of talk, decision and action is the exception and hypocrisy the rule. Brunsson's neoinstitutional argument can be validated by other theories. System theorist Kuehl (2011) states that organizational talk, decision and action are necessarily inconsistent, as they fulfill different organizational functions. Talk assures organizational accountability when dealing with contradicting ecological claims. Decision distributes organizational responsibility by formally assigning who shall do what in which situation. And action is necessary to get things done, independently of rhetorical claims or formalized processes. Also recent network sociology (White 2008) provides an explanation for organizational hypocrisy. While talk and decision reduce interpretative contingency (ambiguity), action reduces structural contingency (ambage). But as in all networks, also in organizations there is an indirect ratio between ambiguity and ambage. This means the reduction of contingency on one side leads to an increase on the other. Hypocritical action can thus also be understood as structural work-around to interpretative fixing on the level of talk and decision. In our presentation we want to deepen these

reflections and relate them to common approaches in CC. Four SCENARIOS (1-4) of organizational talk, decision and action and their respective inconsistencies are addressed. Each scenario is associated to prominent rhetoric claims in CC as distinct modes of organizational TALK. These claims are then related to specific understandings of integration as modes of organizational DECISION. However, as each scenario of talk and decision reduces interpretative contingency (ambiguity) in a specific way, organizations also have to develop certain modes of hypocritical ACTION as structural work-around (ambage). The following table highlights the four scenarios: SCENARIO 1: TALK: Uniformity (Branding, CI, Integrated Communications, .) / DECISION: Integration by establishing hierarchical order / ACTION: Challenging & bypassing hierarchical order // SCENARIO 2 TALK: Differentiation (Stakeholder Approach, Triple Bottom Lines.) / DECISION: Integration by considering different claims / ACTION: Buffering contradictoriness of claims // SCENARIO 3: TALK: Optimization (TQM, Business Reengineering, .) / DECISION: Integration by monitoring contact points / ACTION: Ignoring non-measurable contact points // SCENARIO 4: TALK: Flexibility (Polyphony, Flexible Integration .) / DECISION: Integration by fostering heterarchical autonomy / ACTION: Baring dissonance & rivalries between situational approaches// This typology does not imply that a reduction of inconsistency shall no longer be a normative goal in CC. However, it also opts for a more systematic understanding in CC that specific modes of talk and decision do not only provide interpretative guidance, but also require and foster specific hypocritical action.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - CSR COMMUNICATION AND COMMUNITY RELATIONS

› Location: Auditorium IV, First Floor

EXPECTATIONS OF CSR-ACTIVITIES AND ITS COMMUNICATION -- A QUALITATIVE ANALYSIS OF THE ENERGY SECTOR IN GERMANY

Belentschikow, Valentin

› Technische Universität Chemnitz, Germany

Argument & Theoretical Framework

Corporate Social Responsibility (CSR) has become an increasingly more efficient image-building communication strategy for organizations, which are under a high pressure to take responsibility for their (management-)actions (Carroll & Shabana 2010; Porter & Kramer 2006). The most cited definitions of CSR include five dimensions: economic, social, environmental, voluntariness and a stakeholder-perspective (Dahlsrud 2008). In addition, CSR addresses economic, legal and ethical domains (Schwartz & Carroll 2003).

It can be defined as "a commitment to improve well-being through discretionary business practices and contributions of corporate resources" (Kotler & Lee 2005) and integrates "social, environmental, ethical human rights and consumer concerns (...) in close collaboration with their stakeholders" (EU-Commission 2011). In fact one main challenge for CSR-communication is to identify relevant stakeholders and their expectations (Perks et al. 2013; Podnar & Golob 2007; Hallahan 2000).

CSR-activities are proposed to have a great impact on a corporation's image (Wang & Anderson 2008; David et al. 2005) but seem to be very naive, assuming that consumers take activities at face value, which automatically leads to a positive reputation (Yoon et al. 2006). Consumers and addressed publics may consider CSR-communications as part of a public relations campaign (Wang & Anderson 2011). So the main challenge is to generate stakeholders' awareness and minimizing their skepticism (Du et al. 2010). This leads to the main question: how CSR-communication-strategies (especially from industry-sectors with a bad reputation) are perceived by different stakeholders.

Methodology & Results

Following a Grounded-Theory-Approach (Strauss & Corbin 1996; Glaser & Strauss 1967), the sample of interviewees included communication professionals from a special enterprise sector in Germany (energy industry), CSR-experts as well as communication and marketing experts, focusing on expectations and limitations of strategic CSR-communication. Furthermore, content analysis of media coverage and online discussions (e.g. blogosphere, online forums) about specific CSR-campaigns were included.

Results show that the perception of CSR is accompanied by a fundamental skepticism by nearly all publics and stakeholders determined by the categories of 'CSR as a voluntary act', 'CSR as an obligation' and 'CSR as an instrument for reputational purpose'. For organizations with a bad reputation CSR doesn't seem to be an advisable straightforward or pro-active communication strategy but should not be underestimated for its reputational influence.

CODES OF CONDUCT AND CORPORATE COMMUNICATION: A COMPARISON BETWEEN THE 100 LARGEST PORTUGUESE AND BRAZILIAN COMPANIES.

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Codes of ethics and conduct are formal documents that put into circulation inside and outside the organization an ideal of behavior expected of both managers and employees in dealing with the company's business and its operations (WOOD; RIMMER, 2003; AZEVEDO ET. AL., 2011). According to Schwartz (2002), codes of ethics are defined as a written, formal and specific document that includes the standards of behavior that must be followed throughout the organization. New technologies, new media and in particular the advent of the Internet facilitated the access of consumers to the policies and actions of companies, increasing the pressure for transparency of organizational principles (STOHL; STOHL; POPOVA, 2009). In response, a growing number of companies have been creating and disseminating their codes of ethics and conduct (HUMBERG, 2008) . One of the aspects included in these codes involves corporate communication. This theme comprehends image management policies, relationship with media, the appointment of appropriated spokespersons and, furthermore, the implications and effects of individual behavior on the organizations' reputation. This study aims to analyze differences and similarities in the codes of ethics of the largest companies of Portugal and Brazil. These two countries present cultural similarity, with a significant load of values and beliefs in common, since the South-American was colonized by the European. In addition, they share the same language (Portuguese), which allows a better lexical analysis, without difficulties and biases caused by translation. The cross-cultural descriptive study was focused on the 100 largest companies in both countries (except for financial companies). From the collection of codes of ethics and conduct available on the Internet, the authors used the techniques of content analysis to identify and categorize themes, words and structures revealed by those codes. Then the researchers made comparisons to verify similarities and differences between Portuguese and Brazilian companies official discourses expressed by these documents. A total of 129 companies codes (85 Brazilian and 44 Portuguese) were evaluated . The results indicate that 58.1% of Brazilian companies and 64.3% of Portuguese address issues of communication in their codes of ethics. There are differences in terms of the number of topics covered and the number of words used (smaller in Portuguese firms). Analyzing the more frequent conceptual words (excluding articles, prepositions, verbs and other linguistic transition elements) it was possible to observe that "information" is present among the 10 most relevant words in Portuguese codes (# 8) and the word "informations" is the second most important conceptual word in Brazilian codes. By discourse analysis was possible to identify a prescriptive stance of behavior that seeks to establish a company's central "voice" and a tendency to point out the responsabilities that arise from deviant behavior. There was also a clear concern about the confidentiality of information from the point of view of relations with investors and competitors. In general it was possible to identify the fact that information is considered as an important equity and communication is a relevant issue to understand the ethical approaches of those companies.

UNIVERSITY COMMUNICATORS AS OCIAL CAPITAL BUILDERS IN THE FULLY ENGAGED UNIVERSITY FRAMEWORK

Cavallo, Tiziana
› IULM, Italy

"Can the public be persuaded that universities represent something as ineffable as the common good - more specifically, that higher education contributes to the development of knowledgeable and responsible citizens, encourages social cohesion, promotes and spreads knowledge, increases social mobility and stimulates the economy?" (Kirp, 2003, p. 263). From this question starts this paper which investigate how and to what extent universities communicate their third mission: the social and civic mission. Community relations is one of the sub fuction of public relations and corporate communication, defined 'emergent' by some scholars (Cornelissen, 2011) and it is the point of view from which this study starts. Social capital in its communicative perspective is the basic framework on which the concept of Fully Engaged University is based and Higher Education Public Relations -- HEPR - managers are seen such as social capital builder and mantainer (Luhoma Aho, 2011). An enegaged campus (Furco, 2011) is a university in which all the activities are linked and referred to community or, better, to communities because a university is a complex ecosystem in which many diverse communities live. Using a mix methods approach this study reveals how HEPR managers and operations should become strategic if the approach is communitarian and focused on a communicative social capital. Semi-structured interviews and a content analysis of web sites are the main methods used in this research. Individual and collective social capitals are the products of the communicative social capital at the heart of the Fully Engaged University framework.

VISUAL ASPECTS OF CSR REPORTS: A SEMIOTIC AND CHRONOLOGICAL CASE ANALYSIS

Catellani, Andrea
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This paper is a part of a wider research, and focuses on the visual aspects of a specific genre of contemporary business communication: the sustainable development reports published (normally) each year by important business firms. This "genre" has developed widely in recent years, sometimes because of legal imposition, as in France and Norway, and globally because of the growing importance of CSR (Corporate Social Responsibility) discourse for businesses' justification and legitimation. Someone could see here also a clear sign of the actual evolution of the so-called "new spirit of capitalism" (Boltanski and Chiapello 2005). In this paper I present a case study on CSR reports published by two important French businesses in the field of energy and fuel, Total and EDF. I take into consideration these firms because CSR is particularly "sensitive" for business that work in fields that have a visible and clear impact on the environment and on the life of many communities all around the globe. The basic research question is: what has been the evolution of visual aspects of these reports since the obligation for big firms to publish a CSR report, introduced by the French legislation in 2001? Which kind of images (photos, graphics, drawings...) have been used in these reports, and which has been the contribution of visual aspects of reports to the construction of a global and evolving rhetoric of CSR discourse? What is the place of internal and external stakeholders, of the environment, of industrial machines and workshops in these images? Also, which effects are developed by the layout (disposition of texts) of the report? This paper develops a semiotic approach to communication analysis, basing on post-structuralist tradition of semiotics. This qualitative approach wants to contribute to the enrichment of the rhetoric area of research on communication and public relations (Ihlen 2011). I refer to a socio-semiotic approach of "semiosic" aspects of social facts, with a link to the critical discourse analysis of Norman Fairclough. The goal is the reconstruction of sense production of different social actors, with a reference to the economic, political and cultural context and to possible forms of "ideological" simplification. From the point of view of methodology, this approach is based on the analysis of images and other visual aspects of texts (the layout of pages, colours, typography), and it is open to other methodologies of data collection and analysis (preliminary exploratory interviews in particular). The analysis considers in particular "plastic" aspects (colours, forms, positions), figurative and iconic aspects (represented objects and their connotations), and narrative aspects (stories narrated through images). This approach is presented in the first part of the paper, together with a presentation of the corpus. I focus on a selection of CSR reports by EDF and Total, published between 2001 and 2014. The second part of the paper presents the results of the analysis, in particular in the form of a chronological typology of dominant types of visual contents and forms. Finally I present some conclusions on this evolution and its links with the development of CSR as the object of a new kind of verbal and visual rhetoric. Some bibliographical references Luc Boltanski, Eve Chiapello, New spirit of capitalism, Verso, 2005. T. Coombs and Sherry Holladay, It's not just PR. Public Relations in Society, Wiley Blackwell, 2014. O. Ihlen, "On Barnyard Scrambles: Toward a Rhetoric of Public Relations", Management Communication Quarterly, 25(3) 455 --473, 2011.

EMPOWERING THE UNENGAGED: ETHICAL CONSIDERATIONS FOR PUBLIC SECTOR COMMUNICATION WITH YOUNG CITIZENS

Luoma-aho, Vilma[1]; Hyvönen, Emmi[1]; Tirkkonen, Paivi[2]
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Citizen engagement is considered a relevant part of a well-functioning democratic society (Putnam 1993), yet globally public sector organisations are facing the issues of unengaged and passive citizens (Gregory et al. 2008). Building on the concept of customer disengagement (Perrin-Martinique, 2004), this paper focuses on the ethical considerations taking place in the process of involving passive citizens back into society. Engaged societies, especially at the local level, are understood to benefit from increased sense of belongingness (Roskruge, 2013), making engagement an aim in itself. Citizens' relations with public sector organisations and local councils, however, are often more complex (Rothstein & Stolle, 2008), and decision made on the public policy level affect the welfare of many different citizens. Civilians should be able to view authority actions as ethical and aiming for the common good, and engaging citizens can be understood not only as an aim but an obligation. Authority communication aims at common good, but in the social media era, authorities have to fight for citizen attention (Luoma-aho, Tirkkonen & Vos, 2013). Though traditionally in the Western countries, social contracts have enabled trust in society, we argue that the changes brought about by neoliberalism and new and social media are pushing public authorities traditionally based on the Kantian (Kant, 1758) and deontological ethics of duty and responsibility toward egoism and utilitarism, where citizen demands take central stage. As a case study, we look at the challenge of bringing disengaged marginalized youth of a Mid-sized Finnish city into contact with public sector service providers through innovative and low-threshold social media use and a blog & videos titled J-Nappi, and the strategic aim of through communication activating these youngsters into society. We suggest that authority communication to engage disengaged citizens in the social media era should move toward authentic discourse starting from the citizens' needs and fulfill the responsibility to listen. We argue that communitarism, which is well suited for novel situation where existing rules and guidelines do not guide actions, should increasingly guide authority communication, as authority communication needs to focus on "social cohesion, citizen empowernment and acceptance of responsibility" (Leeper, 2001; 104). Gregory, J., Hartz-Karp, J. & Watson, R. (2008) Using deliberative techniques to engage the community in policy development. Australia and New Zealand Health Policy, 5(1), 16. Leeper, R. (2001). In Search of a Metatheory for Public Relations. An Argument for Communitarianism. In R. L. Heath (Ed.), Handbook of Public Relations (pp. 93-104). Thousand Oaks: Sage. Luoma-aho, V., Tirkkonen, P. & Vos, M. (2013) Monitoring the issue arenas of the swine-flu discussion, Journal of Communication Management. Kant, Immanuel. (1758). Groundwork of the metaphysic of morals. Translated by H.J. Paton. New York: Harper & Row. Perrin-Martinenq, D. (2004) The Role of Brand detachment on the dissolution of the relationship between the consumer and the brand, Journal of Marketing Management, 20(9-10), 1001-1023. Putnam, R. (1993) Making Democracy Work,

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14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - CONSUMERS AND CITIZENS IN AN ONLINE PUBLIC SPHERE

› Auditorium IV, First Floor

THE RENEGOTIATION OF 'AUTHENTICITY': DIGITAL CRITICAL CONSUMERS ENGAGING THROUGH SOCIAL NETWORKING

Rosén, Maria

› Department of Stratgeic Communication, Sweden

The aim of this study is to analyze how critical consumers produce, reproduce and modify the meaning of "the authentic" by self-engagement. The communications industry is structured around the notion of authenticity: of organizations, products and in relations with customers (Edwards, 2010). This notion is truly evident in the food industry which in pace with its homogenization has become more dependent in coming across as authentic. Meanwhile consumers have, at a greater level, started to raise doubt and critically question the food industries supposed values. With the support of new technology critical consumers gotten organized and together engaged morally and politically against companies. As a result of this the meaning of what in fact is authentic is being renegotiated between consumers. The study further examines how consumers engage in discursive critical consumerism. This means that consumers express views on organizational policy and practice by connecting with corporations, the public at large or family and friends (Micheletti & Isenhour, 2010). Today it is common practice when individuals interact in loosely tied social networks online in order to share their own stories and concerns (Bennett, 2012). Critical consumerism is usually studied through surveys that allow for cross-national comparisons concerning boycotting and buycotting. Previous studies show that critical consumerism has become both a more important and an increasingly mainstream form of political participation. Especially in Sweden, where citizens are at a high level concerned about environmental issues, organic food and fair trade, there seems to be more boycotters and buycotters when compared to citizens in most other Western European countries and the United States (Micheletti & Isenhour, 2010). Besides extensive surveys there are few studies that take an interest in discursive critical consumption. Particularly when it comes to online activities. This study focuses on how critical consumers produce, reproduce and modify the notion of the authentic on the Facebook-page Matfusket (Food fraud). The page was founded after the rising attention of several food frauds during a short period of time -- there amongst the so called horse meat scandal, which triggered a lot of swedish consumers to become concerned about issues surrounding the food industry. Matfusket has in less than a year gone from being a single consumer initiative to become an arena where 96 000 members, mostly consumers, but also corporations and NGO:s are bringing different issues to the table concerning production, distribution and consumption of food. This study uses netnography to search for nuances, complexity and paradoxes. Posts and comments from the first three months are being observed. Further this study contributes to valuable insights in to how consumers reclaim a notion and charge it with new meaning. In that way the study contributes to the field of digital critical consumerism. The study is also valuable for practitioners in strategic communication.

#DISSATISFIEDCUSTOMER. WHAT MOTIVATES CONSUMERS TO ENGAGE IN NEGATIVE ELECTRONIC WORD OF MOUTH?

Willemsen, Lotte

› University of Amsterdam, Netherlands

Background Consumers increasingly voice their dissatisfaction with organizations on social media. Complaints thereby have turned into negative electronic word of mouth (NWOM) with negative consequences for a brand's reputation amongst a broad audience of consumers. To counter these negative consequences, organizations increasingly intervene in NWOM through webcare (Van Noort & Willemsen, 2012, p. 133): "The act of engaging in online interactions with consumers, by actively searching the web to address consumer feedback (e.g., questions, concerns and complaints)." The desired outcome of webcare is that complainants stop sending NWOM, or more favorably, start spreading positive word of mouth (PWOM) about their webcare experience. Although some scholars consider webcare as a promising tool in support of customer relationship/ reputation management, others are more skeptical and warn that brands are unwelcome in environments that are created by consumers for consumers. As claimed by Fournier and Avery (2012): "Amid the cultural conversation, most brands seem inauthentic; their presence intrusive and out of place. Brands, as much as we might wish otherwise, are uninvited crashers of the Web 2.0 party." The literature on consumerism indeed suggests that brands are unwelcome in social media, especially when they are used as venues for consumer protest. Consumers complain to the masses through social media to warn other consumers for dissatisfying consumption experiences (altruism), and to retaliate against a company responsible for such negative consumption experiences (vengeance) (Ward & Ostrom, 2006). Recent research in the field of complaint management, however, suggests that consumers also engage in NWOM as a way to enforce proper customer service. Aware of the impact of NWOM, consumers post their complaints in the form of NWOM as a redress tactic. Consumers driven by this motive, also known as "consumer empowerment" (Bronner & De Hoog, 2008), engage in NWOM to draw the attention of organizations, and as such find redress for unsatisfying consumption experiences. Webcare, then, is the very purpose of NWOM activity. Research This study synthesizes three lines of research--i.e., research on electronic word-of-mouth, protest framing and complaint management--and investigates (RQ1) how venting, altruism and empowerment relate to each other as motives for NWOM. We propose that consumers differ in their motivations to voice NWOM online, and that for webcare to be a useful tool in support of consumer relationship/reputation management, organizations need to recognize and respect these motives for NWOM activity. To guide organizations in recognizing these motives, this study also investigates (RQ2) how each motive manifests itself in the articulation of NWOM. Method To address RQ1, we performed a survey amongst an online panel, that is considered to be representative of the Dutch consumer population (reponse rate=71%). The survey asked respondents about their motives for NWOM activity. In addition to the survey, we performed a "netnography" (Kozinets, 2010), to address RQ2. A netnography is a qualitative research methodology that adapts ethnographic research to study publicly available information on the web to identify and understand the needs and decision influences of online consumer groups. In our nethnography, we observed NWOM directed at the Twitter accounts of the 2010 Business Week Best Global Brands. Twitter was selected as research site, as 48% of the organizations engage with consumers through this online communication channel (The Society of Consumer Affairs, 2011). Results The result demonstrate that altruism, vengeance and empowerment are almost equally often mentioned as motives for NWOM. The nethnography further demonstrates that consumers articulate NWOM differently depending on the motives driving NWOM activity. As such, the results reveal insights into consumers' strategies behind NWOM to dictate the nature of their relationships with brands.

THE SOCIAL MEDIA SQUARE: GUIDELINES FOR ONLINE ORGANIZATIONAL PRESENCE

Dias, Patrícia; Andrade, José Gabriel
› Catholic University of Portugal, Portugal

This paper suggests the Social Media Square as a theoretical model that provides guidelines for organizations to successfully manage their online presence in interactive and collaborative platforms such as Facebook and Twitter. Methodologically, the paper follows a grounded theory approach, addressing TAP Portugal, the Portuguese airline company, as a case study. TAP Portugal is a benchmark for social media presence within Star Alliance (an international organization of airline companies), the most socially devoted Portuguese company according to Socialbakers, and one of the organizational presences with more Facebook fans in Portugal. Ethnography and in-depth interviews were used to explore TAP's presence on different platforms -- Facebook, Twitter, Instagram and Pinterest -- as well as the organization's strategy, planning and management regarding social media. Our research points to the structure that TAP has adopted for managing its online presence on social media as the cornerstone of its success. This structure is a pyramid constituted by marketing, public relations and customer care. It results from an ad hoc response to a communication crisis caused by the eruption of an Icelandic volcano that launched ash in the sky, preventing flights. With the call center overloaded, passengers turned to TAP's Facebook page for information and help, which was at the time managed by the Marketing Department. The Public Relations Department answered by forming an emergency team that included Marketing and Customer Care collaborators. The empirical results are enframed by insights from organizational communication and social media marketing. Organizational communication highlights the importance of consistency for getting attention and being understood in an information-overloaded media environment. Also, integrated communication is an increasingly relevant trend that addresses the overlapping of functions and tasks between marketing, communication and public relations that many organizations are currently experiencing. Within social media marketing, a paradigmatic change from communication models based on information diffusion to new approaches based on interaction and dialogue. In addition, engagement, commitment and care have become buzzwords for creating and managing consistent and lasting relationships with customers and consumers. Articulating the empirical results with the theoretical framework, this paper suggests a model for online presence on interactive platforms -- the Social Media Square. Each side of the square represents a guideline for successful social media management that are interdependent: interaction, integration, consistency and care. The Social Media Square is later applied to TAP's online presence. The shared management of TAP's online presence is possible because Marketing, Customer Care and Public Relations follow the same strategy and tactical guidelines, in an integrated manner. Although Customer Care answers all the questions from fans, Marketing manages the community articulating promotional and emotional content, and Public Relations plays a strategic pivotal role as coordinator and intervenes whenever there is a communication crisis, consistency is the key to obtain a strong brand image and a positive reputation. In addition, care sets the communicational tone for TAP's online interaction with customers and fans.

FRAGMENTED REPRESENTATIONS OF ORGANIZATIONS IN ONLINE PUBLIC SPHERE

Porttikivi, Merja
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In this study I investigate how organizations are constituted through co-participative communication in collaborative online arenas, such as discussion forums and Wikipedia. The main purpose of the study is to clarify the ways in which general public, together with corporations and traditional media, is participating in the ongoing discursive struggle about the roles and activities of organizations in online public sphere. The theoretical background of the study lies on the CCO theory (communication as constitution of organizations) and the concept of agonist postmodern public sphere. According to CCO approach (e.g. Ashcraft et al., 2009) organizations are negotiated orders that are continually modified through communicative practices, that are formed and existing in language use and its various manifestations from documents to conversations (e.g. Scherer, 2003; Kuhn, 2008; Cooren, 2004). By traditional definition, public sphere is a social arena of practices between private and public interests, where public opinion can be formed (Habermas , 1962). However, the conditions for this discursive opinion formation have been criticized, since participation is assumed to be taking place between equal individuals, thus setting aside social inequalities (Baynes, 2002; Freeman, 2005). In recent years, the role of online interaction has become a central and controversial topic in studies of the public sphere. Thus, a postmodern perspective incorporates knowledge from various socio-cultural backgrounds (McKee 2005), and, this way also the opportunities for negation and counterpoint are incorporated in the public sphere (Sinekopova 2006). The methodology of study is influenced by Laclau & Mouffe's discourse theory, where the starting point is that no discourse can be fully established since it is always in conflict with other discourses that define reality differently; ie. a discursive struggle over meaning (Laclau & Mouffe 1985). In the analysis, the focus is on the articulation processes where identities, social relations and spaces are discursively organized. Two different cases of online discussions and the Wikipedia entries of 14 Finnish companies were analyzed. The findings show the ways in which different stakeholders draw on various discursive strategies in constructing fragmented, transient and responsive representations of organizations. These findings further underline the need to appreciate the multi-leveled and fluctuating nature of internet content. Based on the empirical analysis, I argue that in the contemporary virtual reality all participants, be they random individuals, active partisans, distinguished editors or corporate representatives, should recognize the agonist nature on online publicity.

THE PARADOXICAL EMPOWERMENT OF CONSUMER-CITIZENS THROUGH ADVERTISING

Duarte Melo, Ana
› University of Minho, Portugal

The contemporary media ecology, powered by both technological innovation and new uses of media, invites and promotes consumer participation in advertising to unprecedented levels. Consumer participation in advertising contests or as witness of a product efficiency through personal testimony is not a novelty in the advertising modus operandi. These strategic subterfuges have been used traditionally to convey credibility and involvement to advertising messages. Nevertheless, in the new media landscape, consumers and citizens are urged to take part not only as audience and target of the advertising communicational scheme, but also as producers of the messages, featuring in commercials, but also creating, directing and broadcasting them often through viral replication. This prospect of interactivity and pro-activity in the advertising communicational flow would suggest an effective empowerment of the consumer-citizen, being now able to make its own voice heard in the corporation owned media space or in the institutional public space, a stakeholder by its own right and relevance. Notwithstanding this messianic discourse and the apparently more democratic and accessible advertising communicational structure, empowered consumer-citizens face yet additional challenges as their participation in advertising serves untold and undercover corporative and institutional strategies on which advertising new trends are based up on. Behavioural marketing, search advertising, community building consumers, enthusiastic consumers who turn into brand counsellors, personalized advertising, even the possibility to freely choose advertising content may be considered amongst them. In the line of what John Sinclair (2012) coined as the "empowerment-exploitation paradox" we will argue in this paper that consumer-citizens interaction with advertising involves complex power negotiations that result in paradoxical empowerment: the more advertising space consumer-citizens conquer, the more advertising vehicles they become, a free source of precious insights, providing inputs and valuable tools for advertising strategic decisions of which they are frequently unaware of. We will also discuss how this side of the consumer-citizen pseudo empowerment replicates grounds for traditional criticism mainly over powerfulness, intrusiveness

and the manipulative condition of advertising and we will reflect on how this creative industry endures its chameleonic nature with an even more pervasive update. Concurrently we will argue that these current issues on advertising and the challenges they pose to the advertising industry and to the consumer-citizen as individual and as community alike, may only be overcome by effective empowerment. In this paper we will point out potential paths to attain this objective, namely through more consumption awareness, educated consumerism, and consistent media and advertising literacy.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - POLITICAL AND GOVERNMENTAL COMMUNICATION

› Auditorium IV, First Floor

THE (RE)PRODUCTION OF POLITICAL PARTIES STRATEGIC COMMUNICATION

Svensson, Emma

› Uppsala University, Sweden

Politics and communication are inseparable and during the last decade political parties have become increasingly professional in communicating strategically. Political parties strategic communication, here loosely defined as the purposeful use of communication by an organization to fulfill its goals, does, however, not just happen. Rather it can be characterized as a process that involves people who actively take decisions. The human element is thus central to strategic communication and one might then ask what this "human element" is governed by? Or in other words, what influence the forming of strategic communication; on what premises and assumptions do the practitioners act? Strategic political communication is often described, prescribed, and studied as a process based on a instrumental rational view where the process of forming and implementing strategic communication is understood as a rational and analytical process carried out in a linear sequence, led by the party elite. This implies a view of strategic communication (as well as of the party and its members), both in its production and its outcome, as fully controllable. Building on the practice turn, in recent years scholars in management studies have begun to study strategy as a practice, i.e., what practitioners' actually do in relation to strategy work, acknowledging that the production of strategy is influenced by the actors' habitus as well as both intra-organizational and extra-organizational practices (Whittington, 2006) such as culture, norms, values, and the taken-for-granted. The practice approach is a promising perspective also when it comes to studying political parties strategic communication (cf. Frandsen & Johansen, 2010). We can then consider the possibility that actors involved in the forming of strategic communication base the (re)production on shared routines and behavior. At the same time, the practice perspective also assumes the potentiality for agency (Bourdieu, 1990; Giddens, 1984), which makes it possible to study the way in which actors are enabled by practices in their decisions and actions, and how they as "knowledgeable" actors (Giddens, 1984) use these practices. The purpose of this paper is thus to propose a theoretical framework for studying political parties strategic communication from a practice perspective, acknowledging both the intentionality of the actors, as well as the enabling and constraining powers of practices. Drawing on observations and interviews conducted with members and leaders of the Swedish Green Party the result suggests that the forming of strategic communication is a situated, socially accomplished flow of activities influenced by habitus and practices both on the intra-organizational as well as on the extra-organizational level. It is thus often more viable to describe the communication strategy process as a reproduction and transformation of previous strategies rather than a production of new ones. The findings also questions the unilateral and sequential view of the (re)production of strategic communication where organizational goals and policy platform is viewed as always proceeding considerations concerning the communication.

COMMUNICATION AND EMPOWERMENT IN NORTHERN IRELAND'S POST-CONFLICT LOCAL GOVERNMENT: A SENSEMAKING APPROACH TO UNDERSTANDING ORGANISATIONAL CHANGE DURING POLITICAL RESTRUCTURING.

McConnell, Ashley; Somerville, Ian; Hargie, Owen

› University of Ulster, United Kingdom

The Review of Public Administration (RPA) has triggered an extensive programme of reform within Northern Ireland aimed at bringing about the most far-reaching changes in a generation. The restructuring of local government authorities will entail the number of Councils being reduced from 26 to 11 by April 2015. These revisions will dramatically increase Council boundaries, empower them with added responsibilities and licence to deliver more efficient and effective services, more responsive to the needs of their local communities. Local government authorities are now faced with the challenge of communicating, engaging and empowering a more diverse set of publics. Sensemaking offers insights into the process of communication during organisational change, the identities that are maintained, altered, developed or even constrained during change. A review of literature in the field reveals that few studies have been conducted to examine how organisational communication, sensemaking and public relations are linked (Mills, 2009; Walker, 2009), particularly within a public sector context such as local government. This study helps to redress the dearth of investigations in this area, by examining the emerging communication issues and the role of public relations within the local government authority context of Northern Ireland. Good communication is widely seen to be the heart of a functioning democratic society and PR can help to foster two-way communication between a government and its citizens (Somerville and Ramsey, 2012; Kent, 2011; Kent and Taylor, 2002; Theaker, 2001). Within a local government authority, communication is complex and politically driven (Negrine, 2008), they must effectively manage communication with external stakeholders and address internal communication issues in order to achieve organisational success (Falconi, 2012; Hargie and Tourish, 2009; Chalmers, 2008; Welch and Jackson, 2007). As a result of this complexity and existence of multiple identity stakeholders, organisations need to adopt a more sophisticated approach, which integrates these two distinct communication areas into a more coherent and unified structure (Brexendor and Kernstock, 2007). Increasingly, Internet and social media tools are being utilised by public sector organisations to compliment and supplement traditional forms of communication, given its ability to interact with publics (Negrine, 2008). This interactivity indicates a shift from one-way-communication to two-way-communication suggesting traditional gatekeeping and message control methods are beginning to break down (Falconi, 2013). The research methodology is a case study of a local government authority in Northern Ireland. Using a combination of purposive and snowball sampling techniques, participants (n=30) have been recruited from across the organisation to take part in semi-structured interviews. The primary focus of data gathering is to find out how the participants make sense of what is happening in the organisation (Saunders et al., 2000) and to record how they articulate this understanding (McEvoy, 2006). Participants are being interviewed at several different points over a two-year timeframe as the change process evolves, to capture periods of varying ambiguity and uncertainty, when sensemaking activities naturally occur. Analysis of the interviews focuses specifically on examining how the participants make sense of the communication surrounding the planned organisational change. Initial findings reveal sensemaking activities are impeded by issues such as: technicality of information, limited provision and availability of information to update both internal and external stakeholders, and the production of (sometimes erroneous) stories by local media in the absence of information. This study explores the extent to which these issues and the context of a still divided post-conflict society provide communicative challenges for a public sector organisation during organisational change.

TRANSNATIONAL SPACES -- CURSE OR BLESSING FOR PUBLIC RELATIONS? ON THE RELATION BETWEEN PUBLIC RELATIONS AND THE NATION-STATE.

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This essay questions whether public relations for multinational organizations can operate independently of the regional framework of nation-states, as cosmopolitan authors might suggest (Beck, 2005). The impact of globalization has inspired the thesis of the end of the nation-state in favour of transnational spaces (Archibugi, 2008; Held, 1995). Thereby evolving highly specialized "assemblages of bits of territory, authority and rights" lack democratic legitimacy (Sassen, 2008). Public relations foster these processes by empowering multinational organizations in terms of relationship building with worldwide publics. However, aiming at organizational legitimation, public relations still have to come up to demands of regional stakeholders challenged by sociocultural changes through human migration (Falkheimer, 2008; Ingenhoff & Rühl, 2013; Sriramesh & Verčič, 2009). The argument developed aims at the proposal of strategies for public relations to overcome conflicts between transnational organizational empowerment and regional public interests. For this purpose the analysis focuses on socio-political institutions which shape organizations (DiMaggio & Powell, 1983; Meyer & Rowan, 1977). To what extent these institutions, being observed and adopted by public relations (Holmström, 2010), are tied to the existence of the nation-state can be determined on the basis of the three pillars of institutions (Sandhu, 2009) and recent findings in political science. The results reveal evidence that public relations can only perform on a transnational level as long as nation-states guarantee a regulative, normative and cognitive framework (e.g. Leach, 2009). Thus, public relations must balance the empowerment of organizations and the empowerment of regional public interests by adjusting organizational structures to national institutions. Archibugi, D. (2008). The Global Commonwealth of Citizens: Toward Cosmopolitan Democracy. Princeton. Beck, U. (2005). Power in the Global Age: A New Global Political Economy. Cambridge. DiMaggio, P. & Powell, W. (1983). The Iron Cage Revisited. Institutional Isomorphism and Collective Rationality in Organizational Fields. American Sociological Review, 48(2), 147-160. Falkheimer, J. (2008). Glocalising Public Relations and Crisis Communication: Bridging Gaps of Trust in Multicultural Societies. In A. Zerfaß, B. van Ruler & K. Sriramesh (Eds.), Public Relations Research. European and International Perspectives and Innovations (pp. 293-304). Wiesbaden. Held, D. (1995). Democracy and the new international order. In D. Archibugi & D. Held (Eds.), Cosmopolitan democracy. An agenda for a new world order (pp. 96-120). Cambridge. Holmström, S. (2010). Reflective Management. Seeing the Organization as if From Outside. In R. L. Heath (Eds.), The Sage Handbook of Public Relations (pp. 261-276). Thousand Oaks. Ingenhoff, D., & Ruehl, C. (2013). International Public Relations: A synopsis of German-speaking and Anglo-American research approaches. SComS Studies in Communication Sciences, 13(1), 3-14. Leach, R. (2009). Public relations and democracy. In R. Tench & L. Yeomans (Eds.), Exploring Public Relations (pp. 82-96). London. Meyer, J. & Rowan, B. (1977). Institutionalized Organizations. Formal Structures as Myth and Ceremony. American Journal of Sociology, 83(2), 340-363. Sandhu, S. (2009). Strategic Communication: An Institutional Perspective. In-ternational Journal of Strategic Communication, 3(2), 72-92. Sassen, S. (2008). Neither global nor national. Novel assemblages of territory, authority and rights. Ethics & Global Politics, 1(1-2), 61-79. Sriramesh, K., & Verčič, D. (2009). A theoretical framework for global public relations research and practice. In K. Sriramesh & D. Verčič (Eds.), The global public relations handbook: Theory, research, and practice (pp. 3-21). New York.

A STRUGGLE FOR THE UPPER HAND. ON-LINE MEDIA AND THE RELATIONSHIP BETWEEN GOVERNMENT AGENCIES AND JOURNALISTS IN CRISIS COMMUNICATION

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The relationship between news sources and journalists is a reoccurring theme in media- and PR-research. It is often described as symbiotic and the tango-metaphor by Howard Gans is commonly used to describe the interdependence between the actors involved in news production. But even if the journalist-source relationship can be described as mutually beneficial it clearly includes dimensions of power. The tango-metaphor indicate that someone leads the dance, and a general conclusion in previous research show that powerful interests outside the media are more powerful and have the upper hand. This conclusion is sometimes challenged by the fact that journalists might control framing, follow-ups and the packaging of stories. The power play between sources and journalists is in research shown to have changed over time. Media history perspectives indicate an increasing journalist power from the mid-1960s due to the advent of professional journalism, declining political parallelism and a general anti-authoritarian development of society. In a society where visibility becomes more important in government and governance, research also points out an increasing dependence of the media. This development has also enhanced the professionalization of public relations, which changed the power relations once again, now seeming to favor sources in relation to journalists. A more commercialized media market with cuts in newsrooms staff are also said to contribute to changes in the power relation. This paper seeks to contribute to the field of source-journalists studies by focusing on another important development challenging the relationship: the rise of on-line media. The increase of speed in communication and the changing expectations among audiences and stakeholders to receive information is seen as significant transformations. The breakthrough of on-line media also contests the power over information production and distribution between sources, journalists and the consumers. All actors have to deal with new forms of interactivity, meaning that demands and expectations of communication ability and speed are increasing. What used to be a unidirectional communication process -- from source, via news media to citizens have become a multidirectional process. The general relationship between sources and news media in crisis communication have also described as symbiotic. The need for information dissemination is urgent for both actors managing the crisis and journalists. Even if there are constraints and sometimes different institutional logics clashing, the roles have been clearly defined. Against this backdrop the main question posed in this paper is to what extent external sources perceive the power relation to news media has changed in crisis communication due to the emergence of on-line media. Have the roles changed between sources and journalists? Are news media still believed to be crucial in information dissemination? Is the gate-keeping function of mass media still perceived being important? The empirical data used is semi-structured interviews with information officers at governmental agencies in Sweden responsible for crisis communication during the storm Simone (St Jude storm in UK and Cyclone Christian in Germany). The severe European windstorm hit Northwestern Europe on 27 and 28 October 2013 causing at least 17 deaths.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - EMPOWERING INTERNAL STAKEHOLDERS

› Location: Auditorium IV, First Floor

FROM AMATEUR TO EXPERT: PROFESSIONALIZATION IN THE FIELD OF INTERNAL COMMUNICATION

Mark Verheyden [1], Katie Goeman [2], Jo Pierson [1]

› Vrije Universiteit Brussel[1], Katholieke Universiteit Leuven[2]

In a recent article, published in Public Relations Review, Verčič, Verčič & Sriramesh (2012) argue that internal communication (IC) is becoming recognized as an important element in the day-to-day activities of organizations. However, our knowledge on IC processes is still limited. According to Wehrmann & Van Ruler (2013) part of this problem is related to the low interaction between communication scholars and practitioners. Both seem to have different ideas about what it means to be a professional (van Ruler, 2005). With this study we focused on mapping the situation on several parameters related to professionalization. All parameters have been established based on the insights of Cheney and Lee Ashcraft (2007). Central to our argument is the idea that professionalization in the field of IC increases the demand for research on the topic.

To understand the drivers behind the maturation of IC as a profession we launched an online survey amongst the members of the Belgian Association for Internal Communication (BVIC). This professional association encourages the exchange of best practices. As a result, access to their member database allowed us to establish a purposive sample by contacting the segment of communication professionals already interested in improving their practices. The choice to do the survey online is related to the fact that online communication is the preferred mode of interaction between the association and its members. A total number of 85 valid questionnaires were returned. This comes down to a 17 % response rate.

The results of the survey show that only a small minority of respondents believes that IC responsibilities are the prerogative of a separate IC department. Instead the results seem to argue in favor of a general communication department sharing strong ties with other departments like HR, PR and external communications. These results seem to be in line with Verčič et al. (2012).

The contribution of our research is the finding that, for the majority of respondents, IC has been a responsibility given to them after they started working for their current employer. Few have taken up IC responsibilities for different employers throughout their career. Overall, trends seem to indicate that IC, when considered to be a distinct field of expertise, does not enjoy the status of neighboring disciplines like HR or marketing. Those responsible for IC seem to be 'all-rounders' taking up broader responsibilities of which most are in the field of organizational communication.

From an applied communication perspective the results of this study argue in favor of increased knowledge sharing between academics and practitioners. Collaboration in turn can help improve theory building in the field of organizational communication while stimulating the professionalization of communication practitioners. Given the theoretical sampling method that was applied generalization of the results towards all Belgian communication professionals is not possible. Additionally, we do not yet know how the Belgian situation compares to situations elsewhere. Broad-scale follow-up research, possibly including a comparative perspective, is needed to address these limitations and scrutinize further the links between scholarly research and professionalization processes.

EMPOWERING EMPLOYEES THROUGH COMMUNICATIVE LEADERSHIP

Catrin Johansson [1]

› Mid Sweden University[1]

Communicative lenses to the study of leadership are emerging, and researchers stress that leadership is socially co-constructed, relational and dependent on the organizational and macro-social context (Fairhurst & Connaughton, 2014). Communicative leadership is a concept that has been used in Swedish private and public organizations that value leaders' communication competence and connected to organizational outcomes for over a decade. These organizations are guided by inclusive and responsive forms of organizational decision-making, which are increasingly gaining in importance. In 21st century organizations, the traditional command- and --control management has been challenged by consideration of alternative roles, such as coach and facilitator of dialogue, which are consistent with more self-directed and empowering approaches to leadership (Raelin, 2013). This type of leadership is seen as a way to encourage employee autonomy.

A recent conceptualization defined a communicative leader as: "one who engages employees in dialogue, actively shares and seeks feedback, practices participative decision making, and is perceived as open and involved" (Authors, forthc.) Four central communication behaviours of leaders: structuring, facilitating, relating, and representing were found to cover important aspects of leaders' communication behaviour within, between and outside organizational units. Empirical research in this field has not yet surfaced, although the need to encourage focus on employee communication is articulated (Ruck & Welch, 2012; Welch, 2011).

This study employed theory on communicative leadership and employee engagement to study in what way communicative leaders may contribute to employee empowerment in a multinational business organization. The empirical data consists of interviews with 32 leaders, four employees, two communication professionals and one HR manager. The analysis of the data is focused on the interviewees' experiences and understandings of communicative leadership, and how they perceive the outcomes.

Findings illustrate diverging articulations of employee participation, engagement and empowerment through communicative leadership. Some leaders emphasized a more conventional and formal top-down approach to leadership, which comprised employee engagement through adapting information and clarifying expectations; while other leaders favoured a more informal bottom-up approach, which involved dialogue and responsive behaviours, such as listening and feedback. These behaviours invited employees to make their voices heard and participate in decision-making, and thus contributed to a higher level of employee engagement and empowerment. The relationships between leaders' and employees' enactment of communicative leadership, and the resulting participation, engagement, and empowerment of employees are discussed as regards the ensuing consequences for leaders, employees and organizations. Further conceptualizations of employee engagement and empowerment are provided.

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BUSINESS AND THE NEWS MEDIA: INTRODUCING A CORPORATE MEDIA RELATIONS MODEL

Piet Verhoeven [1]
› University of Amsterdam[1]

Corporations are an important source of news for journalists. Publicity and media relations have since long been considered a key task of public relations, corporate communication or organizational communication professionals. The rise of social media and mediated communication in general underline the importance of this task. Yet no overview of scientific knowledge about business and the news media exists. In this paper therefore the following research question is asked: how do the news media report about business, what does business do to influence the news media and what are the effects of the media coverage?
To answer these questions an extensive literature study was conducted. First six ISI-ranked and five peer-reviewed journals in the field of organizational communication, public relations and corporate communication were manually searched for papers about business/corporations and the news media, from the first issue in 1963 until the summer issues of 2013. The ISI ranked journals were Public Relations Review, Journal of Public Relations Research, Management Communication Quarterly, Journal of Applied Communication Research, Journal of Business Communication, Journal of Business and Technical Communication and the peer-reviewed journals were Corporate Communications: An International Journal, Corporate Reputation Review, Public Relations Inquiry, PRISM and the International Journal of Strategic Communication. To find papers in other peer reviewed journals a database search was conducted in Web of Science, Academic Search Premier, Econlit, Business Source Premier and Communication and Mass Media Complete using the key words: corporations, media, journalism, companies, radio, tv, newspapers, new media, Facebook and Twitter. 309 papers were found. Conceptual papers or studies about governmental or political organizations, NGO's, non-profit organizations, corporate social responsibility and crisis communication were left out, leaving 215 empirical studies about business and the news media between 1963 and 2013. To categorize these 215 studies a model was used to summarize what is known about business and the news media and to find out how different studies and perspectives relate to one another. This tentative corporate-media relations model consists of four categories: (1) the corporation, (2) relationships between PR and journalism, (3) media content about business and corporations and (4) effects of media reporting about business and corporations.
The results show an interdependent hybrid practice of news construction about business, substantial influence of corporations on media content, moderated by organizational and social culture. There is no clear theoretical direction in the research and a mix of methodological perspectives are used on micro, meso and macro level. The tentative corporate media relations model is adjusted and an empirical avenue for researching business and the news media with 'big data' methodology is laid out.

THE PARADOX OF MANAGING DIVERSITY. OBSERVATIONS OF A PERSONNEL MANAGEMENT STRATEGY IN MASS MEDIA ORGANIZATIONS

Jan Inge Jönhill [1]
› Södertörn University[1]

One effect of "globalization" and migration is increased cultural diversity among the labour force in most work organizations in almost all parts of the world. Mainly as an incentive of the marked economy the idea of managing diversity was developed as a management strategy – diversity management – in the early 1990s in the USA. It has since then made success in many parts of the world. Today it is widely applied also within mass media organizations.
Changes in direction of (more) equal opportunity and inclusion chances as to cultural diversity have occurred in the mass media organizations. In a previous study one of my findings was that it is reasonable to assume that diversity management is more adequate than other modes of managing issues of cultural background of journalists, such as quota and also a high confidence as to legal regulations. Diversity management should also be observed as a part of the complex communication inside and outside of organizations.
In an on-going research project on mass media organizations in Sweden, based mainly on interviews with personnel managers of all leading national public service and private media companies, and on policy documents, the intention have been to observe how cultural diversity is managed in the context of the daily and the strategic operations of the media organizations. As main theoretical tool for the analysis, systems theory based on communication is used. The aim of this presentation is to present some main results.
Among my findings are that diversity management makes a difference not least due to a very recent professionalization of personnel managing in the Swedish media companies. A thesis is that competence-based assessment as a principle generates a prerequisite for journalists with migrant background to achieve equality in opportunity when applying for a position or e.g. by team building. Significant obstacles disfavouring recruitment of persons with migrant background are the selection to journalist education programmes, as well as lack of access to social networks. A present-day problem is the fact that the mass media branch in general, and the print media companies in particular, commonly do not recruit but reduces staff. When recruiting the study, however, indicates that focusing on the matter of competence and not focusing on person's cultural background (but being well aware of the social matter of disfavour), paradoxically, is likely to be a functioning or even successful path of managing this issue.

EMPOWERING MEMBERS OF CONTEMPORARY ORGANIZATIONS. THE ROLE OF TENSIONS IN THE EMPOWERING COMMUNICATION.

Therese Monstad [1]
› Department of Informatics and Media[1]

Organizations continue to face the longstanding empowerment trend, which involves increased member participation and responsibility in organizational life. In order for organizations to be competitive on a globalized market with rapid technology advancements it is essential that members continuously adjust their assignments and for that reason they need to have mandate to make decisions concerning their specific role (Brummans et al., 2013; Cooren, 2012; Stohl & Cheney, 2001). Also, technology advancements make it easier for all organizational members to communicate with the outside world, whilst senior managers still have the formal responsibility for the external communication. Hence empowerment processes are necessary for contemporary organizations. It requires continuous and extensive coordination carried out through complex interactions between all organizational members, not least between senior managers and subordinates. These interactions involve communication with a greater range, more diverse communication and more information richness than communication in organizational settings with traditional hierarchical structures (Stohl & Cheney, 2001) where a transmission view on communication often is applied.
While it has been contended that empowerment processes require continuous and extensive coordination, i.e. comprehensive communicative interactions in order to facilitate conversation among organizational members from which co-orientation (Taylor & Cooren, 1997) can prosper, few scholars have actually looked at how this is operationalized. That encourages us to ask how organizations work with communication in empowerment processes where focus is on more communication between all organizational members.
In this case study we explore how two organizations work with communication in order to aim for member empowerment. The challenge for contemporary organizations is that inherent in empowerment and participative processes are tensions (Stohl & Cheney, 2001; Tracy, 2004; Ashcraft, 2006; Brummans et al., 2013; Cooren et al., 2013). Tensions are communicatively constituted by humans as well as by non-humans (Cooren et al., 2013; Stohl & Cheney, 2001) and they contribute to the communicative constitution of organizations. Hence we have to consider tensions when studying these communication processes.
The Communicative Constitution of Organizations (CCO) perspective (McPhee & Zaug, 2000; Kuhn, 2008; Putnam & Nicotera, 2009; Ashcraft et al., 2009; Cooren et al., 2011; Brummans et al., 2013) informs our work. The CCO perspective's premier ontological standpoint is the grounded in action orientation (Fairhurst &

Putnam, 2004). Organizations are considered as communicatively constituted. The CCO perspective advocates ethnographical studies but due to circumstances in respective organization it was not manageable to carry out an ethnographical study in its true sense. For that reason our methodological approach is triangulation although our premier reasoning is inductive. Observations were conducted in order to study the communicative interactions. Questionnaires were used to map the communicative interactions and to compare (in one organization) the situation before and after the empowerment initiative. Focus groups were used to elaborate results. Finally, interviews were carried in order to better understand the overall circumstances. The results show that tensions, related both to organizational structure and the situational performances, play a significant role in the communication processes aiming for empowerment.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - REFLEXIVE APPROACHES TO PR, COMMUNICATION MANAGEMENT AND PROFESSIONALIZATION

› Auditorium IV, First Floor

COMMUNICATION AND ACTION: TOWARDS A CONCEPTUAL FRAMEWORK FOR COMMUNICATION MANAGEMENT

Magda Pieczka [1]

› Queen Margaret University[1]

This paper aims to propose a conceptual framework that could be used to analyse and explain how communication and other forms of action interact to create, whether intentionally or not, social change. The starting premise for this work is that communication has social consequences, or to be more precise, that different modes of communication, for example persuasion, deliberation, or dialogue are linked to the enactment of different social relations and, consequently, to different approaches to social governance.

Different disciplines and bodies of literature deal with the question of the effects of communication in their own ways by exploring and theorizing, for example: the effects of mediated communication in its political, social and cultural aspects; persuasion both at micro and macro levels; political campaigning both as part of formal political processes and as political mobilization to challenge and change existing social relations or governance arrangements. The field of communication management has drawn on all of these different approaches and traditions and, this paper argues, partly as a consequence, finds it difficult to account in a comprehensive manner for the role of communication in its own terms, that is before communication is folded into concepts such as social capital, policy, social/cultural change, consensus, or others.

In order to tackle this problem, the paper defines its immediate object of study as a campaign for social change, understood as an extended and coherent unit of goal-oriented action constitutive of "the mobilization praxis of contemporary social movement organizations " (Lahusen, 1996, p. ix). This orientation helps to develop a conceptual framework in relation to practice characterized by a high level of complexity -- encompassing dimensions of complex moral issue, organizational forms, political systems and change, nature of collective action, and various forms of action (including communication as action) -- to ensure its applicability to less complex campaigns. Theoretically, the paper draws on linguistic approaches to communication, specifically Searle's Speech Acts and Habermas's The Theory of Communicative Action, combining these insight with Sennett's discussion of the distinction between "top-down" or "roots-up" change, and his concept of dialogical social behavior (2012, p.199).

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INFORMATION FLOW AND NEW MEDIA: CHALLENGES FOR JOB ENACTMENT AND JOB SATISFACTION OF COMMUNICATION PROFESSIONALS IN EUROPE

Ansgar Zerfass [1], Evandro Oliveira [2], Piet Verhoeven [3]

› University of Leipzig[1], University of Leipzig, University of Minho[2], University of Amsterdam[3]

The technological development in the field of online and mobile media has enhanced communication possibilities for organisations and audiences alike. However, the need to monitor public discussions worldwide and to communicate actively on a 24/7 basis has resulted in a high pressure on people working in communication departments and agencies. From a theoretical point of view, the internet society requires "self-programmable labor" (Castells, 2001, p. 91) provided by an educated, flexible, and knowledgeable workforce. This is not only a question of work patterns, but it directly influences career paths, mobility, personal identities combing private and professional aspects, and whole-life time management (Gartsen & Wulff, 2003). It is an open question whether these demands are compatible with the visions, needs and competencies of todays' communication professionals.

The Global Study on Leadership in Public Relations (Berger & Meng, 2014) has identified "dealing with the speed and volume of information flow" as the most relevant issue for communication professionals today. In line with that, a study on governing social media in organisations in Germany has identified "increasing work pressure" and "need to be always online" as most important consequences of social media for the daily work routines of communication professionals (Fink, Zerfass, & Linke, 2012, pp. 16-17). This stimulates the question whether these challenges are a signpost of new ways to enact communication jobs in a digital world, or whether the density and quantity of information also has an impact on the personal life of those professionals, i.e. by changing their job satisfaction.

Our research aims at revealing how European communication professionals deal with the demands of enhanced communication and new technologies personally (RQ1) and it tries to identify whether the level of perceived pressure is correlated with a larger amount of extra work (RQ2). Those data elements will be crossed in a correlation with a longitudinal job satisfaction analysis performed in a previous trans-European survey by the authors which showed, among others, that interesting and manifold tasks are the most positive aspects of the job (82,3%) and the work-life balance was satisfactory for 41,8% of the professionals. The relevant questions are replicated in the study at hand. So we will be able to evaluate to which extent communication professionals in Europe are less or more satisfied with their job in a digital world (RQ3) and which aspects of the job are judged more positive and more negative (RQ4).

The data will be collected in March 2014 as part of a larger, annual trans-European online survey of communication professionals. We expect more than 2,000 respondents and will be able to perform detailed analyses for 20 countries and different types of organisations (companies, non-profit, governmental, agencies).

MANAGEMENT CONSULTING OR EXTENDED WORKBENCH? AN EXAMINATION OF PUBLIC RELATIONS PROFESSIONALS' WORK.

Clarissa Schöller [1]

› Ludwig-Maximilians-University Munich[1]

Public Relations consulting is often described as a specific form of management consulting. (Interpretative) sociological approaches use ideal types to describe variations of management consulting. Based on other authors' considerations and findings, Elbe and Saam (2007) developed four ideal types of management consulting; two might be fitting for PR consulting: (1) strategic consulting and (2) organization development. Besides, there is a discussion in literature if PR work (especially the work done by external consultants and agencies) is consulting at

all. There are numerous hints in existing studies (Fuhrberg 2010, Lurati et al. 2010, Swerling et al. 2010, Röttger & Zielmann 2012, Schöller & Koch 2013) that PR work is rather a form of companies' outsourcing of specific (operational) tasks. The phenomenon is often referred to as the "extended workbench effect". This leads to three possible dimensions to describe PR work: (1) strategic consulting, (2) organization development and (3) extended workbench.
The purpose of my study is to test (1) if PR work really is a form of management consulting rather than an operational supply of services and (2) if it exists, does PR consulting fit into one of the types of management consulting described above?
To answer these questions, 378 external PR workers were questioned via a quantitative online questionnaire in March 2013. The PR professionals were asked about their own perceptions of their work during different phases of a project. They were asked to distinguish between daily work's reality and their ideal conception of their job. As a survey amongst PR professionals in agencies can only provide insights into their self-perception, another important protagonist's view was added to the study: the client's perception. To get an idea of what clients expect of their external PR professionals, in July 2013 183 clients were surveyed about their experiences with external PR consulting (quantitative online survey). They were asked to define their expectations towards PR work, again distinguishing between the three dimensions described above.
Results show that PR professionals are drawn to the ideal type of strategic consulting when asked for their ideal perception of their work. Their actual daily work routines, however, resemble the concepts of organization development (which is more cooperative) and extended workbench. The workbench-concept appears weaker than assumed in literature, though. This partly meets the client's requirements: their demand for strategic consulting is high (albeit not as high as the consultants') but they are also strongly drawn towards the workbench-concept, especially in the early phases of the consulting process.
The results provide insight into the complex interaction between clients and PR professionals which is strongly influenced by both parties' expectations. The assumption that PR consulting is a form of management consulting is supported: both clients and consultants can identify with the concepts, even if there is no clear allocation to one of the ideal types. The workbench-concept is represented in the results, however not as strong as expected. After all, PR work seems to be consulting in many cases but a closer look on different characteristics is necessary.

ORGANIZATIONAL COMMUNICATION AS SOCIO-MATERIAL PROCESSES OF COLLABORATION: EMPOWERED OR IMPEDED BY NEW MEDIA?

Ib T. Gulbrandsen [1], Sine N. Just [2]
› Roskilde University, Department of Communication, Business and Information Technology[1], Copenhagen Business School, Department of Business and Politics[2]

A classical understanding of organizations is that they are "social units (or human groupings) deliberately constructed and reconstructed to seek specific goals" (Etzioni, 1964, p. 3). However, the increased use of new media like e.g. Google, Netflix, Wikipedia, smartphones, tablets and touchscreens challenges this understanding, suggesting that organizations are 1) networks with fluid and shifting boundaries rather than stable entities, 2) socio-material constructs rather than (purely) human communities, 3) collaborative and contingent rather than rational, and 4) continuously searching for meaning rather than fulfilling a predefined purpose.
While these four challenges to classical organization theory are interrelated, each one of them is particularly tied to specific aspects of current empirical developments. First, the boundaries of organizations are particularly challenged by the way in which new media enable various stakeholders to participate more directly and actively in the construction of organizational identity (Gulbrandsen & Just, 2013). Second, while the insight that organizations are socio-material rather than 'just' human is far from new (see e.g. Orlikowski, 1992; Woodward, 1958), the introduction of new media highlights and reinforces this claim as technology-driven modes of communication, production and co-operation reconstitute organizations as 'network enterprises' (Bar & Simard 2003, Castells 2000). Third, the critique of the rational organization is a staple of organization theory (see e.g. Weick, 1969), but new media developments emphasize the collaborative as well as open-ended nature of organizational contingencies. Finally, the continuous search for meaning is, perhaps, most apparent in processes of online communication; here, "the one interacts directly with the few and indirectly with the many" (Gulbrandsen & Just, 2011, p. 1100) in ways that are beyond the control of any one actor and may lead to completely unexpected results.
In sum, the purpose of this paper is primarily to respond to the theoretical challenges posed by the ways in which new media influence strategic and communicative practices of organizing, but we will also seek to detail the empirical consequences of the developments. That is, do organizational actors and other stakeholders actually become empowered to partake in the co-construction of the organization through new media or do the technologies (also) pose impediments to such socio-material collaboration? In seeking to answer this question we will address each of the four theoretical challenges and provide illustrative analyses of their various empirical manifestations.

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MEDIA, THE STOCK MARKET AND FEELING OF EMPOWERMENT

Marcin Krawczyk [1]
› Maria Curie-Sklodowska University in Lublin[1]

The concept of empowerment is a broad notion. Chamberiln [1997] distinguishes fifteen qualities which define empowerment. Using some of them (e.g. having decision-making power, having access to information and resources, having a range of options from which to make choices, a feeling that the individual can make a difference, learning to think critically; unlearning the conditioning; seeing things differently, feelingas being part of a group [Chamberlin 1997, p. 44]) I try to answer the question: How do the media create a feeling of empowerment which is one of the main reasons for switching to online trading? [Balasubramanian et al. 1999]
From the point of view presented here the media bring about this feeling by providing the large amount of information, by immediate availability of timely information, by the opportunity to immediate execution of investment decisions, by a possibility of exchanging information and experience through the social media. The media by focusing dispersed and distanced information onto the screen, by providing useful cognitive and interpretive tools, by forming an elucidative context for investor decisions can reinforce the memory of investors, sharpen their eyesight, improve their interpretive abilities. Thanks to the media, hence, investors can become empowered.
But the media not only give opportunities for the empowerment of individual investors. They also make investors to be vulnerable and dependent on various market forces. As a result they lose the control over their behaviors in the stock market.
I discuss the negative media effects on the empowerment of individual investors from three perspectives. Firstly I argue that the media enhancement and enlargement some psychological biases such as an overconfidence bias, a

confirmation bias, an illusion of knowledge and control which all have detrimental consequences for investors (see Barber and Odean 2001; 2002]. Secondly, I draw attention to the fact that the interactivity of media technologies which mediate the stock market transforms it into space for sensations and experiences, including the special kind of experience -- namely -- edgeworking [Zwick 2005], i.e. speculation for its own sake. Thirdly, I indicate that the media foster the mimetic and imitative forms of rationality which can lead to herd behaviors and may be responsible for speculative bubbles and the recent crisis (2007-2008) [French et al. 2009].
The relations between the role of the media and the idea of the empowerment of individual investors described in the paper can be useful for investors by indicating the constraints whose sources are the media. They also benefit organizations by drawing attention to the factors which extend the empowerment of investors on the one hand and to the factors which reduce it on the other hand. This recognition can help to improve the performance of both the investors and the organizations in the stock market.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - PUBLIC SECTOR AND SOCIAL CHANGE

› Auditorium IV, First Floor

USING SOCIAL MEDIA IN THE UNIVERSITY: ENVIRONMENTAL INFLUENCES AND LOCAL CONDITIONS

Daniel Lövgren [1]

› Uppsala University[1]

Strategic communication has become of increasing interest in contemporary organization in order to position themselves in challenging and changing environments. The importance of communication has not least been visible in the higher education sector. As the sector is currently undergoing an extensive transformation phase, efforts to communicate and position the organization have become more important. With the increase of communication activities, so has also the use of social media spread as a tool for communication. Social media has been studied from many angles. However, the broader questions of why and how these various communication channels and tools are adopted and used are less researched. The purpose of this paper is to study different factors of importance that influence and guide ideas and use of social media in universities' strategic communication. Thus, the aim of the study is to present qualitative empirical findings and a discussion on current ideas and application of social media in universities. As theory in the strategic communication field leaves a blind spot towards environmental influences on organizations, the use of a neo-institutional approach guides this research. In particular the translation perspective illuminates how ideas, norms, and rules affect the translation of social media into universities. This approach recognizes the broader context wherein organizations and their members operate, but also the local negotiations and adaptions of ideas and practices. What actors say and do are statements to understand the translation process. As the translation is a socially constructed process, a qualitative research approach is called for. The empirical arena is a Swedish university where an observation study is conducted. The results reveal a translation process where local conditions interact with external influences and expectations of social media. It is shown that the local influence is dependent on experience and attitudes among top-managers such as the Vice-Chancellor and the Communication Director, but also the personnel directly involved in the daily work with social media. The attitude and interest of the VC particularly influences the use of social media at the university. External influences affecting the translation process stem from meetings with consultants, social media training days, and the use in other universities. Also, issues relating the visibility of the organization guide the use of social media. The implications of this study can be used to review and further discuss institutional influences on strategic communication. Finally, the results shed light on the current development in the university sector and add the on-going discussion.

STRATEGIC COMMUNICATION FOR ROAD SAFETY EMPOWERMENT

Authors: Karin Elbrecht [1], Thomas Friemel [2]

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Rationale)
According to the World Health Organization (WHO), each year 1.24 million people die in traffic accidents, and an additional 20 to 50 million sustain non-fatal injuries. Most victims are pedestrians, often the most vulnerable traffic participants. Since not all critical situations in road traffic can be avoided by technological means or stricter legislation, traffic participants themselves are made aware of their responsibility. In this respect, several meta-analyses scrutinise the effectiveness of communication campaigns (Vaa et al., 2009).
This presentation refers to an ongoing road safety campaign in Switzerland. The campaign focuses on nonverbal communication of car drivers and pedestrians to prevent accidents at pedestrian crossings without traffic lights. Targeting both sides equally with the same message ("Such Blickkontakt" [Make eye contact]) it emphasises that responsibility for safety is concerning drivers and pedestrians equally. Hence, through nonverbal communication, especially eye contact, drivers and pedestrians are more likely to be aware of the other's presence and can anticipate the other's intention. This mutual understanding is supposed to make people more confident and give them a feeling of being in control of the situation.
Theoretical background and methodology)
The concept of this campaign refers to the theory of planned behaviour (TPB) (Ajzen & Fishbein 1980) as background for its design and evaluation. According to TPB actual behaviour depends on behavioural intention which is determined by someone's attitudes, subjective norms, and perceived behavioural control. These factors should explain if people adopt recommended behaviour or not.
In two representative surveys (CATI) with 1.000 participants each, people were asked about their attitude and subjective norm regarding making eye contact in general, how they would most likely react in a specific situation at a pedestrian crossing, and if they feel in control such situations respectively.
Results)
The assumptions of TPB were tested by structural equation modelling. Attitudes, subjective norms, and perceived behavioural control explain for 17 percent of variance in the behavioural intention of pedestrians. However, the same model structure accounts for only 5 percent of the variance in the behavioural intention of car drivers.
Regardless of the fact that they are in the same situation mutually, the basic behavioural motivations of drivers and pedestrians differ. While pedestrians feel more confident and secure having eye contact with a driver it makes almost no difference on the driver's side.
The findings reveal serious difficulties when trying to reach various target groups with the same communication campaign's message.
Literature)
Ajzen, I. & Fishbein, M. (1980). Understanding Attitudes and Predicting Social Behavior. Englewood Cliffs.
Vaa, T. et al. (2009). Campaigns and awareness raising strategies in traffic safety (Cast Deliverable D-1.3. Effects of Road Safety Campaigns).

SHOCKS PROVOKE ACTION: HOW FEAR APPEALS IN DIABETES CAMPAIGNS AFFECT OPINION LEADERS

Patricia Müller [1], Katrin Jungnickel [1], Julia Rosenbusch [2], Wolfgang Schweiger [3]

› Technische Universität Ilmenau[1], Bauhaus Universität Weimar[2], Universität Hohenheim[3]

Recently, the European Parliament agreed to a new law requiring cigarette packages to contain health warnings which include graphic photos depicting diseases that are caused by smoking. The decision relies on the assumption

that shocking pictures with a highly emotional appeal to people's fears are very effective in gaining attention and promoting healthier behavior. Nu-merous studies already supported this notion (e.g. Dillard et al., 1996; Das, Wit & Stroebe, 2003). However, most of the studies have focused on how the frightening messages or pictures influence people in general without paying too much attention on individual differences in the evaluation of fearful messages and the resulting behavior (Fry 2006). We therefore propose a more recipient-oriented approach on fear appeals in health communication by studying their effects on opinion leaders. Used by many intervention programs to facilitate attitude and behavior change, opinion leaders have already proven to be successful in reducing risky sexual behavior (e.g. Kelly et al., 1991), drinking (Cubbins et al., 2012) or smoking (Yuan et al. 2012) among their peers. Thus, it is vital to create messages that appeal to opinion leaders and inspire them to forward the messages and their pleas for healthier behavior to others.

To evaluate the effects of fear appeals on opinion leaders, we conducted an online experiment with 432 participants, most of them students. As diabetes has received little attention in research and seems to be quite an unobtrusive issue, despite being rather widespread and posing considerable dangers to those suffering from it (IDF Diabetes Atlas 2013), we took it as an ideal example. We presented a rather shocking picture of a 28-year-old man who had lost his legs as a result of diabetes to one group while the other group saw a neutral appeal warning against diabetes with a sugar-coated mouth. Both ads additionally contained written warnings about the dangers of diabetes. The participant's degree of opinion leadership was assessed by two scales: one depicting health-specific opinion leadership (based on Childers, 1986), one focusing on issue-independent opinion leadership (personality strength, based on Noelle-Neumann, 1983). Both the fear appeal and the neutral appeal group showed an equal degree of health-specific and issue-independent opinion leadership.

Compared to the neutral appeal, we found that the fear appeal induced more emotions (fear, surprise, sadness, anger and disgust) and resulted in perceiving diabetes as a greater danger, which generated a higher intention to inform oneself about diabetes, to live healthier and to inform and warn others about the disease. Interestingly, while issue-independent opinion leadership had little effect in both groups, health-specific opinion leadership proved to be an important factor -- but only in the fear appeal group. Upon seeing a fear appeal, opinion leaders were less surprised and disgusted than others, but they nevertheless perceived diabetes more as a threat and reported a higher intention to live healthier and to inform and warn others about the disease. The results confirm the effectiveness of fear appeals in health communication by underlining their special success among health-specific opinion leaders.

SCIENCE AND STRATEGIC COMMUNICATION: HOW UNIVERSITIES ATTRACT HIGH SCHOOL STUDENTS?

Teresa Ruão [1], Isabel Correia Neves [1], Ricardina Magalhães [1]

› University of Minho[1]

Portuguese universities have an increasing interest in communication science activities to non specialized publics. These activities have been intensified since the 1990s, because by then Portuguese universities have entered the market context, which forced them to compete for students and funding. As a consequence science communication assumed promotion purposes, looking to attract young people to graduate and postgraduate programmes. High school students come to the university looking for information on its programmes and following careers, but the institution takes the opportunity to engage them in the work of science, through conferences, lab experiences or personal contacts that are strategically prepared to reach young people.

Following this present issue, we have gathered a research team with teaching careers on Basic and Social Sciences (Communication Sciences), along with a wide experience on science communication activities over the years, to study the use of strategic science communication in the process of enhancing the understanding of science as a mechanism to attract Portuguese high school students to higher education. The study was conducted within the University of Minho's area of influence (north of Portugal) and this paper presents the results of the research.

This work follows an exploratory study we have conducted, in 2010 (Ruão et al., 2012), on the image of science hold by Portuguese high school students, in order to collect useful data for communicating and attracting them to higher education. That pilot survey suggested that science and scientists have a very positive image amongst high school students, but it also indicated that we should rethink a more boarder study. Students within our sample considered science an interesting and valuable activity, and they believed scientists were helpful and creative persons. Their awareness level (positive attitude) was, therefore, high and this is an important piece of information for communicators because it can assist their work and suggest new directions for strategic communication programmes. But if awareness is high, communication should seek other more evolving effects as understanding, enjoyment or interest (Burns et al., 2003) in order to bring the public to the next level: action, by entering graduate or postgraduate programmes. Recent research projects have shown that formal and informal learning contexts can enhance the development of positive attitudes towards science as well as the improvement of basic and fundamental skills to understand scientific concepts. Communication is, therefore, an important instrument to increase "public awareness of science" (a set of positive attitudes towards science) and "public understanding of science" (the understanding of scientific matters by non-experts).

Following these guidelines, we have been studying science communication as a strategic mechanism to attract university publics, by acting on awareness and understanding. Results (obtained from a survey applied to high school students and teachers) point out: (1º) to the relevance of public relations activities in the process of promoting information and interaction with science; and (2º) to the positive effect of science communication activities in the process of choosing a higher education institution.

BUSINESS AND THE NEWS MEDIA: INTRODUCING A CORPORATE MEDIA RELATIONS MODEL

Piet Verhoeven [1]

› University of Amsterdam[1]

Corporations are an important source of news for journalists. Publicity and media relations have since long been considered a key task of public relations, corporate communication or organizational communication professionals. The rise of social media and mediated communication in general underline the importance of this task. Yet no overview of scientific knowledge about business and the news media exists. In this paper therefore the following research question is asked: how do the news media report about business, what does business do to influence the news media and what are the effects of the media coverage?

To answer these questions an extensive literature study was conducted. First six ISI-ranked and five peer-reviewed journals in the field of organizational communication, public relations and corporate communication were manually searched for papers about business/corporations and the news media, from the first issue in 1963 until the summer issues of 2013. The ISI ranked journals were Public Relations Review, Journal of Public Relations Research, Management Communication Quarterly, Journal of Applied Communication Research, Journal of Business Communication, Journal of Business and Technical Communication and the peer-reviewed journals were Corporate Communications: An International Journal, Corporate Reputation Review, Public Relations Inquiry, PRISM and the International Journal of Strategic Communication. To find papers in other peer reviewed journals a database search was conducted in Web of Science, Academic Search Premier, Econlit, Business Source Premier and Communication and Mass Media Complete using the key words: corporations, media, journalism, companies, radio, tv, newspapers, new media, Facebook and Twitter. 309 papers were found. Conceptual papers or studies about governmental or political organizations, NGO's, non-profit organizations, corporate social responsibility and crisis communication were left out, leaving 215 empirical studies about business and the news media between 1963 and 2013. To categorize these 215 studies a model was used to summarize what is known about business and the news media and to find out how different studies and perspectives relate to one another. This tentative corporate-media relations model consists of four categories: (1) the

corporation, (2) relationships between PR and journalism, (3) media content about business and corporations and (4) effects of media reporting about business and corporations.
The results show an interdependent hybrid practice of news construction about business, substantial influence of corporations on media content, moderated by organizational and social culture. There is no clear theoretical direction in the research and a mix of methodological perspectives are used on micro, meso and macro level. The tentative corporate media relations model is adjusted and an empirical avenue for researching business and the news media with 'big data' methodology is laid out.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - CRISIS COMMUNICATION, MEDIA AND REPUTATION

› Location: Auditorium IV, First Floor

WHEN FRAMES ALIGN: THE INTERPLAY BETWEEN PR, NEWS MEDIA, AND THE PUBLIC IN TIMES OF CRISIS

Toni van der Meer [1], Piet Verhoeven [1], Rens Vliegenthart [1], Hans Beentjes [1]

› University of Amsterdam[1]

Societies are frequently confronted with disruptive organizational crises that have a significant impact. Because organizational crises are characterized by a rapid succession of emotional and stressful events in combination with high media attention they are often complex. In organizational-crisis situations, communication is generally acknowledged to play a crucial role to make sense of the situation. Public relation and crisis research is primarily approached from an organization-centric perspective. However, in a media-saturated society, media coverage of crises should not be overlooked. Additionally, the public can be considered of vital importance in crisis communication due to their social-media empowerment. The key objective of this study is to investigate communication about organizational crises within three domains: organizational public relations (PR), news media and the public, and the mutual relations, or interplay, between these domains. In order to analyze communication about organizational-crisis situations, this study uses the well-established concept of framing. In the context of a crisis, when time passes, the interplay between the domains PR, news media, and the public might result in what can be labeled 'crisis-frame alignment'.
This alignment implies an increase in frame linkage, congruency, and complementarity between the domains. The overall research question reads as follows: Does the organizational-crisis framing of the domains PR, news media, and the public align over time? To empirically analyze frame alignment, the study introduces and applies a method innovation of semantic-network analysis to compare implicit framing between the
domains. This method innovation facilitates the identification of implicit frames in texts and statistically determines the level of frame alignment among different domains. This empirical investigation tested the theoretical framework through analyzing crisis-related organizational press releases (PR), newspaper articles (news media), and social-media manifestations (public). Four Dutch crisis cases that occurred over time were systematically obtained: (1) explosion SE fireworks, (2) bankruptcy DSB bank, (3) limited KLM air travel, and (4) explosion Chemie-Pack.
This selection procedure resulted in a total of 51.170 messages. In order to explore the development of implicit framing over time, the data were analyzed separately for several research periods.
The results detected a crisis-specific pattern of frame alignment over time among the domains PR, media, and the public. In general, the findings documented alignment in the implicit crisis frames of the three domains over time.
The expected impermanence of frame alignment among the domains, and the general norm of frame variation across domains, implies that the alignment was a temporal necessity forced by external circumstances, namely the emergence of an organizational crisis. The temporal alignment advances the sensemaking of the complex crisis situation and potentially avoids uncontrollable crisis magnification and ameliorates the solving of the crisis. Especially the collective character of the process of frame alignment, in terms of the interplay and communicative input of all three domains, may avoid misframing by certain domains and helps the domains to decide how to communicate and act appropriately without intensifying the crisis. Moreover, the results generally document a rise in the level of frame alignment over the years.

REFLEXIVE MEDIATIZATION AND REMAKING OF THE MIDDLEMAN

Dejan Verčič [1], Ana Tkalac Verčič [2]

› University of Ljubljana[1], University of Zagreb[2]

The emergence of public relations in early 20th century was largely fuelled by the rapid mediatization of society. As journalists gained power as middlemen between organizations and society framing news and setting public agenda in the mass media, organizations (corporations and governments alike) responded by introducing counter-parts on their side: public relations practitioners as middlemen between the mass media and organizations. Public relations practitioners enabled organizations to become reflexive (van Ruler and Verčič 2005) to the mass media expectations and adjust their behaviors to journalistic needs. Media relations -- management of relations between organizations and the mass media -- is the most common practice area in the public relations sector (Swerling, Thorson & Tenderich 2012; Wilson & Supa 2013; Zerfass et al. 2011). In the second half of the 20th century, more than 150 studies explored relations between public relations and the mass media and they found that between 20 and 80 per cent of the journalistic media content was influenced by some sort of 'information subsidies' provided by public relations (Cameron, Sallot & Curtin 1997). But that was when journalism as a profession was on its peak and public relations was only becoming an aspiring profession. Sullivan (2011) collected data on changes in the relative weights of the two sides. In the past 30 years, the number of journalists per 100,000 Americans dropped from .36 to .25. At the same time, the number of public relations practitioners per 100,000 Americans rose from .45 to .90. Now there are more than three public relations practitioners per one journalist. Between 2000 and 2009, the newspaper advertising revenue in the US dropped from $49 to $22 billion. Between 1997 and 2007 revenues of the US public relations agencies went up from $43.5 to $8.75 billion. The number of US newspaper reporters and editors dropped from 56,900 in 1990 to 41,600 in 2011. The number of people employed by the US public relations agencies increased from 38,735 in 1997 to 50,499 in 2007.
While introduction of public relations practitioners since 1920s lead to reflexivity in media relations, what is emerging today leads to a new phenomenon of reflexive mediatization: non-core-media organizations (corporations and government agencies) are reflexively mediatizing themselves. From providers of information subsidies, public relations is transforming into media producer and distributor of stories and news. Coca-Cola corporation is experimenting with its own "brand journalism" in its digital magazine - http://www.coca-colacompany.com (Working 2013). In September 2013, Alex Aiken, the Executive Director of the UK Government Communications declared: "The press release is dead." (Magee 2013). In January 2014, Kim McKinnon, the Canadian Government's Communications Community officer, published the following statement on the Canadian Government official website: "The Government of Canada is retiring the traditional press release format in favour of a more digital-friendly product that makes the key messages of announcements clearer, quick facts more accessible and integrates more effectively with social media channels." (McKinnon 2014). The paper introduces the notion of reflexive mediatization and proposes conceptual apparatus to tackle with it.

DIGITAL FIRESTORMS: NEW CHALLENGES FOR CRISIS COMMUNICATION AND REPUTATION MANAGEMENT

Caja Thimm [1]
› Bonn University[1]

One of the more recent issues in online organisational communication is the usage of social media for marketing and advertising purposes (Anastasiadis/ Thimm, 2011). From one perspective, social media are a highly beneficial environment for the propagation of new ideas and products, and this has consequently made them a focus of marketing communications. On the other hand, companies and their brands as well as politicians, governmental institutions, and celebrities have increasingly been facing the impact of negative online reactions and complaint behavior. Every single day, brands and companies are challenged to deliver their opinion in the online discourse -- often, it is important to constructively accept criticism and find good solutions for the stakeholders' concerns. But every now and then, emotions won't be calmed down with factual arguments.
Based on the traditional communication mode of "word of mouth" communication, the speed and range of global digital communication has lead to fast, connected and sometimes harmful campaigns, be it against an individual or an organisation. In reaction to any questionable statement or activity, social media users can create huge waves of outrage within just a few hours. During such a social media crisis, feelings run high, and in some cases can't be stopped with traditional measures of crisis communication. Due to the ubiquity and global reach of social media, particularly Twitter, Facebook and Instagram, a local crisis of an organisation can even turn into a fierce global battle. These so-called online firestorms pose new challenges for marketing and crisis communications (Pfeffer, Zorbach, Carley, 2014).
The paper wants to explore these dynamics in more detail by comparing 12 selected firestorms with each other. Starting with the detailed documentation of the respective firestorms, which range from large car manufactures to telecommunication and food companies, a model of the communication dynamics were developed. Results show that twitter plays a decisive role for these dynamics. The typology, which can be drawn from the empirical data, shows that there are three crucial phases for the assessment of the impact of digital firestorms:
- Phase 1: Frequency and distribution of Tweets
- Phase 2: Multi channel media adoption: including YouTube videos and digital narratives on Instragram
- Phase 3: Spill over point: Social media communication is being reported in the traditional media (print/television).
Set in the framework of a larger research project on digital crisis communication and mediatized scandals, the dynamics of the selected digital firestorms are being analyzed by the described phase approach. Also selected crisis intervention methods will be demonstrated and evaluated in terms of communicative effectiveness.
Anastasiadis, M., Thimm, C. (2011) (eds.): Social Media: Theorie und Praxis digitaler Sozialität. Frankfurt/New York: Lang.
Pfeffer, J., Zorbach, T., Carley, K.M. (2014): Understanding online firestorms: Negative word-of-mouth dynamics in social media networks. Journal of Marketing Communications, Vol. 20 (1-2), 117-128.

MATCHING CRISIS RESPONSE STRATEGIES TO COVARIATION INFORMATION DURING ORGANIZATIONAL CRISIS: AN EXPERIMENTAL STUDY OF A MAJOR PUBLIC HEALTH CRISIS IN GERMANY

Andreas Schwarz [1]
› Ilmenau University of Technology[1]

Our understanding of how communication shapes organizational reputation and stakeholder behavior in crises is still limited. Research in the field of crisis communication is primarily descriptive and largely case-based (Seeger, 2006). Particularly attribution theories were proven to offer fruitful answers to the questions how and why stakeholders change or retain their attitudes towards organizations in the context of crises (Coombs & Holladay, 2004).
The way stakeholders ascribe causes and responsibility for crises to certain organizations has been in the center of interest, as these attributions were found to have substantial impact on organizational reputation. Further research showed that reputation in crisis situations can be positively influenced by matching the "right" crisis response strategy. Coombs (1995, 2006) developed a set of communication strategies derived from corporate apologia, corporate impression management, and image restoration theory (Benoit, 1995). He used attribution theory as the rationale to propose evidence-based guidelines for the situationally appropriate selection of such strategies to address organizational responsibility (situational crisis communication theory = SCCT). Although these guidelines are useful for protecting organizational reputation after the occurrence of crisis incidents we still lack a deeper understanding of the antecedents of stakeholders' causal attributions. In particular, the relevant information dimensions that stakeholders seek and process in the first place to make causal inferences and lack systematic research. In addition, we need to understand how the availability and perception of information on causal antecedents influence stakeholder judgments of organizational reputation when these organizations match or mismatch certain crisis response strategies as suggested by SCCT.
Therefore, in this study the author(s) applied the so called covariation-based approach to crisis communication (Schwarz 2012) in an experimental study to test the influence of causal antecedents (namely covariation information patterns) in combination with the crisis response strategies of apology and denial (Coombs 2010). The stimulus material of the experiment referred to a real crisis case in Germany 2012 where more than 11,000 children and teachers at several kindergarden and elementary schools fell sick after having consumed food that was provided by a multinational catering company. The stimulus was designed as an actual news story and included manipulations of two covariation information patterns and two crisis response strategies (2x2 independent samples design). 151 undergraduate students of a German university participated in the experiment. The results showed that covariation information patterns about the catering organization had much more impact on causal perceptions, responsibility attributions and reputation than crisis response strategies. Matching response strategies to the 'right' information pattern as suggested by SCCT did not make much difference.
Therefore, the implications of these findings for crisis communication theory will be discussed. In addition, the author will refer to practical considerations for organizations and their assessment of crisis situations based on the availability of covariation information.
Literature:
Benoit, W. L. (1995). Accounts, excuses, apologies: A theory of image restoration strategies. Albany: State University of New York Press.
Coombs, W. T. (1995). Choosing the right words: The development of guidelines for the selection of the "appropriate" crisis-response strategies. Management Communication Quarterly, 8(4), 447-476.
Coombs, W. T. (2010). Parameters for crisis communication. In: W. T. Coombs, & S. J. Holladay (Hrsg.), The handbook of crisis communication (S. 17-53). Chichester: Wiley-Blackwell.
Coombs, W. T. (2006). Crisis Management: A Communicative Approach. In C. H. Botan & V. Hazleton (Eds.), Public Relations Theory II (pp. 171-197). Mahwah, NJ: Lawrence Erlbaum.
Schwarz, A. (2012). Stakeholder attributions in crises: The effects of covariation information and attributional inferences on organizational reputation. International Journal of Strategic Communication, 6, 174-195. doi: 10.1080/1553118X.2011.596869
Seeger, M. W. (2006). Best practices in crisis communication: An expert panel process. Journal of Applied Communication Research, 34(3), 232-244.

CRISIS COMMUNICATION BETWEEN THE AUTHORITIES AND THE MEDIA IN THE EVENT OF EXTRAORDINARY SOCIETAL SITUATIONS

Britt-Marie Leivik Knowles [1], Britt-Marie Leivik Knowles [1]
› Jönköping university[1]

With the help of a study of the literature in the paper, I will argue for the need for research regarding crisis communication between the authorities and the media in the event of extraordinary societal situations. The study is part of a forthcoming doctoral thesis which examines the interplay between the Swedish authorities and the media in connection with the Estonia catastrophe of 1994.
Since the beginning of crisis communication research, which, according to several scientists, was in connection with the Three Mile Island nuclear accident in the United States in 1979, two separate paths seem to have developed. One has studied crisis communication in the area of Public Relations within commercial enterprises, whilst the other has focused on crisis communication between different societal actors in connection with serious accidents, catastrophes and severe societal disturbances (i.e. studies within different disciplines).
A) But despite the substantial expansion of crisis communication research, beginning in the middle of the 1990's, this vast field of research has not embraced crisis communication between authorities and the media. The expansive research, with focus on commercial businesses, certainly mentions the media but does not really show any more interest for the media than for other stakeholders. According to quite recent research, the original intention was indeed not to embrace the authorities' crisis communication within this field. The aim was rather to focus upon corporate entities.
B) By the year 1980, American researchers had already noted that studies concerning crisis communication between authorities and the media were noticeable by their absence. Around 2010, Swedish scientists remarked upon the fact that relations between crisis mangers and the media are still accorded low priority among international researchers.
C) Earlier research into crisis communication between authorities and the media has mainly been from the perspective of the authorities. This means there is a need to study crisis communication from a media perspective. Earlier research has also been characterized by the term "fast studies" (at least from a Swedish perspective). The need for basic research and the development of theory may well be a result of this fact.
D) Existing empirical knowledge about crisis communication between authorities and the media mainly concerns the opinions of the actors upon how such communication has functioned. Therefore there exists a need for studies which develop and identify what "crisis communication" de facto means.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 12. ORGANISATIONAL AND STRATEGIC COMMUNICATION - CORPORATE BRAND, REPUTATION AND ADVERTISING

› Location: Auditorium IV, First Floor

A CHALLENGING COMPATIBILITY BETWEEN ORGANIZATIONAL IDENTITY AND CORPORATE BRAND

Rita Järventie-Thesleff Rita [1]
› Aalto University School of Business[1]

This paper takes the nascent critical approach to corporate branding, and focuses on the compatibility challenge between organizational identity and corporate brand. Our aim is to shed light on a possible tension between the corporate brand -- as management of meaning, and the corporate identity - as negotiated and constituted in and through the communication of the organizational members (Kärreman & Rylander 2008; Cornelissen, Christensen & Kinuthia 2012). Based on a longitudinal case study in a fashion magazine, we explore how the young journalists construct the organizational identity of the magazine and how they interpret the meaning of the corporate brand.
According to Hatch and Schultz (1997: 357), "Organizational identity refers broadly to what members perceive, feel and think about their organizations. It is assumed to be a collective, commonly-shared understanding of the organization's distinctive values and characteristics". The traditional marketing related conceptualizations of corporate branding tend to emphasize the visual, verbal and behavioral expression of an organization's unique business model (Knox and Bickerton 2003: 1013). However, recent critical approach towards corporate branding labels the marketing related approach as alignment models, and instead emphasizes the co-created and constantly negotiated meaning of the brand (Cornelissen et al 2012).
The case study was carried out in a magazine that has been published for more than 20 years, and which positions itself as an 'intelligent' fashion magazine. The primary data consists of two rounds of personal interviews during a 12-month period with the entire editorial team of the magazine (18 interviews). The interviews can be characterized as very open, honest and outspoken sessions -- to the extent that some of the interviewees compared the interviews with a therapy session. The interviews lasted between 60 and 90 minutes, and they were digitally recorded and transcribed in verbatim
Based on the preliminary analysis of our study, the organizational identity was based on perfectionism, ambitiousness and street credibility. The young journalists wanted to excel in all of their professional activities -- by authoring cutting edge stories, by capturing certain roughness in photo shootings and by blogging in an engaging manner; emphasizing a flavour of street credibility in all of their endeavours. The corporate brand highlighted the competitive positioning of the magazine -- the magazine based its competitive edge on being 'an intelligent fashion magazine'. The brand promise was captured in the slogan: 'It is all about attitude'. Despite the apparent congruence between the organizational identity and the corporate brand, the journalists did not approve the corporate brand. On the contrary, they giggled and conceived the brand as an amusing concept, almost like a joke that was dedicated solely for PR and marketing purposes.
Overall, our study contributes to the critical literature on corporate branding and sheds light on the challenges that the traditional alignment models on corporate brand face, when trying to influence the way organizational members enact socially constructed reality (Kärreman & Rylander, 2008).

HOW CAN BRAND-OWNED MEDIA BE MANAGED? EXPLORING THE NEW INTERRELATION BETWEEN BRANDS AND MEDIA

Andreas Baetzgen [1], Jörg Tropp [2]
› Stuttgart Media University[1], Pforzheim University[2]

There are signs that the boundaries between brand and media management are disintegrating. Companies whose original business is not in the media market initiate the production and subsequent institutionalized management of branded communication platforms.Their brands are being equipped with a media function, which means that they are taking over typical media activities and services such as entertainment, information or social networking. The result is a new phase of brand communication, often referred to as 'owned media'. The most prominent example is Red Bull. With Red Bull Media House, Red Bull operates its own TV stations and TV windows, online forums, cellular mobile offerings and magazines ("The Red Bulletin", "Servus") and has developed a cross-linked product offering of events, films, documentations, serial soaps, games and music, all apparently constituting a new business segment for the brand that is actively brought to market (www.redbullmediahouse.com, www.redbullcontentpool.com).
Against this background, we introduce the working hypothesis that with owned media, brands disconnect very clearly from the classic central functions of communication instruments such as image building, selling services and products or establishing a dialogue with stakeholders. Instead, their communication functionally is one of professional media organizations which requires changes in the way how brands are being managed today.
Due to the newness of the phenomenon, there is still a considerable lack of research on how owned media influence brand management and the interrelations between brands, media and recipients. In a first explorative study, which used

the grounded theory approach, the main categories for a theory of owned media have been identified (Baetzgen/Tropp 2013), namely: causes: mediatization and economization of society, digitization and online communication / contexts: logic of mass media, brands and journalism / consequences: brands evolve into media, communication quality as effectivity axiom / conditions: collaboration with media. In a next step the hierarchy and interrelations of the core variables have to be further examined. Hence, the goal of our qualitative study is to build the architecture of a theory of owned media. This is the basis of an ensuing survey with its statistical analyses.

Methodically, we use total interpretative structural modeling (TISM) (Nasim 2011; Sage 1977; Saxena et al. 2006; Sushil 2005, 2009; Warfield 1974) as it provides a systematic and comprehensive method for integrating group judgements in developing a structural model. A sample of 50 European and U.S. practitioners, who work in the realm of public relations, corporate communication, advertising, marketing and media, provides profound, intercultural and firsthand insights. The results will be available in summer 2014 and for the first time be presented at the ECREA conference in Lisbon.

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MATERIALIZING IMAGE AND TRUST: ARTIFACTS ROLE IN THE NATION BRANDING PRACTICES OF THE SWEDISH INSTITUTE

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The study of materiality has for some time now occupied a quite privileged position within the social sciences. A research agenda dealing with material culture concerns itself with how we as humans engage with the world through objects: what we do with them and what they do for and to people. A fundamental notion is the perception that objects are more than mere things. They produce, maintain and constitute meaning in and for cultures. They are radiant in terms of their ability to symbolize other phenomena than their practical functions (Appadurai, 1986; Miller, 2005) and communicative in their ability to translate ideas into and in between contexts (Czarniawska, 2002). As such the distinction between materiality and immateriality is somewhat fluid. Within the strategic communication literature, materialities are, however, by and large nonexistent. This paper will place the power of materialities at the epicenter of strategic communication as a practice. A presupposition is that things matter for communication practices, albeit how this is so has largely gone unrecognized within strategic communication research. The case to be analyzed is that of a nation branding practice executed by the Swedish Institute during the years 2006--2014. The Swedish Institute is a public organization that seeks to promote trust for Sweden abroad. The international campaign in question -- performed under the banner Innovative Sweden -- incorporated a vast network of different actors (corporations, architects, embassies, individual entrepreneurs). Of critical importance during the campaign was the mobile exhibition that traveled to the different nations and cities in which the campaign was to be launched. The traveling exhibition space was composed of a multitude of artifacts (high-technological innovations, strategic spatial arrangements and display platforms) by way of promoting Swedish identity and culture as being essentially innovative. But of what use are such materialities in the construction of such transnational space? The questions this paper deals with are as follows: How can we understand the use of materialities as a nation branding practice and how does this practice seek to reflect back onto Swedish identity? The empirical material consists of ten semi-structured interviews with individuals who were involved in the practice of the campaign, promotional publications published by the Swedish Institute and the embassies prior to the campaign's realization and the evaluation documents produced by the embassies after the campaign. The paper will argue that the campaign's strategic focus on materialities is a practice that limits the need of the Swedish Institute to actively persuade its target groups of the supposed inherent qualities of Swedish innovation culture. The manifestation of its materialities is thus a practice that portrays certainty, rationality and affect in manners that mere words cannot. However, materialities and the discursive are highly intertwined. The campaign's strategic use of materialities serves as enablers for the production of stories about heroic inventors, their ties to Sweden and they are thereby, I argue, good stuff for a nation's production of myths.

POSTERS

COMMUNICATION DESIGN AND THE DESIGN OF COMMUNICATION

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Everything an organization says or shows affects the publics with whom it interacts. At the end of the day, each of the organization's audiences will form an opinion based on the totality of 'signs' that it comes across, from deliberate communication actions to unintentional messaging, from direct (manageable) sources to third parties hearsay or spontaneous word-of-mouth. In today's global marketplace, no entity can afford to ignore the overall impression it creates. And, it being unrealistic to pretend that all communication is controllable, or even to think that it can be done in a mutually exclusive manner (i.e. isolating the different audiences), all that is left for the organization is to seek a comprehensive communication strategy which minimizes the negative impact factors and that simultaneously protects and enhance its intended image. In this respect, communication design assumes a particular responsibility as it contributes to setting the interface between the organization and its publics, thus determining in many ways how the relationship is established. And this relationship is ongoing changing mostly in light of technological developments and, more recently, due to new economic dynamics. As such, we propose to address some of the challenges communication design faces in 21st century organizations, where it needs to integrate basic all time objectives -- assure adequacy and effectiveness, sustain worthy benefit/cost ratio, anticipate off-target effects -- with the requirements and consequences of a digital world and the global network that it supports: permanent interaction, customization, greater flexibility, higher consumer involvement and influence over disintermediation. Moreover, the organization's presence on the web poses new communication problems and takes damage control intervention to a whole new level. Online presence -- despite mandatory nowadays -- means taking the risk of becoming the object of unsolicited, undesirable and uncontrollable communication action, of exponential dissemination and indelible nature.

THE MANAGEMENT OF COMMUNICATION PROCESSES AND THEIR INTERNAL NETWORK MONITORING AS GENERATORS OF PARTICIPATION AND INVOLVEMENT OF COLLABORATORS - CASE STUDY: THE INTRANET OF TURISMO DE PORTUGAL, I.P.

Goulart Brandão, Nuno; Morais, Inês
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The management of communication processes and their internal network monitoring as generators of participation and involvement of collaborators in organizations-case study: the Intranet of Turismo de Portugal, I.P. The information and communication technologies provide simplicity, speed and uniqueness in the act of communicating, modernizing and innovating processes, practices and monitoring. The intranet as a tool for internal communication, is a clear example of this, since it has the ability to connect individuals in the networking, approaching them and facilitating their interaction. It is precisely this observation that the present study focuses. Assess internal communication processes and their monitoring of the Intranet of Turismo de Portugal, I.P. among its employees, analyzing whether it is in tune with the needs and expectations of information and communication and promotes their participation in a common organizational dynamics. More precisely, that provides motivated and integrated collaborators into the organizational system that represents them. Currently, with the development of new technologies of information and communication, how to communicate in society and organizations changed (Castells, 2007). That is, through the Intranet is possible to understand the needs and expectations as crucial to the process of motivating employees (Newstrom, 2008) and their modes of interaction as important for the identification of employees with the policies of the organizations (Almeida, 2000). The availability of organizations to participate, as claimed Mascaray and Elias (2003) is a decisive factor for the generation of creativity and sense of belonging of its employees. The Intranet has a prominent place in its realization, therefore, enables the integration of ideas and suggestions of employees within each organization. The intention was to then conduct an investigation where ascertaining the contribution of internal communication network, Intranet, of Turismo de Portugal, I.P. as a vehicle for participation and involvement of its employees by monitoring their processes and internal communication. The strategy that was followed focused on the construction of a set of variables for evaluation purposes that has been applied by constructing a questionnaire addressed to the employees of the institution, whose hypotheses were studied to ascertain if your intranet meets the needs and expectations of its employees, and if its contents are geared to a more active participation of its employees. For this study we considered three main objectives: 1) "to assess the flow of information and existing content"; 2) "evaluating the technical aspects"; 3) "to assess the level of interaction existing intranet and its contribution to the involvement of its employees in organizational dynamics". The main results validated the hypotheses under investigation and characterize the Intranet as a tool: 1) integrates all systems, applications and information sources of the organization where employees accessing more than once a day, 2) contains information that is characterized by positive and updating for all matters of the institution, 3) is assumed as a space that promotes new ideas, projects and their adjustment to the needs of its employees, and 4) is considered as a medium capable of absorbing the reality of different geographical barriers and needs.

CONTEMPORARY PRACTICES IN MOBILE CORPORATE PUBLISHING: POTENTIALS AND USE OF TABLET-PUBLISHING FOR STRATEGIC COMMUNICATION

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In 2013 all European countries crossed the 50 percent smartphone penetration mark (ComScrore 2013). The average tablet-pc sale rates grew 110 percent in Western Europe, on average 24 percent of the top-five EU markets' populations (France, Germany, Italy, Spain, and UK) own tablets (GfK, 2013; Meyer, 2013). For organizational and strategic corporate communication this rapid adoption offers new potentials and challenges to ubiquitously interact with customers. Besides social networks and online videos, mobile applications are within the top-three-instruments of major importance for European communication professionals. 80 percent of them expect growing mobile budgets in the future; tablet-pcs are the favorite platform. In Germany, which is one of the biggest and most structured corporate publishing markets in the world, already 40 percent of the companies' investment (in total, five billion euro) reached digital channels in 2013 (Zerfaß et al., 2013). Nevertheless, implementing mobile corporate media instruments is the key challenge (Forum Corporate Publishing, 2013; Zerfaß et al., 2013). Due to its institutionalization, corporate publishing follows established routines mainly focus on printed magazines. In fact that mobile devices "have increasing features that need to be explained from the 'pleasure' point of view" (Ham et al., 2006, p. 22) and due to increasing social adoption, users expect certain gratifications from apps, e.g., non-linear multimedia content, selectivity and intuitive navigation (Budiu & Nielsen, 2011). Further, mobile publishing allows more involvement "from offering readers deeper content customized to their specific interests to enabling them to buy relevant goods and services" (Conneighton, 2013, p. 12). The technical potential, however, only offers options that must not necessarily be selected. Therefore the question arises: Do organizations already take advantage of the potentials to create new forms of mobile corporate publishing? To answer the question a quantitative content analysis of b2c-tablet-magazines published by worldwide acting companies with headquarters in Germany was conducted. 17 of the top 70 companies (by revenue) offer B2C tablet-magazines (e.g. Audi, RWE, Telecom, and Siemens; field period December 2013). For each app, relevant categories of the issue and a sample of five editorial stories (n = 80) have been analyzed by indicators for the dimensions multimedia, selectivity, intuitive navigation, and playfulness. In contrary to established journalisms' tablet magazines (author anonymized, 2013), corporate apps already show innovative media schemes, taking advantage of mobile potentials. Thereby, they change the institutionalized journalistic nature of corporate publishing: Magazines show convergent tendencies between corporate communication, marketing, and commerce. Hence, on the one hand, the apps offer innovative forms of editorial stories, e.g. living cover effects, hotspot navigation and selective multimedia storytelling. On the other hand more than half of the apps integrate product presentation focused on shopping. Interactivity is not used for customers' participation (e.g., commentary or feedback), only for sharing the organizations content (e.g., via e-mail or social networks). To sum up: First, corporate publishing seems to supersede journalism as an innovator in public communication. Second, corporate publishing's core targets seem to change from content to commerce.

THE STUDY OF THE WEBSITE PERFORMANCE OF TOUR OPERATORS: THE IBERIAN PENINSULA CASE STUDY

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ABSTRACT The progressive use of the corporate websites both by companies and by consumers has been established in different sectors. Tourism is one of the sectors that have traditionally been strongly supported by specific web sites that provide a wide range of services from information to transactions. In recent years, rapid advancements in information technology, particularly the Internet, have created enormous opportunities for traditional tourist companies to target their tourism offerings into a broader and global market. As a result for the increasing demand for tourism information by the travelers, many companies have created websites in order to better promote their services and products. These websites play nowadays, in most cases, an important role in mediating between customers and companies as a privileged channel for information acquisition and business transactions (Jeong, 1999; Derong, 2009). There have been several websites studies all over the years. Some studies (Bearden and Teel, 1983; Jaspersen, 1996) conclude that website satisfaction could be measured through results derived from server logs' statistics (e.g., number of visitors, duration of visits, frequency of visits) or by evaluating users' complaint activity. In this research we will analyze the most important Portuguese and Spanish national tour operators agencies websites in order to know if there are any similarities in the way they communicate with their customers. In order to achieve this goal, the proposed methodology of this research was based in the web content analysis (between

December 2013 and January 2014) as content analysis is one of the most suitable instruments to analyze contents of a website, applied by many researches (Álvarez Rodriguez et al (2010), Castillo (2007), Huertas & Xifra (2009), Moreno & Capriotti (2007), Lopes (2012). Additionally, it will be used a reliable instrument for measuring internet usefulness through the use of the extended Model of Internet Commerce Adoption (eMICA), an Internet commerce adoption metric developed by Burgess and Cooper (2000). With this eMICA model research this paper will be try to (i) evaluate the extent of tourism website development in Iberian Peninsula, (ii) present recommendations for tourism industry professionals on how to build a well-constructed and effective websites for marketing. This model is well adapted to tourism issues and has already been validated in previous scientific studies.

THE INFLUENCE OF THE EVENT TO BRAND BUILDING AND BRAND COMMUNICATION: THE CASE STUDY OF PAVILHÃO DO CONHECIMENTO -- CIÊNCIA VIVA

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This research has the main goal to analyze the influence of the event location in the brand building or in the brand communication and in order to accomplishes the initial objectives was done a Pavilhão do Conhecimento -- Ciência Viva case Study. The literature review shows that brand appeared to differentiate products and has more value when is communicated. Brand proliferation requires companies to strive for differentiation and appeal to the consumer/target population in a symbolic way. Thus, evolution of the concept of marketing itself is reflected in the appearance of the notion of brand identity (Aaker, 2001). It has become essential to develop integrated communication programmes that help create a brand image that is strong and easily remembered by consumers. Events have begun to play an important part in communication plans as an effective way of communicating the brand by creating a positive image and good feelings about the brand. Currently, events are common practice in the business world. The role of a marketing event included into an integrated marketing communications strategy has been growing in importance (...)and currently plays an essential and specific role in the marketing mix (Close et al, 2006, p. 420). According to Aaker (1991), the brand is a name and / or badge symbol (such as a logo, trademark or package design) used to identify the products or from the manufacturer or group of manufacturers and services to differentiate from your competition. When considering the creation of the brand and brand value, it can be stated that brands are created primarily through various forms of communication (Schultz & Barnes, 2001). "Everything a brand does is communication" (Clifton, 2010, p.149). This research study aims to examine how the type of planning and the choice of venue for an event may be a determining factor in creating and communicating the brand identity. The research on this subject makes use of a questionnaire implemented into a group of professionals who organize events at the Pavilhão do Conhecimento - Ciência Viva [an interactive science and technology museum] to find out what image companies have of this venue and why they chose it for their business event.

CULTURE AND ART INSTITUTION'S WEBSITE AS SPACE FOR COMMUNICATION IMPROVEMENT: LITHUANIA CASE

Tutlytė, Jūratė; Tutlytė, Jūratė
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The aim of the paper is to consider the improvement of communication in institutions of culture and art by critically analysing websites of culture and art institutions in Lithuania. Website as a communication platform is loosing part of its meaning in context of social media sites nowadays, especially in such culture institutions (CI) as museums, galleries, theatres and others, thus urging to look for new ways to communicate with audiences and publics. This is closely linked with the questions of changing roles, mission and identity of culture institutions in society. The critical analysis of CI websites is an instrumental way to identify the status of technological literacy in culture institutions as well as disclose prevailing communication models identifying level of openness and dialogue in institution's online performance. The paper presents the survey of case studies of culture institutions' websites in Lithuania as part of an ongoing EU supported project for the improvement of communication in the institutions of culture and art aiming to evaluate communicative experiences and competencies of culture institutions in Lithuania. In the survey, website is seen from interdisciplinary perspective in particular as an ICT product encompassing different disciplines such as human computer interaction, social sciences, arts (web graphic design) as well as humanities (web design as an object of art theory and criticism). The study inspected websites not from usability aspects (J.Nielsen, 2001), but also payed special attention to websites' sociability, creativity and visual design. The study results reveal poor online communication competencies and visual design quality of investigated culture institutions (more weaknesses then advantages) and sites functioning more as spaces to simply get information and not encouraging wider public participation on a site itself. This leads to further or future discussion looking for ways to improve this kind of online communication. It is obvious that CI website is not a case that goes without saying and by this differs from corporate business or online commerce web cases due to their vague role and initial mission. As the critical part of developing a web presence is understanding the audience (Archibold, 1996), the key problem for culture and art institution seems to be the identification and defining its audience and public (what groups of users they want to target) or answer the question 'what's the point of its website? And by this clarifying their role in communities and for communities. Does their future lie in new data links or semantic web by crossing the physical boundaries of museums, galleries and theaters and by this enabling the users dive into the global pool of information, limitless context with limitless kind of experiences? And how does this go with findings that support idea of software/web localization and the need for country-specific, "customized" websites and culturally diverse online environment? How real is the role of culture and art institutions as catalyst of creative industries or for creative society?

THE INTER-ORGANIZATIONAL COMMUNICATION BETWEEN THE UNIVERSITIES AND THE SPIN-OFF'S: THE CASE OF SPINPARK AND THE UNIVERSITY OF MINHO

Campos Ribeiro, Paula; Ruão, Teresa
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With this study we intend to answer the initial question: how can we describe Inter-Organizational comunications between universities and spin-off's? One of the standards for the knowledge transfer from universities to companies is established through spin-off companies associated with universities, operating in university environments or ecosystems for innovation in universities, where they reside business incubators that can be inserted or not in technology parks. Communication is the basis of interorganizational relationships, like the flow of water flowing continuously (Cheney, Christensen, Zorn, & Ganesh, 2011). The research follows the qualitative method, whose approach is rooted in the development of semi-structured interviews with the stakeholder's organizations: Spinpark, University of Minho and the Spin-off's Spinpark. We have taken for analysis of the incubator companies Spinpark, framed in AvePark - the innovation ecosystem of UM Technology Park. The Spinpark Association -- the incubated centre technology base is a private nonprofit organization created in 2006 by initiative of the University of Minho, the Avepark and the Association of Science and Technology Park of Porto (APCTP) that promotes and supports technology activities advanced, knowledge-intensive while serving as a platform to launch and diffuse innovation in the context of the knowledge economy . Cheney, G., Christensen, L. T., Zorn, T. E., & Ganesh, S. (2011). Organizational Communication in an Age of Globalization: Issues, reflections, pratices (Second edition ed.). Longe Grove: Waveland Press.

ABSTRACTS SECTION 13
Philosophy of Communication

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 13. PHILOSOPHY OF COMMUNICATION - MATERIALISM AND COMMUNICATION: WHAT'S WRONG WITH OLD MATERIALISM?

› Location: Room 1.10, First Floor

THE MATERIALITY OF COMMUNICATION AND PRACTICAL THEORY

Sánchez, Lydia

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In the realist view proposed by Sanchez and Campos (2009, Empedocles, 1:1, 79-90), communication is a biologically based behavioral phenomenon that communication science should endeavor to describe and explain as accurately as possible. The argument for this view in gist is that the real world exists independently of what anyone may know or believe about it, and the phenomenon of communication exists as a part of that world. Therefore, our knowledge of communication in this regard is not different in principle from our knowledge of any other natural phenomenon, and communication science can (and presumably should, to the extent that it shows prospects of empirical success) be practiced accordingly. I do not dispute this account as a broad rationale for an empirical science of communication. While leaving it to interested philosophers to argue the details, I accept a realist view of the natural world in general and would not claim that communication somehow happens apart from that world. So, communication can investigated empirically and some of our beliefs about communication can possibly be critiqued and informed in light of those investigations. I also happily concede that a realist epistemology has implications for the practice of communication in general, not just for the practice of empirical investigations of communication. I agree that the "content" of communication is often taken to represent things (again, leaving it to interested philosophers to argue exactly what that means), that accuracy of representation can be a goal of communication, and that error, deception, and in general, misrepresentation can be serious communication problems. Of course, as realists concede, (mis)representation is not all we do in communication. For example, the transmission of symbols can function to influence emotions and behaviors without referring to anything in particular. However, as Sanchez and Campos argue, these nonrepresentational functions of communication are just as real as the representational ones, and can be represented as such in a scientific description. The authors wisely do not go on to claim that a scientific representation of nonrepresentational functions of communication could or should actually replace those nonrepresentational functions for practical purposes. For example, it probably would not work very well in practice to replace the symbolic flag waving at a patriotic event with a scientific description of the emotions and behaviors that the symbol is intended to cause. This would be a different communicative act altogether. Perhaps it could be argued that symbolic communication is a bad thing in general and that our practice of communication should be restricted to literal representations of reality according to the ontology of empirical science. I think it would be hard to make such a case without falling into performative self-contradiction. A normative discourse on how we ought to communicate can potentially be informed by a descriptive discourse on how we do communicate, but the former cannot be reduced to the latter. Taking off from this point, I will argue that practical normative discourses on communication occur in reality, influence the reality of communication, and cannot be reduced to descriptive discourses in practicd, and that academic scholars can, do, and should participate in those practical normative discourses, providing empirical information, critical insights, and practical proposals grounded in thought traditions and current investigations. This is the function of practical theorizing in a practical discipline of communication.

LET'S NOT ASK TOO MANY QUESTIONS

Craig, Robert

› University of Colorado Boulder, United States;

My field of specialization in communications is certainly not epistemology. Although, I deeply believe that every scholar needs a definition what science is, i.e. what makes its assertions about reality different (and usually better) than assertions from other sub-systems, be it politics or the arts. In my view, it needs three things to do this job: (1) adherence to methodological rules of the game developed to attain intersubjectivity, (2) transparency of one's procedures, and (3) a mindset for falsification. The natural sciences have come a long and successful way with these rules. And we all profit from this simplicity (in the rules not the subjects), e.g. by enabling us to come together from all parts of the world by all kinds of sophisticated means of transportation to discuss epistemology.. Why is it that the social sciences spend so much time and effort with questions about the right way to do research (or the theoretical possibility to do research in the first place) instead of doing this research? The German psychologist Theo Hermann (1991) once called the part of psychology that produces evidence the "working science", distinguishing it from all the other activities that for him would be not much more than academic navel-gazing. My first argument is that we, too, need more working science and less epistemological discussions. The history, one might also say: 'career', of constructivism in communication research is a case in point. Yes, constructivism is right: our perceptions are flawed and what we see as reality is a social construction. So what? Should we abandon doing research? Does constructivism give us any guidance in how to do proper research? On the contrary, in its extreme it is a free ticket for an 'anything goes' in research because everybody's quality criteria are flawed anyway. Why bother how to proceed? My second and third points above - transparency and a mindset for falsification (towards the evidence of others but even more so towards one's own assumptions and findings) helps us enough to be critical of our theories. Good science - in the understanding of Critical Rationalism - is critical as can be but not in a fundamentalist but constructive (NB: not 'constructivist') way whereby constructive means replacing weaker theories by stronger ones that can explain more variance. Below this debate there is a second layer of epistemological discussions. It can be reduced to the question where we look for explanations for human behaviors. Is it the physical world only or is there more? The certitude to make the claim that the physicalists make is the same as with Marx' assertion that there is no god. Might be, but we cannot be sure. Therefore, we must in the sciences accept the same distinction as there is between 'atheists' and 'agnostics.' The latter have the better epistemological arguments on their side. We have clear evidence that a lot in human communication is physical. We are much more hard-wired than normatively conceptualize mankind. Numerous research results from behavior in groups to mood management give proof. But we still have a lot of unexplained variance in our theories. Whether this due to the fact have not yet found the (physical) key to it, or whether there is more than "physics we don't know. And, therefore, we often have to operate on the surface, i.e. the observable outputs of processed we are still far from understanding. But this does not absolve us from following the three goals mentioned above.

COMMUNICATION AND THE MATERIALIST UNDERCURRENT IN GERMAN PHILOSOPHY

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In this paper I first reconstruct the history of the concept of matter in German philosophy. Starting with Boehme and including thinkers such as Leibniz, Kant, Fichte, Schelling, Feuerbach, Marx, Schopenhauer, Nietzsche, Bloch and Adorno, we can identify some characteristic dimensions that have played a continuous role in the concept of matter as a philosophical idea, amid all the variations this concept has experienced in its long history. In particular, the close connections between matter, subjectivity, event and movement (history) in German philosophy will be investigated. The materialist undercurrent in German thought can be seen as a groundswell from which the more well-known concepts of subjectivity, spirit and will derive, concepts which played such central roles in German idealism and the later philosophies of the 19th and 20th centuries. Thus, a more lively and complex conception of matter can be identified as having been at work for a long time in the history of German philosophy. This conception can be contrasted with the view of matter as dead, inert stuff which still dominates contemporary physicalism and naturalism but which is being challenged by the new materialisms. Next, turning to the philosophy of communication, I consider 1) the way in which an ontologically strong (irreducible) notion of communication is present in the materialist undercurrent, 2) how this notion differs from a classical, idealist, view of being as communication and 3) what the relevance of these ontological speculations is for contemporary materialism and naturalism in the philosophy of communication. This latter question divides into an epistemological component concerning matter as intentional and an ethical component that discusses the role of embodiment and event for the ethics of communication: the focus on the concrete materially real human being provides the basis for communication ethics, not a set of abstract principles. In this way the intimate links between the materialist current in philosophy and the rediscovery of critical communication theory as a praxis of liberation can be identified.

MATERIAL AND MATTER: ADORNO'S ONTOLOGICAL MATERIALISM AND ITS IMPORT TO COMMUNICATION THEORY

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From the standpoint of philosophical materialism, it is a truism that human communication involves the discursive materialisation of mental content towards its intimation: people say, write, and do things for addressees to possibly gain access to the propositions at stake. This idea is consistent with common sense views on communication as regards its medium. A materialist approach to language, however, might not be so obvious and therefore all the more interesting -inasmuch as it calls into question philosophical tenets and lay believes in a fundamental manner. Is language something physical? Is materiality invariably bounded by physicality? How would a materialist conception of language account for communication? The present contribution addresses a body of theory directly concerned with the questions above. It is the purpose of this paper to deal with materialism as articulated in Adorno's philosophy, particularly with relation to language and its role in communication. Adorno's view is examined in light of Hegel's understanding of language as objectifying material, which existence transcends physics and roots itself in the notion of 'objective spirit'. In contrast with 'traditional' materialism, Adorno's take on Hegel lands us with the ontological notion of material, rather than the ontic one of matter, on which his peculiar version of materialism hinges. The argument unfolds in three phases, each of them devoted to a specific level of analysis, moving from the more general field of culture, via the distinctive parcel of the arts, to the very specific area of music. The following theses are introduced and tested thereby: 1) Culture involves intellectual activity and objective concretion: culture operates as the worldview that determines human objectifying gestures in a historically-located society. However, all cultural products, as intellectual (Geist-driven) as they might be, obtain exclusively through objectivation. Objectivation means coming into existence in reality, and to that extent, becoming available for everyone. The material that allows the objective concretion of culture is not only physical, but also linguistic, insofar as something objectively shareable is something meaningful for everyone within this or that culture. 2) Art comes to being through its objectivation in language: art's material objectivation is fundamentally linguistic. Its true value, often misunderstood in terms of sensuous enjoyment (sensuellen Lust), lies in expression, viz. the essential manifestation of Geist, furnished by experience, and instantiated in the work's appearance. Thus expression is dialectically opposed to communication, which aims at comprehensibility even at the expense of experiential content. However expression without communication is impossible. 3) The musical item consists of the 'work' (composition) and its objectivation in interpretation: the musical work awaits (actually needs) objectivation in meaningful sound. In this sense of meaningfulness, the materiality of musical entities is granted linguistically, without disregarding the implicit need to come into acoustic appearance. In this connection, the musical material must be thought of as musical language -subject to historical processes, dealt with by the composer, susceptible to oblivious destruction through communicative standardization.

MATTER, ART, AND AESTHETIC COMMUNICATION

Roos, Carlos Miguel; Vandenabeele, Bart
› Ghent University, Belgium

Drawing on examples of works of art by a.o. Burri, Fautrier, Kelley, Dubuffet, Bogart, Kiefer, and De Bruyckere, I shall argue that the specific ways in which art communicates cannot be adequatedly understood without recourse to the presence of matter in the work of art. Unlike 'significant form' (Bell & Fry), matter in art is (or so I shall argue) necessarily related to presence, heterogeneity and contingency. Matter (as energy) resists communication through concepts and immediately addresses our body. It is, in a sense, quasi-transcendental, since it constrains the production and receptivity of formal beauty and coherent meaning, and not so much addresses our faculty of understanding (Kantian Verstand) as it touches and affects our 'soul-flesh', i.e. what J.-F. Lyotard calls l'âme-chair. This 'passibility' to matter (which is not passive) does neither presuppose nor procure any dialectic reinstalling of constitutive subjectivity, and resists appropriation by argumentative and communicational rationality. On the contrary, it points to a path that lies always before us: the path out of techno-science's obsession with consensus, information and entertainment towards erotic intercorporeity, the socialising of the sensible, and communality in taste, eros, and affect.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 13. PHILOSOPHY OF COMMUNICATION - MEDIA ETHICS: NEW CHALLENGES AND PHILOSOPHICAL PROSPECTS

› Location: Room 1.10, First Floor

THE FUTURE OF MEDIA ETHICS

Ess, Charles
› University of Oslo, Norway

"Media ethics" entails an exceptionally broad range. It includes journalistic ethics, for example, along with ethical and political debate regarding freedom of speech, freedom of the press, and freedom of expression. These examples are interesting to philosophers because quintessentially philosophical arguments are core to definition and application of journalistic norms, principles of free expression, etc. At the same time, "media ethics" has expanded dramatically in recent years in at least two distinct but complementary ways. On the one hand, digital media in multiple forms – especially the media technologies interwoven

with Internet-facilitated communication – have increasingly diffused throughout more or less the whole of our lives: this diffusion brings in its wake a range of ethical challenges to "the rest of us" – and thereby entails the necessity for more or less everyone who uses digital media to come to grips as best as possible with such ethical challenges as privacy, copyright and copyright alternatives (FLOSS, etc.), pornography and violent content online, and so on. We can think of this as media ethics diffusing in a centrifugal fashion. Simultaneously, but in a centripetal fashion, within media studies more narrowly construed, there is a growing body of literature that applies classic philosophical ethics – specifically, virtue ethics – to media in several ways. For example, Nick Couldry has recently argued that journalistic ethics must become an ethics for "the rest of us" (my terms) – precisely as journalism is being radically transformed by digital media so as to incorporate "citizen journalists" as ever-more essential participants in the journalistic exercise. Couldry goes on to argue that neo-Aristotelian virtue ethics should be our guide here – in part because virtue ethics focuses on a widely shared (if not more or less universally human) interest in contentment (eudaimonia) and flourishing as signature components of "the good life". This interest in virtue ethics among media scholars is apparently wide-spread, as least as suggested by the theme of the 2014 International Communication Association Conference, "Communication and 'the Good Life'." Philosophy and media studies are hence increasingly in dialogue with one another. In my presentation, I will first review these previous moments of dialogue and some of its most important results (in terms of issues discussed, positions taken, problems left unresolved, etc.). I will then highlight what I take to be some of the most important developments in recent philosophical ethics – including emerging notions of relational autonomy (Mackenzie) and distributed responsibility (Floridi) – that, in my view, are among the most promising candidates for media scholars and researchers to further take up as part of this on-going dialogue. The point will be to offer these as springboards for further discussion and interdisciplinary development.

THE ETHICS OF MEDIA ETHICS: LEVINAS AS A MEDIA THEORIST

Pinchevski, Amit
› The Hebrew University of Jerusalem, Israel

Anyone who is familiar with the work of Emmanuel Levinas will probably find the title above puzzling. There are many ways to read Levinas but as a media theorist does not seem to be one of them. Indeed, Levinas rarely refers directly to media as such, or, more specifically, to the means by which symbols are stored over time and conveyed across space. What is at the center of his philosophy—ethics as first philosophy, ethics as the responsibility to and for the other—can hardly be said to be among the questions that typically concern media theory. Moreover, Levinas's thought can be read most straightforwardly as espousing an immediate encounter with the other—"l'autrui," the other human being—who appears as a face and evades any grasp by addressing one face-to-face. That the face reveals itself in proximity, as if without mediation, seems to leave little to the consideration of media. And yet, I want to suggest that Levinas has something important to contribute to media theory and moreover, to a novel conception of media ethics. This contribution, I propose, consists in rethinking mediation as implicated by relation and in considering the ways media might carry the interruption of alterity. The presentation will explore the way Levinas communicates his ethical message through the media at work in his work: speech, writing, and rare references to modern media. Levinas's ethical message concerns the import of the relation with the other, a relation that interrupts any attempt at its thematization, including Levinas's own philosophy. Levinas's text serves as an exemplary medium for this ethical message in conveying the teaching of ethics along with the interruption it advocates. The article then extends the logic of the ethical message beyond the two key media present in Levinas's work—speech and writing—to speculate on whether the interruption it effects can be carried over to audiovisual media. Running throughout is the question of mediation, which takes the discussion outside the context of the face to face, where Levinas's thought is typically situated, to the context of the third and of justice. Levinas's thought may thus lead toward a radical ethics of media—radical in the sense that it posits the act of mediation itself as the root of such ethics.

HABERMAS AND RAWLS ON COMMUNICATION AND JUSTICE

Jensen, Klaus
› University of Copenhagen, Denmark

In the mid-1990s, Jürgen Habermas and John Rawls engaged in a debate that addressed key normative aspects of human communication (Finlayson & Freyenhagen, 2011). Revisiting that debate, the paper compares and contrasts these two towering figures in twentieth-century political and moral philosophy. Habermas, of course, has been a key influence on the field of media and communication research, from his early account of the public sphere (Habermas, 1989/1962), through the theory of communicative action (Habermas, 1984/1981; 1987/1981), to his specific engagement with law and justice (Habermas, 1996/1992), and a recent assessment of the contemporary media and communication environment (Habermas, 2006). In comparison, Rawls's works have been almost entirely neglected in the media and communication field, be it A theory of justice (1971), which redefined the agenda of political philosophy, or Political liberalism (2005/1993), which amended the universalist position of the first volume, or The law of peoples (1999), which outlined an approach to democracy and justice under conditions of globalization. Following a brief account of the positions in their debate, the paper elaborates on Rawls' philosophy in the perspective of communication theory with reference to three of his key concepts. First, Rawls' most famous concept is the veil of ignorance, behind which citizens – in the so-called original position – must commit themselves in advance to future social arrangements. As the veil is gradually lifted, they gain access to essential information for living, and deliberate among themselves about appropriate social institutions. Second, Rawls refers to the different levels of reflective equilibrium that citizens experience in the course of this process. Third, despite their otherwise conflicting ideological or religious doctrines, citizens may arrive at an overlapping consensus regarding laws, policies, and other political matters. All three concepts invite rearticulation in the repertoire of communication theory: how may communication replace ignorance, facilitate an individual equilibrium, and promote an overlapping consensus about how to go on, to act? The last part of the paper confronts Rawls' implicit theory of communication with Habermas' explicit theory of communicative action. Finlayson, J.G., & Freyenhagen, F. (2011). The Habermas-Rawls Dispute: Analysis and Reevaluation. In J. G. Finlayson & F. Freyenhagen (Eds.), Habermas and Rawls: Disputing the Political (pp. 1-21). New York, London: Routledge. Habermas, J. (1984). The Theory of Communicative Action (Vol. 1). Boston: Beacon Press. Habermas, J. (1987). The Theory of Communicative Action (Vol. 2). Cambridge: Polity Press. Habermas, J. (1989). The Structural Transformation of the Public Sphere. Cambridge, MA: MIT Press. Habermas, J. (1996). Between Facts and Norms: Contributions to a Discourse Theory of Law and Democracy. Cambridge: Polity Press. Habermas, J. (2006). Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension? The Impact of Normative Theory on Empirical Research. Communication Theory, 16(4), 411-426. Rawls, J. (1971). A Theory of Justice. Cambridge, MA: Harvard University Press. Rawls, J. (1999). The Law of Peoples. Cambridge, MA: Harvard University Press. Rawls, J. (2005). Political Liberalism (Expanded ed.). New York: Columbia University Press.

A SEESAW MODEL FOR MEDIA ETHICS

Rydenfelt, Henrik
› University of Helsinki

Broadly conceived, media ethics deals with two kinds of normative issues. There are epistemic issues concerning the informational content of media as well as journalistic conduct, and more narrowly ethical issues concerning when it is right or correct to convey some information. I will concentrate on the latter issue and attempt to develop a model which is intended is to help ethical assessment by enabling us to identify the ethically relevant factors in particular cases. The contemporary philosopher's term of art in normative issues (both epistemic and ethical) are reasons, a term which has permeated debates in epistemology, normative ethics and meta-ethics. The notion of a reason has the distinct advantage that, as opposed to such more traditional notions as good, right and

duty, it is neutral between different normative ethical accounts or theories. I will exploit this fact in showing that rights, duties and consequences can stand as reasons for and against conveying some information, also as countervailing reasons and defeaters for (what appeared to be) good reasons. The development of the model for media ethics comes in two stages. The first is to identify the relevant parties with ethical rights and duties, or to whom ethically relevant consequences may incur. The second stage entails specifying these rights and consequences. The first stage will show that the relevant parties in most media cases are the audience (the part of the public that is likely to receive the information) and the object of the information (what or whom that information concerns). The second stage will show that the morally relevant rights are (1) the audience's right to be informed and (2) the object's right to privacy (and other related rights), and that the ethically relevant consequences can be grouped into (3) the relevance of the information to the audience, (4) publicity (desired or deserved) incurred to the object, and (5) harm (of various sorts) incurred to the object or to the audience. The resulting seesaw model will show how these different considerations relate as reasons in the overall ethical assessment of particular cases.

(WHEN) IS SCIENCE REPORTING ETHICAL?

Figdor, Carrie
› University of Iowa, United States

A "traditional ethical journalist" impartially communicates important news and views to the public, for the public and from the impartial perspective of the public, using responsible and accurate methods of reporting. There general guidelines (summarized at http://www.journalismethics.info/research_ethics/nature_of_journalism_ethics.htm) apply to any news reporter. Conflicts among these norms are standard fare in journalism ethics. These conflicts include whether it is ethical to lie to a source in order to obtain information, and how a reporter should balance an individual's right to privacy with the public's right to know. In this talk, I will highlight some specific ethical dilemmas that arise for science journalists from features specific to their specialization. I focus on three ways in which basic norms of ethical reporting clash with basic features of science: a) The Translation problem. Science reporters must translate highly technical concepts and highly complex experiments into terms the public can understand. But simplification often requires using metaphors or story frames that can mislead as much as illuminate. For example, it is tempting to frame animal research in terms appropriate to human social interactions, but the frames can encourage imposing human social stereotypes (such as gender schemas) onto the research. (When) is it ethical to use a metaphor or frame that is apt but may mislead? b) The Preliminary-Results problem. Today's non-stop news cycle intersects with scientific findings, especially in health-related sciences, that suggest potential public benefit (or harm) but which are preliminary or in conflict. Merely to report biomedical results in the current media climate is already to intervene in the health-care delivery system, given that the information is presented to a public primed by health-related advertising. (When) is it ethical to report preliminary or conflicting results? c) The False-Positives problem. In certain scientific fields – including psychology and cognitive neuroscience – it is known that there are many false positive results in the publication record. Any reporter covering these fields faces a dilemma at the very core of ethical reporting: either they should report that these studies are probably false, or they should not report them at all. (When) is it ethical to report probably false results? These conflicts have deep structural roots that stem from the different institutionalized ways of pursuing the truth in science and journalism. The first arises from the nature of modern science; the second and third arise from an epistemic mismatch between the long-term nature of scientific knowledge production and the short-term nature of journalistic justification. As a result, there are no good resolutions to these conflicts, and much of science reporting will inevitably be unethical as judged by usual journalistic truth-telling standards.

17:30 - 19:00

PARALLEL SESSION 3 - 13. PHILOSOPHY OF COMMUNICATION - DISCIPLINARY AND EPISTEMIC CHALLENGES

› Location: Room 1.10, First Floor

CRITICALLY INTERROGATING THE FRAGMENTATION AND WEAK INSTITUTIONALIZATION OF 'COMMUNICATION STUDIES' IN EUROPE: EPISTEMOLOGICAL (IM)POSSIBILITIES AND THE PLAY OF POWER

Phillips, Louise
› Communication, Roskilde University, Denmark

This paper will critically interrogate the marginalization of communication studies in the European research and education landscape. Drawing on a discourse theoretical approach (eg Jørgensen and Phillips 2002), it will analyse the marginalization of communication studies in the context of current conditions for knowledge production in the "neo-liberal university" and discuss the implications with respect to epistemological and political (im)possibilities and the play of power. The paper will first discuss the marginalization of 'media and communication studies' before concentrating on the marginalization of 'communication studies'. There is a long-standing, periodically recurring, discussion in media and communication studies about its fragmentation and about whether it is appropriate to call media and communication studies a 'field', given its fragmented condition. Very recently, this discussion has surfaced in the "Crosscurrents" debate section of Media Culture and Society (Corner 2013, Couldry 2013, Gray & Lotz, 2013). Building on this debate, the paper will argue that questions of fragmentation and marginalization can fruitfully be understood in relation to current conditions for academic knowledge production which are saturated with neoliberal discourse, encouraging competition in the name of "excellence" and "outputs" serving the needs of the knowledge economy. Tackling marginalization entails engaging in academic politics in a power struggle with other fields in the neoliberal competition for recognition as an academic field and for institutional and financial support. The question is how to how to play the competitive game (and, for instance, secure funding) while insisting on collaborative, critical modes of research which conflict with neoliberal knowledge regimes (Olssen and Peters 2005: 1). Communication studies (as opposed to 'media and communication studies') is more marginalized institutionally in Europe than in the US. With respect to higher education, this leads to an orientation within communication studies towards North American communication theory. I will argue for the importance of providing a conceptual map of the different traditions of communication theory (building eg on Craig 1999) in order for students to grasp the performativity of different conceptualisations of communication and gain a foundation for working across, and combining, the traditions in an informed, critical and reflexive way. A key point will be that furthering a critical-reflexive approach to communication studies that foregrounds communication theories is a necessary political move in challenging the knowledge regime of the neoliberal university and the spread of theory-thin, strategic, and uncritical approaches to communication research and practice within and outside the academy. REFERENCES: Corner, J. (2013) "Is there a 'field' of media research? The 'fragmentation' issue revisited", Media Culture & Society, 35(8): 1011-1018. Craig, R.T. (1999) "Communication theory as a field". Communication Theory, 9(2): 119-161. Gray, J. & Lotz, A. (2013). "A robust and dynamic field", Media Culture & Society, 35(8): 1019-1022. Jørgensen, M. and Phillips, L. (2002). Discourse Analysis as Theory and Method. London: Sage. Olssen, M. and Peters, M. 2005. 'Neoliberalism, higher education and the knowledge economy: from the free market to knowledge capitalism', Journal of Education Policy 20,3: 313--345.

ENVIRONMENTAL MEDIA COVERAGE

Völker, Julia; Scholl, Armin
› WWU Münster, Germany

Despite the long tradition of epistemological reflection (Krippendorff 1994) many empirical studies in the field of communication and media studies neither disclose their epistemological premises nor do they reflect normative implications deriving from these premises. However, both aspects have consequences for one another: Scholars often make an effort to compare media coverage about certain events or issues with a supposed reality of these events or issues. If the media coverage fails to represent the reality communication scholars call it news bias. Especially when the media cover environmental issues it is common research interest of many studies whether the media correctly report scientific knowledge for a lay audience or convey a distorted and false image of what (natural) science has found out so far. In order to test this kind of hypothesis that media construction differs from scientific description of reality, social scientist collect data of both media coverage (with the help of content analysis) and of real-world indicators (with the help of scientific reports). Obviously the comparison between reality as it exists or as it is represented by natural scientific analysis and the media's construction of reality is based upon a realist and objectivist perspective. The crucial point is the measurement of reality by so-called real-world indicators. At first, scientific reports are considered best possible representations of the existent world and are therefore privileged description of reality. Secondly, if the media report reality in a different way from scientific descriptions, media coverage is considered deficient as scientific representation of reality comes closer to reality itself and therefore is of higher priority than media coverage. From a constructivist and second-order perspective both demands can be challenged: Neither should a certain construction of reality be considered a representation of this reality nor should certain reality constructions be compared with the aim to judge objectively one construction as a better fit to reality than another one. In order to examine those assumptions we have carried out a meta-analysis of several studies, which are relevant in the field of climate change and media coverage and which follow a realist and objectivist perspective as described above. This constructivist meta-analysis (Müller 2008: 53) reflects the results of the studies by re-interpreting them in the light of their epistemological premises. It challenges both the social scientific method of measuring "reality" and the normative conclusions drawn from this effort. This constructivist second-order approach and second-order analysis is aimed at sensitizing communication studies to discover hidden assumptions and ill-founded normative conclusions from their analyses. Reference Krippendorff, Klaus (1994): A Recursive Theory of Communication, in: David Crowley; D. Mitchell (eds.): Communication Theory Today, Oxford, Cambridge: Polity Press and Blackwell Publishers: 78-104. Müller, Karl H. (2008) Methodologizing Radical Constructivism. Recipes for RC-Designs in the Social Sciences. Constructivist Foundations 4(1): 50-61.

CONTESTABLE CONCEPTS IN MEDIA AND COMMUNICATION STUDIES: THE CASE OF 'OBJECTIVITY'

Bergman, Mats
› University of Helsinki, Finland

In spite of sharp criticism, so-called 'what-is' queries remain staples of communication theory. The most infamous example, the perennial 'what is communication?' question, has been pronounced both dead and detrimental; yet many theorists continue debating the merits of different conceptions of communication. For the critics, this is a sign of the sorry state of the field; by persisting in quests for such abstract 'essences', media and communication scholars are simply wasting time and resources instead of pursuing more fruitful empirical inquiries. In this paper, I will outline a defence of 'what-is' inquiries by recourse to the notion of an 'essentially contested concept' (ECC), first articulated by W. B. Gallie and subsequently used and revised in philosophy, rhetoric, linguistics, sociology, political science, and legal theory. With reference to examples such as 'democracy' and 'justice', Gallie controversially argues that there are certain conceptual 'contests' that are in principle unresolvable; but he also insists that they concern conflicting conceptions of one and the same concept. As later commentators have observed, the ECC framework involves a core tension, encapsulated by the question of the ultimate source of the contestation. Is it the concept itself that possesses a capacity to produce disputes; or is it the other way around, so that a contested concept-in-use is merely a discursive manifestation of a deeper social, cultural, or economic dispute? This has sometimes been articulated as a distinction between contestable and contested concepts, respectively. Only in the former case is the contest truly essential in Gallie's sense; the latter is compromised by the contingency of the concept-in-use. While some commentators have asserted that acceptance of a strong ECC thesis inevitably leads to debilitating relativism, others have explicitly defended the weaker version as a more plausible version of ECC theory. According to this approach, there is really no such thing as inherent contestability of a concept (which also render the characterisation 'essential' something of a misnomer). In contrast, I will argue that while there are certain untenable aspects of the strong ECC thesis (such as the postulation of the absolute impossibility of eventual agreement with regard to such concepts), Gallie's original insight is not wholly without merit. Concepts are not pragmatically equal; some are so deeply embedded in our habits of action that debates about them will inevitably be of a different nature than discussions of less established concepts. This can be spelled out as a distinction between habitual concepts and technical terms. It marks a difference of degree, with no definite limit; yet, the distinction is readily understandable and arguably relevant for the grasp of what renders certain apparently indeterminable 'what-is' disputes significant. In the final part of the paper, I will illustrate this claim by a scrutiny of 'objectivity', arguing that this obviously contested term also realises key criteria of what I call a 'pragmatically contestable concept' (in contrast to a technical term such as 'mediatisation'); and I will discuss what the value of communication-theoretical disputes about the nature of 'objectivity' can be.

ON BOUNDS OF EPISTEMIC COMMUNICATION: TOWARDS A TRANSONTOLOGICAL THEORY OF HUMAN COMMUNICATION

Bogdanić, Aleksandar
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The metatheory of communication conceived of as control -- as an approach to observing phenomena of human symbolic interaction at various levels (interpersonal, organizational and media) and in different contexts -- has been notably prominent, as well as useful to individuals and organizations in gaining certain social benefits -- by applying strategies, techniques and language extracted from such contexts. Although it has had enormous success, as an ontological meta-theory of human communication, the control paradigm has offered little insight into non-strategic communication, understandably because of its ontological constraints. Dialogic or ritual communication, for example, are non-strategic types of communication used to create, maintain and enhance both individuals and communities. The field has long been in search of a theory of human communication that would cover most area of both strategic and non-strategic communication. By borrowing a model from phonology (e. g, Chomsky & Halle, 1968) a transontological taxonomical theory of "distinctive features" of human communication is being proposed, to accommodate this inadequacy. Namely, every type human communication is characterized by a set of distinctive features that define it minimally. These features also differentiate one type of communication from other types of communication. All communication types share some of the features, and some types share more features than others and form subgroups or coalesce. The features and types are presented in the form of a matrix (table 1) which allows for a number of further generalizations. The matrix in table 1 consists of twelve common and prominent "distinctive" features or characteristics of human communication, usually typified in textbooks, handbooks and research guides, as well as four others, somewhat less prominent, two of which where taken from Habermas (1979; 1984) and one of which is a feature combining values of non-strategic communication proposed by Grice (1975) and Habermas. Most features are, more or less, well known and self-explanatory. However, they are still quite abstract. The column "types of communication" also comprises sixteen types of communication from well-known contexts and

research areas. Certain elements having been considered as communicative genres or narratives, or as important types of communication field (Zelizer, 2011), also included are journalism, advertising, public relations and a few other narratives. The epistemic and dialogic communication are integrated as well. One goal of this theory is to allow a different view and understanding of human communication as well as of the communications field, differing subdisciplines, areas and ontologies notwithstanding. Another role is to demonstrate the potential of human communication as well as the idiosyncrasies of different types. Of course, equally important aim of the taxonomy is to demonstrate relationships among different types of communication. Specifically, the theory allows for research of both strategic and non-strategic types of communication without qualifying or evaluating them against each other. In general, the meta-model allows for fruitful and cooperative existence of various theoretical positions, approaches and traditions, transgressing the need of each position to legitimize its own ontology by refuting the opposing ontology.

EPISTEMIC COMMUNICATION, NON-STRATEGIC COMMUNICATION, TRANS-ONTOLOGICAL COMMUNICATION THEORY, ONTOLOGY OF COMMUNICATION, PHILOSOPHY OF COMMUNICATION

MEDIA, MARKETS AND CRISIS -- TOWARDS A CRISIS THEORY OF COMMUNICATIONS

Silke, Henry

› Dublin City University, Ireland

The mass media, advertising and ICT play an increasingly important role in both market systems and capitalist crises. This role directly impinges on the dissemination of information to market actors as well as the reflexive and dialectical nature of the processes by which actors respond to market information. Further, the media serve as an ideological apparatus, resource or arena which acts to naturalise the market through what this research describes as a market orientated framing mechanism (Preston and Silke 2011). Thompson (2003) contends that communication is an integral and reflexive part of the contemporary market system. As he puts it, there is a complex relationship between the producers and distributors of economic information, and those who use that information to make decisions about investment and trade. Many recent studies point to the convergence of flows of information such as those on 24 hour news channels, business channels and internet blogs and sites with market activity itself. For Hope, (2010) information broadcast on such media by bankers, stockbrokers and traders themselves tends to be self-serving and inevitably leads to 'a real time feedback loop that proliferates then contributes to the growth and collapse of speculative bubbles' (Ibid p. 665). Finally, we must note how the mass media also play a pervasive and important role in the commodification process through advertising and indeed comprises a part of the circulation of capital itself (Garnham 1979, Fuchs 2009). This research reflects the Marxist concept of base and superstructure, beyond a perceived notion of economic determinism, but rather as a dialectical relationship between various superstructures, in this case the state and the media, and the economic base including the various aspects of class power inherent within. Since the onset of the 'great recession' there have been key debates around various aspects of crisis theory, most notably around the areas of the rate of profit (Brenner 2009, Kliman 2012), under-consumption/ overproduction (Clarke 1990) and fiancialisation (Duménil and Lévy 2004). This research maintains that communications and the media are a key though non-deterministic element of the contemporary market system and proposes a move towards a crisis theory of communications. This paper explores theoretical aspects of the evolving role of the media with respect to deep and prolonged financial and economic crises, especially the 'Great Western' crisis since 2008. As empirical reference point and by way of case study, the paper considers three key moments in the Irish economic crisis and their treatment by sections of the mainstream press media: The Irish property market in the run up to the 2007 general election on the cusp of the Irish crash, the blanket bank guarantee of 2008, where the state effectively guaranteed the debts of the entire Irish banking system in its totality, and finally the introduction of the National Asset Management Agency, a state sponsored bad bank aimed at cleaning up the (then) private banking industry. The paper uses these examples to consider the role of the media and its relationship to both the markets and political policy.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 13. PHILOSOPHY OF COMMUNICATION - IMAGE AND EVENT

› Room 1.10, First Floor

RECONSIDERING THE "PSEUDO": MEDIA AND THE LOSS OF FAITH IN THE EVENT

Ytreberg, Espen

› Univeristy of Oslo, Norway

The tradition of research into media events started by Daniel Dayan and Elihu Katz' seminal research in the early 1990s had much to say about media, relatively less about events and eventfulness. At the same time, it tied the phenomenon of media events closely to the technological affordances of live broadcasting. The result was a discourse on media events that was somewhat constrained, not least in historical terms, by constant reference to broadcast media, particularly television. Starting from the work of Dayan and Katz, this paper argues that they in effect provided not a theory of media events, but of the post-war period of television-dominated media events. It then goes on to review historical research on media events in earlier historical periods, particularly a strand of recent German research. This research persuasively argues that events were significantly mediated as far back as to the Reformation. The German research tradition's very expansive notion of a media event in its turn invites a more basic historiographical discussion of what an event is, relative to concepts of structure and process, and what differences media make to it. In order to untangle this complex of issues, the paper pursues the notion of a "pseudo-event" as formulated particularly in the polemical work of Daniel Boorstin, who attacked press conferences and media celebrities for being fake personalities fronting media-generated events of no substance. The notion of the "pseudo-event" has been severely criticised by subsequent theorists for falsely assuming that there is such a thing as a "real" event that can be distinguished from processes of mediation. Although there is undeniable force to this argument, it does not address the issue of what difference mediation does to eventfulness. One way of understanding this difference goes via the idea, widely accepted both in historiography and philosophy, that an event is characterised by transformation. This is understood as a transition from one phase, period or state to a qualitatively and essentially different one. Such a notion of the transformative is largely absent from media events, as conceptualised within media studies. On the contrary, here media events are associated more with stasis, with affirmations of consensus and of dominance. When media studies researchers do discuss destabilising types of media events, these tend to be catastrophes or acts of terrorism -- events that are transformative in a strongly negative sense. The paper argues for a contuinued if less polemic interest in the notion of a "pseudo-event" as capturing a fundamental difference modern media has made to the event, tearing it from the real and the genuine and placing it permanently in a realm of suspicion and disillusionment.

IMAGINARY'S COMMUNICATIONAL EXPERIENCE

Mateus, Samuel

› Universidade Autónoma de Lisboa, Portugal

Many studies on the imaginary tend to focus on hermeneutical, phenomenological or psychoanalytic traditions. Social sciences not always provide the deserved attention to a concept that that is pervasive in social life. Even if it is true we can find some representative attempts (even if indirect) to the social study of the imaginary, for instance in Durkheim or Mauss. Both authors lay emphasis

on the symbolic dimension of social life and put symbols as major elements on collective feelings and social dynamics. For Mauss, shouting, singing, the ritual, picturing and all human gestures represent symbols which reflect a collective presence and a shared, communal life. There is a subtle link between the symbolic, the imaginary and communication. However, a specific communicational perspective on the imaginary has been overlooked. The imaginary world has been seldom regarded as being fully permeated by communicative processes. We, thus, lack a model dealing with the intersection between imaginary (seen as a symbolic though of images) and communication (seen as a process of symbolic reproduction). How are images communicated? How is the imaginary influence by communication? What the Imaginary, as a collective partake, can bring to the study of communication, as communal experience? Two central positions in the imaginary understanding can be distinguished. One, present in Pascal and Sartre, which reduces the symbolic charge of images in the name of an abstract rationality and where the imaginary is assimilated with imagination. Another, under Bachelard's inspiration, posits a symbolic overcharge where images take men into other realms. In this case, reality is enriched through the formation, trans-formation and de-formation of images. In this paper, we will try to sketch a communicational perspective on the imaginary and it is this second perspective on the imaginary that will be developed. A communicational approach is needed in order to assess the multiple routes of the imaginary. The imaginary is not, therefore, seen as a collection of images but as one of society's modes of symbolic organization. We will not only address the relation between imaginary and communication sciences, as also address the role of media (mediatized communication) in the circulation, dissemination and reproduction of different imaginaries. In other words we will pay special attention to the communicational imaginary of media events and the effects of its commemorative logic to the propagation of public imaginaries. Indeed, bearing in mind the plurality of imaginaries as a communicational experience opens the possibility of a complex public and eclectic, collective milieu. It is precisely because all the dissimilar imaginaries are today publicly juxtaposed through the social tissue, that a communicational theory on the imaginary is desirable, more than ever.

HIDDEN ASSUMPTIONS AND IMPLICIT NORMATIVE CONCLUSIONS: A CONSTRUCTIVIST CRITIQUE OF THE RESEARCH ON EASTERN EURO-VISIONS: NARRATIVES OF EUROPE IN THE ESC

Fornäs, Johan
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The European Union is looking for new narratives of Europe. But which was the old one and was there really just one? Do narratives of Europe in the so-called "new" east Europe offer alternatives for redefining European identity? In order to approach these issues, this paper looks at how Europe is narrated in east European popular music, focusing the Eurovision Song Contest (ESC). A wide range of symbols struggle for identifying or signifying Europe (Fornäs 2012). The post-1989 EU enlargement has intensified such redefinition efforts. Popular music offers a fascinating field for such narrative identifications, with the ESC as an influential arena, linking cultural, social and political discourses. Music matters (Hesmondhalgh 2013) to people on many influential levels, combining emotive pleasure with social interaction in ways that offer rich resources for identifying practices. Being perhaps the most successful pan-European venture, the ESC is therefore an excellent source for investigating narratives of Europe. Written within an interdisciplinary project on east European "Narratives of Europe", this paper analyses songs from ESC finals since 1989. Using a methodological model for analysing narratives, inspired by Genette (1972/1980), Ricoeur (1981) and Ryan (2004), it looks for who acts in a narrative (setup), what happens in which order (process), how or in what format the story is told (mode), what identity it constructs for Europe (meaning), and how it intertextually links to other stories in its genre (context). More than 70 songs were chosen, 40 of them from east Europe. Preliminary results indicate an overwhelming dominance of one master narrative of redemptive resurrection, with a set of sub-variants. In other contexts than the ESC, popular songs may depict Europe as an eternally happy place or as falling from greatness into misery, but the ESC format strongly favours a narrative where Europe had a glorious past but then has been deeply torn by internal strife, wars and suffering, from which it now finally will recover by uniting in mutual co-operation and love. Some variants say little or nothing about the initial golden age, some less triumphantly place the resurrection as a dream for the future, and some east European song narratives add freedom from oppression to peace after internal war as core values, but the master narrative is never really abandoned. This resurrection narrative resonates with the founding myth expressed in EU's key symbols. The inclusion of former Soviet Bloc countries into the European integration process has given new impetus to those founding narratives, and the ESC's east European narratives indicate important continuities between the old and the new. While offering a methodological example of narrative analysis of media texts in the seldom-studied format of televised popular music, the paper also contributes to the understanding of how east European voices construct Europe's history and future in the processes of transformation that challenge inherited ideas of what Europe means.

CONTROVERSIES OF THE PHOTOGRAPHIC REPRESENTATION

Seppänen, Janne
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Though the photograph has many different materialities, its material kernel is the indexical trace, caused by the photons reflected or emitted from the photographed object. The presentation states that this materiality works paradoxically in relation to the common principle of representation, which relies on the absence of the represented. The material kernel of the photograph provides an anchorage point for the photograph's authenticity and significance for the observer. However, the presence of the very same materiality erodes the photograph's function as a representation and renders its status controversial. Therefore, the photograph both is and is not a representation. This paradox is the essential outcome and expression of the agency of the photograph. As a consequence, the photograph is an unstable representation loaded with epistemological controversies and also with rich prospects for philosophical, ontological and poetic analysis. The paper subscribes to the 'material shift' in social sciences and communication studies where different forms of 'new materialisms' encompass vivid descriptions about the agency of human and non-human objects (Coole and Frost, 2010; see also Appadurai, 1986; Latour, 2005; Hahn, 2012). More specifically, in current visual culture studies, discussions about materiality and agency have paved the way to the extended conception of our relation to visual representations. Semiotic and contextual readings of various imageries have become challenged by material and multisensory conceptions of the (photographic) image and its agency (e.g. Edwards and Hart, 2004; Edwards, 2009; Pink 2011). However, in these discussions, the concept of matter itself most often refers only to its palpable or tangible forms. This conception, as I will argue, does not address the essential aspect of the materiality of the photographic representation, its material kernel. In the presentation the agency of the photograph is mainly conceptualized through the theory of affordances (Gibson, 1979; Rose, 2010; Lehmuskallio, 2012). As an affordance, the photograph is not something that is only 'put into the discourse' in different practices; rather, the photograph itself as a material object possesses a constitutive force in relation to these practices as well. The material kernel of the photograph infiltrates the realm of human agency and cultural signification and becomes an equal, if not somewhat unruly partner in collaboration. From this point of view, the photograph is not only something which is captured by different theoretical conceptualizations. Its materiality also affects what kinds of theoretical options are realizable.

PHOTOGRAPHIC ILLOCUTIONARY ACTS

Bátori, Zsolt
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The philosophy of visual communication has advanced through ideas and theories of various philosophical traditions, using diverse research methodologies. A long forgotten philosophical advancement in visual communication has been recently

revived, suggesting that the theory of speech acts can be successfully extended and developed for explaining the communicative nature and processes of pictures and other visual phenomena. According to the theory of picture acts paintings, drawings, photographs, etc. serve as visual locutionary acts, and as such they have illocutionary force in the context of the use of the pictures. Furthermore, visual locutionary and illocutionary acts may also result in perlocutionary acts, just as it may happen in case of speech acts. Although the theory of picture acts might be applied to still and moving images as well, I restrict my discussion to still images here. I do not attempt to resolve questions arising from the combination of picture and speech acts either. I analyze still (mainly photographic) images, and for the purposes of this talk I treat possible titles as part of the contextual information we may use when interpreting the images. I argue that photographic images constitute a specific category of picture acts. I suggest that the intended recognition of photographic images as photographic images (as opposed to -- even photorealist -- paintings, drawings, montages, etc.) results in illocutionary acts that are specific to interpreting photographic images. In case of a photographic illocutionary act we interpret the image as the result of photographic processes, even with the added understanding of possible analogue or digital manipulation of the photographic image. This interpretation takes into account our more or less precise knowledge about the difference between the epistemological status of photographic images on the one hand, and drawings, paintings, and other non-photographic images on the other hand. In my talk I use a number of examples to demonstrate and analyze photographic locutionary, illocutionary and perlocutionary acts. I first show the main differences between speech acts and picture acts in general, and then I proceed to explicate the specific features of photographic locutionary and illocutionary acts. I also provide examples of how perlocutionary acts change, depending on whether the illocutionary act is photographic or other non-photographic pictorial. I conclude the talk with suggesting a specific understanding and description of the various types of manipulative uses of photographic images. On the basis of the photographic picture act theory I provide a precise characterization of how photographs may be used to mislead us, and how it is possible to lie with photographs.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 13. PHILOSOPHY OF COMMUNICATION - ETHICS AND EMPOWERMENT

› Location: Room 1.10, First Floor

ONLINE REVIEWS AS A MEANS OF EMPOWERMENT: DEVELOPING LAYPERSONS' KNOWLEDGE AS EGALITARIAN KNOWLEDGE SOURCES

Nils S. Borchers [1]

› U of Mannheim[1]

It has become a popular activity among internet users to review offers of all kinds online. Laypersons rate everything imaginable, from vegetable oil and movies to physicians, professors and dating partners.
Review portals mushroom in impressive numbers. They are both, integrated within retailer homepages (e.g. Amazon, Bookings) and popular websites (e.g. Google, Facebook) and are created independently (e.g. RateMyProfessors, RateMDs). Big portals like TripAdvisor provide millions of reviews. Online reviews have become a true mass phenomenon, established in everyday routines.
However, scientific research has limited itself to the study of online reviews' economic effects. Their wider impacts on society have been ignored. This presentation argues that communication science needs to study these impacts because online reviews hold an enormous empowerment potential for consumers, patients, students etc. which has not been recognized so far.
In contemporary, non-traditional societies, individuals are exposed to an infinite number of choices, ranging from consumption to lifestyles to family models (cf. Beck, 1992). However, selection is risky because decisions can turn out to have been 'wrong', i.e. leading to unwanted consequences. By rating offers, online reviews reduce this risk. Thus, they allow people to make a better use of their freedom of choices. It is revolutionary that online reviews open the 'experience knowledge' of laypersons as knowledge resource both comprehensively and permanently -- and, at the same time, with egalitarian access requirements.
In "knowledge society" (Drucker, 1993), this development touches directly upon issues of power: Who can spread knowledge? Which knowledge does s/he spread? Who can access that knowledge? Who has the literacy to use the knowledge successfully?
Communication science has hitherto overlooked the far reaching social implications of online reviews. Given their relevance, this is as a major shortcoming. Therefore, this presentation introduces online reviews as an important field of inquiry.
The presentation does so by firstly providing empirical evidence for impact and popularity of online reviews.
Secondly, it creates a foundation for theorizing about online reviews by introducing the concept of appellative communication (author of abstract, year). Abstractly speaking, appellative communication tries to motivate the selection of a specific option. Thus, it increases the probability that communication processes continue, i.e. it makes decisions possible even though they are risky. The presentation identifies four basic forms of appellative communication: command, instruction, recommendation, advertising.
Thirdly, on these grounds, the presentation elaborates on the empowerment potential of online reviews as a specific form of recommendations. By comparing online reviews to other forms of appellative communication and of recommendations, their potential for re-distributing social power can be identified and explained. Online reviews have the potential a) to strengthen the decider's independence from the self-interested provider's informational strategies (e.g. by providing unbiased, credible information); b) to democratize access to expert knowledge (of laypersons) and thus to reduce the negative impacts of structural social inequality on profiting from the benefits of the knowledge society (e.g. by free access, 'retrievability').
Finally, the presentation concludes with a short outlook on the constraints for realizing the empowerment potentials.

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Drucker, P. F. (1993). Post-capitalist society. Oxford: Butterworth Heinemann.

COMMUNICATION AS A FOUNDATION OF THE OPEN SCIENCE

Kulczycki, Emanuel

› Adam Mickiewicz University in Poznań, Poland

The issue of Open Science is widely discussed in the context of informatology and scientometrics. The authors focus primarily on the economic aspect of the changes resulting from the emergence of digital information. Whereas I suggest to consider the issue from the perspective of the philosophy of communication which focuses on the cultural nature of communication practices. The purpose of my presentation is to show how transformations of scholarly communication practices can be philosophically interpreted. I assume that the Open Science can be defined as a set of rules (standards, instructions) referring to the scientific and academic practices of three main areas: the Open Access, the Open Data, the Citizen Science. This is not "new science", it is but a process of restoring science's inherent quality of openness in scholarly communication. Each of these areas of Open Science operates thanks to scholarly communication, therefore I call it the foundation of Open Science. Thus I see scholarly communication as processes that do not only enable the functioning of science, but also allow its understanding. In this perspective, communication is for me what language is to Ernst Cassirer in relation to other symbolic forms (such as art, myth, religion or science), which can be understood thanks to it. Scholarly communication is publishing and dissemination of results of research, scientific criticism, discussions in journals, articles, books, and on blogs. The development of communication technologies and the changes of perceptions of scientific

practices (an idea of how to do science, disseminate knowledge, and how to communicate between disciplines) transformed the scientific practices themselves. I am interested in the transformation that began with the spread of the Internet in the early 90's of the twentieth century and led to the creation of the idea of "Open Science". Since the emergence of modern science in the seventeenth century, the primary aim of scholarly communication was publishing. For scientists, to pursue this objective effectively, the possibility of a free exchange of thoughts, ideas, concepts through scientific publications is necessary. The beginning of the previous century brought a rapid boom of science, universities, which entailed an increase in the number of researchers. This in turn resulted in an increase in the number of scientific publications and the resulting information overload which causes numerous problems. The issue of Open Science will be analysed from the perspective of philosophy, which considers the historical transformations of communication practices. I assume after Karl-Otto Apel that analysing communication and understanding it as a key element of human activity is a very good starting point in philosophical analyses. The most important conclusion of the presentation is that it was not only the development of the media which contributed to the idea of "Open Science", but the transformation of the collective representations on communication practices had an equal influence on it. The value of this approach lies in the perspective of communication philosophy, which can be incredibly effective in the explanation of socio-cultural transformation.

SEN AND COMMUNICATIVE EMPOWERMENT: COMMUNICATION ETHICAL IMPLICATIONS OF THE CAPABILITY APPROACH.

Litschka, Michael[1]; Karmasin, Matthias[2]

› [1]St. Pölten University of Applied Sciences, Austria; [2]University of Klagenfurt, Austria

Amartya Sen's Capability Approach is concerned with the formulation of fundamental freedoms and possibilities to choose that persons in a society have. In our paper we want to explore the implications of this ethical approach for the role of media capabilities in society. Sen criticizes Utilitarian approaches in economics and (media) ethics for their lack of important information on the welfare of persons. The premise that people choose something (e.g. a media good) because of its utility has some major flaws (Sen 1992), as a person may choose a thing according to a variety of considerations (e.g. because of sympathy, commitment, reciprocity) and may even not be able to choose something at all (because of poverty, or lack of information, or simply because a media good is not easily available). In Sen's „Capability Approach" the focus is on the actual possibilities to choose and the freedoms that come with it. Freedom can help us to reach certain goals, which would be the „well being" aspect of freedom, and it is intrinsically valuable because we value the act of choosing among different alternatives, even if no direct utility arises from this fact, which would be the „agency" aspect of freedom (Sen 1987, 2003). If "capability" is the actual possibility to convert resources into functionings, we need media policy to ensure that people are endowed with what we would like to call "media capabilities". If the so called "mediatization" of society continues (Litschka/Karmasin 2012), important questions arise concerning the participation of individuals in, and their possibilities to shape, publicity. It will not be enough to understand media capability as individual(ist) media competency, i.e. the capability to competently deal with media products and use one's "consumption capital" for it, to reach "well being". E.g. this would enable us to become an informed and educated person, able to reach social status, higher salaries, etc. Rather than that, we want to also focus on the agency aspect of media consumption; e.g. the fact that we can participate in complex political discourses or that we are committed to contribute to democratic processes in our country. In this understanding, media capabilities comprise at least three different features which the respective media policies in a country must address to enlarge correctly understood welfare: * a certain amount of media competencies, that socialization processes in school and families should bring about, * a critical mass of media diversity, to represent the different values in society and enable people to choose their informational contents, and * a regulatory system for media as part of the media structure in a country, understanding the importance of media capabilities for the empowerment of communicative processes. Sen's Capability Approach shows a way for media and communication ethics for defining those media capabilities and the corresponding role of mass media (Sen 2010). References: Litschka, M./Karmasin, M. (2012): "Ethical Implications of the Mediatization of Organizations", in: Journal of Information, Communication and Ethics in Society, Vol. 10, Iss. 4, S. 222-239. Sen, A. (1987): On Ethics and Economics. New York/Oxford: Basil Blackwell. Sen, A. (1992): Inequality Reexamined. Oxford: Oxford University Press. Sen, A. (2003): Ökonomie für den Menschen. Wege zu Gerechtigkeit und Solidarität in der Marktwirtschaft. 2. Aufl., München: dtv. Sen, A. (2010): Die Idee der Gerechtigkeit. München: C.H. Beck.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 13. PHILOSOPHY OF COMMUNICATION - ACTS, MODELS, POSITIONS

› Room 1.10, First Floor

COOPERATION AND COMMUNICATION: THE VIEW FORM WHERE?

José Gomes Pinto [1]

› Lusófona University[1]

Human communication phenomenon has been centred on philosophical-theoretical, technical and social perspectives, presupposing as evident that communicative phenomena is already a fact. Niklas Luhmann had point out that this evidence is acritical, standing that communication is always improbable and that: «thus, instead of looking for the most appropriate concept to cover the facts, we must first ask how communication is possible at all». Such acritical theories assumes the fact that language ensures the occurrence of human communication processes, so to speak, that it is a pre-established medium that functions as a means or instrument to an end (telos), being that goal of communication something that should be disclosed by language itself within the social interaction. Rationality, as a key concept, thus, appears as a result of that social use of language toward mutual understanding and in a teleological form. Jürgen Habermas communicative action is the perfect and ultimate example of this perspective, where: «only communicative action presupposes language as a mean of understanding without any abbreviation, in which speakers and listeners refer to each other from the pre-interpreted horizon that is given by their lifeworld, being simultaneously something in the objective world, the social world and in the subjective world in order to negotiate definitions of a situation that could be shared by everybody». Our goal in this paper in to invert this perspective and focus on the point of view that language is not a pre-given instrument and should be subjected to a critical inquiry. Michael Tomasello, Origins of human communication, had made this critical approach, connecting human communication phenomena to anthropology, instead of seeing the latter as pre-critical social evidence. Tomasello's key argument is that human communication is pre-linguist and are based on two principle gestures that we can find in primates: pointing and pantomiming, being this gestures the cradle of human cooperation which is, on the other hand, the origin of human communication. From this point of view, communicative action and rationality are instead a pre-linguist cooperative behaviour that inhere in human nature and not something constructed by the use of language in social practice or a teleological deed of so-called human rationality as an a priori. Rather the contrary, rational is what can be count as a "shared intentionality" despite the linguistic human skills. In is A natural history of human thinking (2014), this argument is further developed. The problem emerges when this "we" pass from a ontogenetic point of view to a cultural standpoint, what he name "joint and collective intentionality". The starting points of Habermas and Tomasello are completely opposite, but closer conclusion are made. We want to dwell on this aporetical dimension of human thinking: the use of language as as instrument or as a medium to reach consensus or conventions. The first describes always a future agreement (reason is never achieved), the second must lead to the problem of conventions and culture techniques as a way to set in social values.

FLUID RELIGIONS -- A TEXTUAL Q-SORT STUDY ON SUBJECTIVE CONCEPTS OF MEDIATIZED RELIGION

Offerhaus Anke [1], Katharina Lobinger [1]
› ZeMKI, University of Bremen[1]

Current scholarly discussions of the „return of religion" are often linked to a wide range of religious media representations in various media genres. Popular television series like Six Feet Under or True Blood convey religious themes and symbols; television broadcasts of religious rituals like the funeral of Michael Jackson or the wedding of Prince William reach huge audiences. Moreover, media events such as 9/11 or the Mohammed cartoons controversy, highlight the attention news coverage dedicates to religious matters. Last not least numerous forms of mediated religion and religious practices (e.g. rituals, worship, mourning and celebrations) can be observed in (religious) online communities, forums, blogs and on social network sites.
These examples refer to the complex interplay between changing religions and changing media. Scholars point to structural transformations of religion that include a decline of authority of religious institutions in society and the development of more individualized and popular forms of religious beliefs and practices (Beck 2008; Bruce 2002; Davie 1994). The economic approach of Iannaccone (1991, 1992) conceives religion as a cultural commodity that is produced, marketed, and consumed. Consequently religious activity and participation can be traced back to the variety and competition of religious offers within a society. Linking this assumption to the extensive dissemination of digital media, like it is emphasize by the concept of mediatization of religion (Hjarvard 2013; Herbert/Gillespie 2011; Lövheim/Lynch 2011; Lundby 2013; Hoover/Emerich 2011), it can be argued, that religious markets - also in secular European countries - are highly mediatized and make a plurality of religions visible on the supply-side. Furthermore we argue that mediated religious communication has become inseparably connected with the social construction of everyday life, society and culture.
But how can we grasp mediatized and non-mediatized forms of religion in a secular country from an individual perspective? In the 1990s Joachim Matthes suggested conceiving "religion" and the "religious" as "discursive facts" (1992: 129). According to this concept, religion is the individual narration that is not based on scientific or nominal definitions. Instead religion has to be analyzed by reconstructing its meaning in everyday life communication.
Following this argument we try to capture what people actually associate with religion and religious topics by employing a Q-sort study in combination with qualitative post-sorting interviews. Q-sort is a particular kind of interview technique in the tradition of Q Methodology and was developed to provide insight into audience subjectivities in a particularly rich way (Davis/Michelle, 2011: 559). The key characteristic of the Q-sort technique is that it does not ask for verbal answers to interview questions but instead demands for a relational sorting of verbal statements printed on paper cards. 25 participants were asked to sort cards (with statements regarding religion and religious communication) in relation to each other. Q-statistical analysis allowed to detect commonalities in the subjective viewpoints and to create a typology of concepts of mediatized religion. By focusing on the individual construction of religion and religious communication this paper contributes to theorizing mediatized religion.

REFRAMING THE OPEN PHENOMENA. A HISTORIOGRAPHICAL MEDIA ANALYSIS OF THE ORIGINS OF THE OPEN.

Christoph Groneberg [1], Gebhard Rusch [1]
› University of Siegen, Institute for Media Research[1]

Based on assumptions that open-information supports a political, social, scientific, economical and cultural development of societies an increasingly institutionalization respectively founding of transnational Open-Government-, -Data- or -Access-organizations can be observed. Descriptions of their origins are often derived from the early days of computer technology and the beginning of the open-source/free-software movement (Lathorp, Ruma 2010; Suber 2012). At the same time it is obvious that media has always contributed to the process of informational opening. Therefore, questions arise how they have done that and with what effect. The aim is to identify phases, individual and social participants, their reactions and processes to understand, support or reject the outcomes of the opening process.
To answer the questions a historiographical analysis was done based on the theories of structuration (Giddens 1986) and mediatization (Hepp/Krotz 2014). It looked from the advent and diffusion of a new medium at its role in supporting the informational opening and the consequences for the social micro-, meso- and macro-levels. With reference to relating datasets and statistical data about media distribution and usage, results from scandal research (e.g. Lull, Hinerman 1998), findings from bibliometrics or scientometrics (Price 1986), and results about the emergence and discussion of (media-)theoretical concepts (Rusch 2007) it can be shown that the 'process of informational opening' proceeds in dynamic phases arising from the dialectical relationship of openness and closeness.
Due to different interests phases of radical information-production, -distribution and -reception alternate with restrictive measures (e.g. censorship, printing and publication bans, persecution, surveillance) until the opponents (e.g. the public, corporations, political or religious institutions) are adjusted to each other so that one could speak of a regulatory or flat levelled phase.
Answering the questions raised above the study leads to a theory of openness which on the one hand provides a better understanding of the history and the current process of informational opening. On the other hand it allows recommendations for open-institutions to deal with the challenges and potentials of the process. Applied to todays digital information society (Castells 2001; Carpentier, Servaes 2006) open information might help to support democratic, participatory, liberal and civil empowering processes.
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THE MEDIATED SOCIAL COMMUNICATION (MSC) APPROACH: CHALLENGING TRADITIONAL MODELS OF MASS COMMUNICATION

Silke Fürst [1], Philomen Schönhagen [1]
› Department of Mass Media and Communication Research, University of Fribourg[1]

Till today, mass communication is conceptualized as a mainly one-way process from communicators located in a media organization to a widespread audience (McQuail & Windahl, 1993; Greenberg & Salwen, 2009). The relationship between sender and receiver is seen as "inevitably one-directional, one-sided and impersonal, and there is a social as well as a physical distance" between them (McQuail, 2005, p. 55). Some approaches include limited feedback from the audience to the communicator as well as reinterpretation processes within social groups. But as communication is commonly understood as an interactional process, based on feedback and "a social relationship" (McQuail, 2005, p. 551), this mainly one-directional conception leaves open the question whether mass communication is communication at all (Rogers, 1986, pp. 196-199).
An alternative approach, first drafted by German scholars in the first half of the 20th century (Groth, 1928-30; Aswerus, 1953), sheds new light on the subject

by distinguishing between communication processes and their mediation. Communication processes are conceived as interactive processes taking place between different social groups represented by spokesmen speaking on behalf of a group (Wagner, 1977). In complex societies these processes are enabled by journalistic mediation. In the mediation process journalists highly select and transform messages and disseminate them to receivers by means of mass media. This process is based on fixed roles and is in fact largely unidirectional. Traditional conceptions of mass communication specify this process of mediation but neglect the underlying communication processes. Therein, representation is seen as a key principle in order to limit the number of statements though involving large parts of participants. The audience is not seen as a mass of mute receivers but regarded as speakers and members of social groups involved in communication and mediated by journalism. As communicative partners, they are continuously changing roles as sources and addressees. In fact, several studies have shown that news is mainly about various actors and groups expressing themselves in public and reacting on each others' positions and opinions (Wallner et al., 2012; Carpenter, 2008; Gerhards, 1997; Schröter, 1995).

These considerations are further supported by a historical perspective. Representation is not a new phenomenon linked with mass communication, but occurs in every group communication (e.g. assemblies in oral societies, see Schönhagen, 2004). In the course of the development of large and more complex societies, social exchange could no longer be sustained by assemblies but necessitated solutions that overcame physical presence of the participants. In several increasingly rationalized steps of distribution (Nerone, 2013), journalism and mass media evolved to enable a permanent public discourse by publishing a concentrated overview of diverse speakers' statements representing various groups in society.

The MSC approach reveals the many-to-many structure of mass communication and highlights the interactive character of mass communication -- aspects which so far are exclusively attributed to new media technologies (Rogers, 1986; McQuail, 2005). It overcomes linear understandings of mass communication and considers mass media not as "a poor substitute for direct human contact" (Craig, 1999, p. 140) but as inevitable means of communication in complex societies.

WITTGENSTEIN'S LANGUAGE GAMES AS COMMUNICATION ACTS

Michal Wendland 1

› Adam Mickiewicz University1

The topic of the presentation is an attempt to outline the relations between the philosophical description of the language in the late Ludwig Wittgenstein's ideas and the concept of communicative action, functioning in the area of theory and philosophy of communication. Although many of its key elements can be successfully used as their philosophical foundation, Wittgenstein's position is rarely used in consideration over communication. It can be assumed that many of the innovative solutions proposed in Philosophical Investigations referring to language (including the rejection of the traditional theory of meaning, a polemic with the search for a universal "essence of language", anti-mentalism) may shed new light on many aspects of communication theory.

The starting point is to compare the concept of "language game" with "communicative activity". The features of language games allows for a revision of the concept of communication. Approaching linguistic activity like Wittgenstein's language game, we could acknowledge that it cannot be reduced only to one, special function (for example, the transmission of information), but it -- like the language game -- can have a very wide variety of functions. Following on from this we can assume that the "families of language games" are equivalent to communication practices. Whereas "communication" would be a category analogous to the category of "language", unless by "communication" one means a type of social practices. Finally, all the social practices (including communication) are equivalent to Wittgenstein's "forms of life" (Gier, Sherry or Glock). Given that Wittgenstein's "forms of life" include not only language, but for example religion, "communication" (by analogy to "language") should be regarded as one of the "forms of life", that is -- social practices.

One of the most important consequences of adapting the concept of language games to considerations on communication is obtaining philosophical arguments to go beyond the so-called transmissive approach to communication, where communicative activity is identified with the transfer (transmission) of information between the sender and the recipient. The following parallel could be suggested: the transmissive description of communication (Shannon, Newcombe, Berelson, Hoben), in which the "essence" of communication is seen in the "transfer of information" is the equivalent of such an approach to language, which Wittgenstein attacks. His criticism is directed against the tendency of classical language philosophers to search for a universal "essence of language" or a universal theory of a word meaning. In his opinion, there is no such thing: the multitude of language games does not allow for the identification of any one feature common to them all. An interesting attempt could be made to apply these arguments to the transmissive approach to communication.

The proposed solution has certain limitations, such as those related to criticism of Wittgenstein's rejection of the possibility to provide an analytical definition of language (Rhees, Brandom, Glock). Nevertheless, many theoretical benefits can be indicated which modern communication theory could obtain by using the "late" Wittgenstein's position. In this perspective, the possibility of exceeding the transmissive model of communication by using philosophical arguments is particularly interesting.

ABSTRACTS SECTION 14
Political Communication

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 14. POLITICAL COMMUNICATION (A) - MASS MEDIA, INTERPERSONAL COMMUNICATION, AND THE ROLE OF POLL REPORTING

› Auditorium II, First Floor

MEDIA EFFECTS AND INTERPERSONAL COMMUNICATION: WHY IT MATTERS WHAT MY FRIENDS READ AND WATCH

Andersen, Kim; Hopmann, David

› University of Southern Denmark, Denmark

A large body of research in political communication has documented when and how interpersonal communication and informal conversations influence our political attitudes and behaviour (e.g., Huckfeldt, Johnson, and Sprague 2004; Mutz 2006). Another substantial body of research has documented how media content affects our political attitudes and behaviour (e.g., Sparks 2010). However, most previous research has treated the media and interpersonal communication as two separate channels for political information (see discussions in e.g. Southwell and Yzer 2008; de Vreese and Boomgaarden 2006). Much less is known about indirect media effects through our personal networks (Bartels 1993, 276). These effects are often assumed, but rarely studied directly. To give one example, Hopmann et al. (2010, 392) argue that "media content might spread and reach individuals only indirectly" and, indeed, they find substantial "environmental" media effects. In a similar vein, research has documented that our social networks are important moderators of media effects: political messages in the media which are congruent with attitudes held by our friends and acquaintances have a stronger effect on us (Schmitt-Beck 2003). This study builds on this previous research by studying whether there is an effect of the media use of friends and acquaintances above and beyond the effect their political attitudes have by themselves. Specifically, we ask if ones party preference is affected by the political messages friends and acquaintances receive through their media use while controlling for own media use. Empirically, the analyses are based on a two-wave survey panel dataset with a snowball component providing us with the needed information on main respondents party preferences and media use as well as their friends and acquaintances' party preferences and media use. Results confirm our assumption that party preferences are correlated with our friends and acquaintances' media use, even when controlling for own media use. In a final and concluding section, we discuss the wider democratic implications of our findings in a period of time in which personal media use is increasingly selective.

WATCHING TELEVISED DEBATES WITH OTHER PEOPLE: THE INFLUENCE OF GROUP RECEPTION ON CANDIDATE EVALUATION

Schulte, Johannes[1]; Maier, Michaela[2]; Maier, Jürgen[2]; Faas, Thorsten[3]

› [1]University of Münster, Germany; [2]University of Koblenz-Landau, Germany;[3]Johannes Gutenberg University Mainz, Germany

Despite the multiplicity of television sets in today's households, market research in Germany shows that television consumption in groups is still common, especially when it comes to watching outstanding media events (Keßler & Kupferschmitt, 2012). Being the most important media events during election campaigns, televised debates between political candidates are very likely to be watched in groups. Previous research has pointed out the importance of interpersonal influence on the evaluation of the candidates' performance in televised debates, in both the reception situation itself (Fein, Goethals, & Kugler, 2007) as well as in follow-up communication (Maier & Faas, 2003), with recipients adjusting their individual evaluations according to their interpersonal environment. From a psychological perspective, these effects can be well explained using social comparison theory (Festinger, 1954) that relates individual judgments to the perceived judgments of other group members, often leading to the established polarization effect of group discussion (Myers & Lamm, 1976). Generally, group polarization means the "tendency for group interaction to enhance group members' initial inclinations" (Myers, 2010, p. 361) which can also be observed in groups discussing political issues (Sunstein, 2002). When people watch televised debates in groups, this effect should lead to a more extreme evaluation of candidate performance, with the direction and the degree depending on political predispositions and the perceived opinion climate within the group. The study at hand investigates effects of group reception of the televised debate during the 2013 federal election campaign in Germany between Angela Merkel and Peer Steinbrueck. The theoretical considerations are empirically tested analyzing representative data provided by the German Longitudinal Election Study (GLES). Besides general information about debate reception, detailed information about the respective reception situation is available, such as the constellation of reception groups, communication activity, characteristics of the co-viewers, and their perceived evaluation of candidate performance. This data allows in-depth analyses of the dissemination and typical characteristics of group reception of televised debates as well as interpersonal influence processes that might lead to a polarization of attitudes. First analyses show that watching the televised debate with others is actually very common, as 60% of all respondents who stated to have watched the debate (n=647) did so in groups, mostly together with one other close person. The respondents also reported a high interpersonal communication frequency during the debate, even though attempts to persuade did not occur very often due to the homogeneity in political preferences of the majority of the reported reception groups. A highly significant (p<0,000) and strong (r=0,690) correlation between the individual evaluation of candidate performance and the perceived evaluation of candidate performance of the co-viewers point in the direction of the expected polarization effects that are to be fully investigated. Overall, by focusing on the rather scarcely considered aspect of group reception when it comes to political media events, and by confronting the findings of former experimental studies on group influence with actual survey data, the proposed study will add to the general understanding of the processes underlying candidate evaluation in presidential debates.

BONDED BY COMMUNICATION. POLITICAL TALK RADIO AND ITS COMMUNITIES IN THE 2014 GENERAL ELECTIONS CAMPAIGN IN HUNGARY.

Szabó, Gabriella

› Center for Social Science, Hungarian Academy of Sciences, Hungary

The aim to the paper is to shed light on the role of call-in political talk radio in maintaining and empowering politically relevant communication communities during the 2014 General Elections Campaign in Hungary. Instead of focusing on the talk radio's effect on political opinion, political attitudes and electoral behaviour of audiences (Hoffstetter et al., 1994; Petrozzello, 1994; Barker, 1996; Lee-Capella, 2001) or the motivation of listeners (Surlin, 1984; Staples, 1998), this

paper seeks to understand the companionship aspects of this format (Squires 2000). The study argues that the call-in political talk radio connects politically like-minded people together and constructs the sense of common belonging that creates conversational public sphere in which the participants of the programme (incl. hosts, guests and the members of audience) feel safe, trusted and supported when express their views on politics. In order to support this claim, an empirical examination on the interactions among the hosts, the guests and the listeners who call in or leave posts on the online message boards of the radio is presented. The research is guided by the following question: to what extent do the interactions in call-in political talk radio programmes glue together the participants (e.g. hosts, guests, callers) of the conversation? Inspired by Randall Collins's interaction ritual chain theory (Collins 2004), the paper looks at the cognitive and emotional conditions of constructing harmony and accordance between the speakers that are manifested in the discursive exchanges in the call-in political talk radio programmes. The interaction analysis is chosen to identify and measure the patterns of homophily in political communication. The study concentrates on the ways of expressing the sense of common belonging (use of informal language, reference to the same political preference, reference to the attendance of the same political event, etc.) and the shared discursive positions by examining the dominant interpretative frames of the discussions (2) as the main factors of homophily in the political communication. The data come from the record and transcription of the two most popular call-in political talk radio programmes in Hungary. One of them is titled "Megbeszéljük!" which has a long history for being a platform of the supporters of socialist and liberal political parties. The other one is the programme titled "Lecsó" that is known as a forum for people of the centre-right. Both are aired at Monday to Friday at 4 p.m. The time scope of the examination is the last two weeks of the 2014 General Election Campaigns (March 24 -- April 6). Given the fact that the politics is extremely polarized in Hungary (Körösényi 2012), the country is an excellent case for examining the polarization of political communication as well.

TALKING POLITICS ON FACEBOOK? THE POLITICAL DISCOURSE ON THE FACEBOOK PAGES OF GERMAN AND AUSTRIAN POLITICAL PARTIES

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Social Network Sites like Facebook provide new opportunities for political parties to enter into a dia-logue with citizens. Yet, citizens' participation in the political discourse online is still rather scarce. Fol-lowing Habermas' concept of deliberative democracy (1987) and subsequent studies on political dis-course (Gerhards et al., 1998; Steenbergen et al., 2003; Spoerndli, 2004), only a discourse oriented towards certain communicative principles of understanding facilitates citizens' ability to comprehend and adequately interpret the messages of political actors, to develop their own opinions and to participate in the discourse. Whether discourse in this sense develops depends on communicative practice of both political parties and the citizens they address. The current study investigates how far German and Austrian political parties are guided by these principles on their Facebook pages and thereby lay the foundations for political participation. To what extent the posts and comments on the Facebook pages follow these principles can be meas-ured using the so-called 'Index of a Quality of Understanding'. It is based on five communicative principles of understanding: (1) stating reasons for positions; (2) proposing solutions; (3) expressing respect concerning positions as well as other participants; (4) doubting the statements of other actors, their positions and actions; and (5) acting reciprocally towards other discussants. The higher the index value (ranging from 0 to 100), the better is the quality of understanding of the respective post or comment. Our study draws on a most similar systems design. Since Austria in contrast to Germany has been a consociational democracy for decades, the political actors in Austria are traditionally oriented strongly towards consensus and compromises. Following Habermas, successful political compromises imply a political discourse of high quality. Thereby, we assume that the political discourse on the Facebook pages of the Austrian parties is more strongly guided by the principles of understanding than on the pages of the German parties. We conducted a content analysis of post and comments on the Facebook pages of German (CDU, CSU, SPD, FDP, The Greens, The Left) and Austrian (SPÖ, ÖVP, FPÖ, The Greens, BZÖ, Team Stronach) political parties in Parliament in April 2013 -- half a year before the National Elections. In addition, the sample contained the Facebook pages of both national Pirate Parties whose guiding principle is to foster citizens' (online) participation. Preliminary results show that the political parties hardly engaged in an online discourse with citizens. They use their Facebook pages for unilateral diffusion of their positions, and the vast majority of comments do not originate from the parties but from ordinary Facebook users. That is, the parties hardly ever react on the users' comments. Moreover, both the parties' posts and the citizens' comments are hardly guided by the principles of understanding. Altogether, Facebook's democratic potential is insufficiently used yet. Possible reasons are that (a) the parties adhere to traditional concepts of political public relations, (b) a more adequate operation of the Facebook pages would be very expensive, and (c) the general communication patterns of Facebook concentrate on superficial impressions rather than on profound discussions.

THE EMOTIONAL MECHANISM BEHIND THE INFLUENCE OF POLL REPORTING ON VOTE CHOICE IN THE 2013 GERMAN ELECTIONS

Stolwijk, Sjoerd; Schuck, Andreas; de Vreese, Claes

› University of Amsterdam, Netherlands

Public opinion polls have become increasingly important in election campaigns, especially as campaigns are said to revolve less and less around substantive content. This study evaluates whether and how polls influence the election outcome. Existing studies mostly test the direct relation between exposure to polls and individual vote choice in lab experiments. Little is known about the causal mechanism behind their effect. Adding to the growing literature on the role of emotions on the influence of media messages on attitudes and behavior, this study considers four possible ways by which polls can influence vote choice: directly, mediated by emotional reaction to polls, mediated by changes in emotions felt towards a party or mediated by changes in attitudes towards a party. In testing this model, the study makes two contributions. First, it links vote intentions to the content of poll reporting individuals were exposed to in a real campaign setting, through combining a manually coded content analysis (N=2300+) of all major German newspapers and main evening TV news broadcasts with a two wave panel survey (1000+ participants in both waves) before and after the 2013 German Bundestag election campaign. Second, it measures eight possible discrete emotional responses to polls (i.e. anger, fear, hope, surprise, joy, contentment, worry and annoyance). Mediation analysis shows that voters who prefer a party before the campaign, report more positive emotions and get more enthusiastic about their preferred party when they are exposed to more positive polls about that party. Both these effects combine to make these people more likely to vote for that party than voters with similar preferences, but who saw less positive polls, even when controlling for both vote intention and emotions felt towards that party at the beginning of the campaign, as well as for changes in attitude towards that party during the campaign. The study shows that polls are more than neutral interim campaign statistics as they influence election outcomes, and do so partly because of the positive emotions they evoke.

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 14. POLITICAL COMMUNICATION (B) - FORMATIVE EFFECTS OF ECONOMIC NEWS AND NEW FEATURES OF MEDIA BIAS

› Location: Auditorium III, First Floor

MERKEL FOR GERMANY? FRAMES IN THE COVERAGE OF EUROPEAN COUNCILS AND THEIR EFFECTS

Vögele, Catharina

› University of Hohenheim, Germany

Research object: This study identifies media frames in the coverage of European Councils in two German newspapers and analyzes their effects on the reader's attitudes. European Councils are meeting points of the European heads of state or government and therefore important events on the European calendar. Media coverage of European Councils is important in order to inform the public about the issues discussed at the meetings. Theoretical framework: Framing is a widespread concept in communication research (e.g. Scheufele, 1999). Framing research regarding European Policy can be distinguished in studies about the discussion concerning 1) a European Constitution, 2) European Union Enlargement and 3) European Integration. But there are no studies especially analyzing framing in the coverage of European Councils. This study tries to close this research gap. Frames are not only characteristics of media coverage but they also effect the recipients' thoughts (e. g. Price & Tewksbury, 1997). In our study we focus on a transfer effect of our identified nation and personalization frames: we suggest that a positive or negative nation frame not only affects the evaluation of the corresponding nation but as well the evaluation of the nation's head of state or government and vice versa. Methodology: We conducted a quantitative content analysis (N=137 articles) of the coverage about seven different European Councils in the two German national newspapers „Die Welt" and „die tageszeitung". We identified evaluative conclusions drawn from a European Council for a special reference object in a thematical context. Intercoder reliability was sufficient (reference object: Krippendorff's α = .83; topic α = .64; evaluation α = .76; two coders, Hayes & Krippendorff, 2007). We conducted a hierarchical cluster analysis to identify the frames. The frame effects were analyzed using a 2x2 online-experiment with 358 participants. In the stimuli articles we manipulated both the frame (personalization vs. nation frame) and the basic tendency of the article (positive vs. negative). Results: We identified three frames: The unspecific personalization frame highlights the appearances of the European heads of states and government at the councils without reference to special issues. The economic nation frame focuses on the performance of the different EU nations concerning economic issues. The economic Merkel frame emphasizes the German chancellor's performance at the council with respect to economic issues. These frames can be compacted in another step to two dominant patterns: a personalization and a nation pattern. In the experiment we analyzed whether these two different patterns affect the evaluation of Merkel or Germany concerning European issues. We suggested that a positive or negative nation frame not only affects the evaluation of Germany regarding European issues but Merkel's European specific evaluation as well. This effect we call top-down transfer effect. Our data support this effect. This means that evaluative conclusions drawn from the Councils for Germany as nation also affect the evaluation of Merkel concerning European issues. The opposite effect, a bottom-up transfer effect from Merkel's evaluation in the article to the evaluation of Germany concerning European issues is not supported by our data. Literature Hayes, A. F., & Krippendorff, K. (2007). Answering the call for a standard reliability measure for coding data. Communication Methods & Measures, 1(1), 77-89. Price, V. & Tewksbury, D. (1997). News values and public opinion: A theoretical account of media priming and framing. In G. Barnett & F. J. Boster (Hrsg.), Progress in the communication sciences (S. 173-212). Greenwich, CT: Ablex. Scheufele, D. A. (1999). Framing as Theory of Media Effects. Journal of Communication, 49(1), 103-122.

THE IMPACT OF MEDIATED UNCERTAINTY. A TIME-SERIES ANALYSIS OF THE EFFECTS OF UNCERTAINTY IN ECONOMIC COVERAGE ON CONSUMER CONFIDENCE IN TIMES OF ECONOMIC CRISIS

Van Dalen, Arjen[1]; de Vreese, Claes[2]; Albæk, Erik[1]

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The media play a central role in shaping economic perceptions. At times, media-based perceptions of the national economy can have more influence on consumer confidence and voting decisions than real economic development. Therefore, extant research has studied how the tone of economic coverage impacts consumer confidence. However, less is known about the impact of other content characteristics. This paper adds to the understanding of the influence of the media on consumer confidence by studying the influence of uncertainty in the coverage of economic news, in particular during periods of economic downturn. Since the start of the recent economic crisis economists have turned their attention to the delaying influence of uncertainty on economic recovery. However, little is known about the role of the media. Uncertainty in macro-economic news refers to media coverage which is ambiguous about the state of the economy or expresses doubt about the future direction of the economy. Research on science journalism has shown that journalistic routines may either lead to overemphasizing or downplaying uncertainty. Mediated uncertainty about the macro-economy is expected to have a negative impact on consumer confidence. Following prospect theory it can be expected that under uncertain conditions, people give more weight to negative information than to positive information. According to economists uncertainty can lead to a wait-and-see reaction: people prefer to keep their money in their pockets instead of spending it. Following media dependency theory, the effect of uncertainty on consumer confidence is expected to be particularly strong during times of economic crisis, when news about the economy becomes more visible and people pay more attention. The empirical analysis is based on a time-series analysis of monthly aggregate data of consumer confidence, indicators of economic developments, and economic coverage in Denmark between August 1996 and December 2012 (N=197 months). Like other European countries, Denmark was hit by a recession in 2007 after a period of economic growth. Uncertainty in economic news and the tone of economic news were measured by validated dictionary-based automated content analysis of three broadsheet newspapers (N= 7.335 articles). The results show that the impact of uncertainty on consumer confidence is as strong as the impact of the tone of economic news. The influence of uncertainty is particularly strong for sociotropic consumer confidence (expectations on the macro-economy and unemployment), but no influence was found on saving. The time-series shows a structural break on August 2007. Until August 2007, consumer confidence is influenced by the state the economy and the tone of economic news. Since the start of the economic crisis in 2007 uncertainty decreased consumer confidence, while the tone of economic news had less effect. In the discussion the implications for economic voting are addressed. Finally the paper makes a case for studying the effects of mediated uncertainty in other areas than the economy as well, for example in relation to support for reforms, acceptance of scientific innovations or likelyhood of voting for challengers in elections.

PRIMING THE ECONOMY

Kalogeropoulos, Antonis[1]; Albaek, Erik[1]; de Vreese, Claes[2]; van Dalen, Arjen[1]; Molgaard Svensson, Helle[1]

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Priming theory's implementation in media literature suggests that citizens evaluate politicians according to the performance of leaders on issues that are on top of their minds when they formulate their evaluation. Most of the research on priming has been drawn in the basis that news media put emphasis on an issue, something that enhances the accessibility of thoughts and evaluations about this certain issue and consequently, this issue becomes more relevant when it comes to construct overall evaluations or voting behaviour. Many studies have confirmed these results (Iyengar & Kinder, 1987; Pan & Kosicki, 1997), while some have not

(Lenz, 2006; Malhotra & Krosnick, 2007). Hetherington (1996), in a classic study of priming effects, argued that while overall assessments about George Bush Senior's presidency were based on the Gulf war handling in 1991, in 1992 they were based on economic handling because of media priming on economy. The moderating effect of political sophistication on the aforementioned relationship is a prominent and controversial theme in the priming literature. Some researchers have argued that respondents with high levels of political sophistication show higher resistance towards priming (Iyengar & Kinder, 1987; Krosnick & Kinder, 1990), while other studies showed that higher levels of political sophistication enhance priming (Miller & Krosnick, 2000). To add more to the ambiguity about different levels of moderation and priming effects, Togeby (2007) showed that for some issues, respondents with high levels of political sophistication showed enhanced media priming effects while for other issues sophisticated respondents resisted priming effects. In this research, we are interested in the issue of economy and how change in economic evaluations of the government influences change in overall governmental evaluations according to economic news exposure. The priming theory is tested in a change model, using an integration of a two-wave panel survey (N=1287) and a parallel content analysis in Denmark. While many non-experimental designs tap exposure by asking about the level of general exposure on certain issues (Malhotra & Krosnick, 2007; Althaus & Kim, 2006) or did not use exposure questions at all (Togeby, 2007), for this study we used self-reported media exposure measures for the 8 most prominent media outlets (Broadsheet and tabloid newspapers, private and public broadcasters as well as their online editions). These measures were merged with the content analysis results regarding the visibility of economy in the outlets. In addition, the impact of sophistication in the aforementioned relationship is measured using a moderated mediation. A more relevant for the nature of the study issue-specific measure of sophistication (economic sophistication) is tested in this model. Results suggest that priming effects do occur. The relationship between exposure to economic news and overall governmental evaluations was mediated by evaluations of the government's economic performance. The priming effects were stronger for the less sophisticated respondents on economic affairs. Implications of these results are further discussed.

"POLITIZATION OF EUROPE" - POLISH MEDIA COVERAGE OF THE EU PRESIDENCY

Stępińska, Agnieszka

› Adam Mickiewicz University, Poland

Poland held its first presidency of the European Union Council in the second half of 2011. This was the fourth presidency held by a new EU member, after Slovenia, the Czech Republic, and Hungary. Alongside its political significance, the presidency offered an opportunity to show Poland in the best light, to present the image of a reliable, competent and trustworthy political partner. Media coverage of the the EU Council presidency can be studied within either an international or domestic context. In the international context studies on the media coverage of the EU-related events and topics usually focus on providing information about a country to a foreign (or international) audience. In a domestic context, studying the media coverage of the EU presidency may provide an opportunity not only to learn which events were reported by journalists for domestic audience, but also to recognize political actors' and media attitude towards the EU institutions. In many European countries, including Poland, the pro-, or anti-EU attitude is a significant component of the political parties' identitities and an element of diversification strategy used by political actors especially during the election campaigns. Furthermore, Polish media system shares with other Eastern Central European countries a high level of political parallelism and an external pluralism. Consequently, media organizations mirror the political situation of the country and journalism tend to be strongly marked by political partisanship. This tendency is even more intense during any election campaign when the media plays a role of forum of a political debate. This paper aims in presenting the findings of the quantitative analysis of the content of selected Polish print media regarding the assessment of the Polish presidency. The study concentrates on the relation between political bias of selected Polish daily newspapers and weekly magazines and their evaluation of Poland's presidency in the European Union Council. The data come from the research project devoted to study the role of media events in creating a state's image. The timeframe encompassed 18 weeks, namely periods of June 15 -- July 30, 2011; September 1 -- October 31, 2011; and December 1, 2011 -- January 15, 2012. The analysis concerned four daily newspapers and three weekly magazines. In this paper we proposed a hypothesis that media coverage would be politically biased and we would be able to recognize this bias while studying the way newspapers evaluated the Poland's performance during the presidency. The hypothesis was confirmed. Indeed, the newspapers with an anti-government orientation provided more negative evaluation of the presidency. Political profiles of the media organizations were expressed not only by the content of opinions and evaluations, but also by categories of sources of these comments (namely, politicans and journalists).

THINK TANKS IN DENMARK - MEDIA VISIBILITY AND NETWORK RELATIONS

Blach-Ørsten, Mark[1]; Kristensen, Nete Nørgaard[2]

› [1]Roskilde University, Dept. of Communication, Business and Information Technologies, Denmark; [2]University of Copenhagen, Denmark

Special interest think tanks have a long history in countries such as the US, Great Britain, and Sweden, but have only recently entered the public and political arena in Denmark. This entry is closely associated with the weakening of societal corporatism in Denmark since the 1980's and 1990's and the intensifying of party-political rivalry, which have necessitated interest groups to find new ways of influencing policy making (Rommetvedt et al., 2012). Studies of special interest groups in Denmark have pointed towards two important arenas of influence for such groups: the media arena and the administrative arena (Binderkrantz et al 2012). However, such studies have until now not included think tanks. In our study we analyze the influence on the media arena and the administrative arena of the two most prominent special interest think tanks in Denmark, the liberal think tank CEPOS and the social democratic think thank the AE-council. Theoretically, we draw on theories of neo-corporatism (Rommetvedt et. al. 2012) and mediatization (Hjarvard, 2013; Esser, 2013), and argue that media visibility and attention have become increasingly important for political actors seeking to influence decision makers (Rich & Weaver, 2000), but that corporatist networks and access to the administrative sphere are also still important arenas of influence (Binderkrantz et al. 2012). In the empirical study of the media arena we analyse the coverage of the selected think thanks in eight Danish printed newspapers (in the month of November) in selected years from 2000 to 2012 (n = 419 news items), since especially national broadsheets in a Danish context continue to play an important role as agenda-setters (e.g., Lund et al. 2009). For the study of the administrative arena we have used a database containing the names of all, (by January 2014 active) Danish public and private board members and members of all public committees. The unit of analysis is the appearance of a member of the board or advisory board of the selected think tanks, on a public or private board or on a public committee. The study shows that both think tanks are very active and visible in the media, but that the media's coverage of these think tanks to some extent confirms the repoliticization of Danish newspapers, which others have pointed to (e.g., Hjarvard, Kristensen & Ørsten, 2004; Kristensen & Ørsten, 2007; Hjarvard & Kristensen, 2014). That is, that the Danish newspapers, traditionally closely linked to the political parties (e.g., Allern & Ørsten, 2011), are to some extent politically biased in their coverage of the two think tanks. Our network analysis of boards and committees shows that the social democratic think tank is very well connected to state, government, and organizations, mirroring a 'classical' corporatist network structure, whereas the liberal think tank has much weaker links to state and government, being outside the corporatist structure.

14:30 - 16:00

PARALLEL SESSION 2 - 14. POLITICAL COMMUNICATION (A) - POLITICAL DISTRUST AND THE ROLE OF COMMUNICATION

› Location: Auditorium II, First Floor

SOCIAL MEDIA, IMPRESSION FORMATION OF POLITICIANS AND TRUST IN POLITICS

Marcinkowski, Frank; Starke, Christopher; Wintterlin, Florian

› University of Münster, Germany

Multiple scholars highlighted the importance of trust in politics as a key indicator of political legitimacy and stability (Easton, 1965; Aarts et al., 2011). Political trust rests upon individual expectations in the upcoming performance of the political system based on both people's practical experiences with politics and second hand information (Barber 1983). According to the videomalaise hypothesis the mass media bear responsibility for the substantial decline of political trust in western democracies since the 1960s. The hypothesis claims that negative media content and its lack of substance lead to public mistrust in politics (Robinson 1976; Cappella & Jamieson 1997). However, the onset of the Internet and Social Media has triggered hope of increasing participation in the public discourse (mobilization hypothesis; Norris, 2000; Papacharissi, 2002). Main reasons lie in the deliberative potential of the low entry barriers and the high level of interactivity that these media provide (Emmer et al., 2011; Coleman & Blumler, 2009). As one of the first of its kind, our empirical study examines if and how the interactive and individual forms of communication on Social Network Sites (SNS) affect people's trust in politics. We expect to find indirect effects of SNS use on political trust mediated by different trust reasons such as the perception of different characteristics of the political system (e.g. transparency and responsiveness) as well as the evaluation of political actors. This assertion is based on an expectation-based understanding of trust directed at the ability of the political system to provide favourable outcomes (Luhmann, 1979; Barber, 1983; Kohring, 2004). Drawing on network theories (Granovetter, 1973), we argue that due to three main reasons Social Media communication exerts its strongest impact on people's perceptions of individual political decision makers. First, SNS offer new possibilities for politicians to portrait themselves positively and more transparently. Second, user are able to interact with politicians directly which leads to a "sense of intimacy" (Crawford, 2009). Third, monitoring the interaction between politicians and other users affects people's assessment of those politicians positively (Donath, 2008; Lee, 2013). In order to test our assumptions, we conducted an online survey in Germany (N=500) and analyzed the data using structural equation modelling (SEM). The results suggest that Social Media use has a positive indirect effect on trust in politics mediated by both the reputation of politicians and the perception of system characteristics. Special attention rests on the strong positive impact that Social Media exerts on the evaluation of politicians which in turn significantly increases political trust. Furthermore, the Social Media effects exceed those associated with traditional forms of mass media, indicating that Social Media revitalizes the relationship between citizens and politics to a greater extent. Considering that political trust has decreased in western democracies, our results suggest that political communication via Social Media bears great potential to regain trust in politics. Our novel contribution is especially important in European countries where Social Media as a means for political communication is still largely underdeveloped.

THE ROLE OF COMMUNICATION IN BUILDING TRUSTFUL GOVERNMENTS. THE CASE OF THE SPANISH NATIONAL GOVERNMENT

María José Canel [1], Laura Zamora [1]

› University Complutense Madrid[1]

The evolution of Public Administration is fostering an academic and professional debate about the need of a relation-building oriented communication (Lendingham, 2011). In the context of current trends in public management, this research focuses on trust as a feature of the relation, looking at the role that communication plays in building trust in central governments.

While researchers tend to focus on the analysis of causes of (dis)trust, less has been done on the consequences that (dis)trust can have on the relation between governments and citizens (Marien y Hooshe, 2011). Different results from different areas of study provide different approaches for the analysis of consequences of (dis)trust. Scholars have underlined that high distrust on public organizations can have a positive consequence to the extent that it spurs debates on normative issues about the quality of democracy (Nye, Zelikow y King, 1997; Norris, 1999; Inglehart, 2008; Rosanvallon, 2008, Marien y Hooshe, 2011). Others have stressed the need of trustful public organizations in the development of (better) societies (Nye, Zelikow y King, 1997; Luoma-Aho, 2006, 2008; Da Silva & Batista, 2007).

With data from the Spanish National Institute for Research on Public Opinion CIS, this research explores how communication can affect the relation between (un) trustful governments with citizens. Previous research has found that there are 'motivational' variables (like 'relevance given to politics') that weight positively in the increase of trust in the central Spanish government. It has also shown that an increase in trust in government is relevant for citizens' attitudes toward societies: trusting governments reduce citizens' uncertainty about their personal future as well as distance towards other citizens (Canel and García Molero, 2013). Drawing on these previous results, this research attempts, first, to explore what other 'motivational' values could affect trust in Spanish central government; second, it attempts to analyze the consequences that 'trust in government' can have on different citizens' attitudes towards society.

Results show that in trusting the Prime Minister, Spanish people are not only influenced by ideology but they also look at environmental conditions. Results have shown that inertial variables (party identification) do not hold the key to ups and downs of trust in the Prime Minister; perceptions of the political and economic situation are shown to be also important. A trend in time is also shown: the more the economic crisis approaches, the more people care more about how the government performs and provides in different public policies. The economic crisis is modifying the way people assess their trust, what requires further research to look for new variables and factors that are becoming relevant for trusting governments.

These results continue to press the point that the public evaluates current and past conditions punishing or rewarding the government accordingly. The influence that perceptions of environmental conditions and of public policies have on trust in the Prime Minister highlights the importance of understanding what drives the public image of government, and leads to some implications in the conceptualization and practice of government communication that are discussed in this paper.

THE CHANGING DYNAMICS OF NEWS MEDIA CONSUMPTION AND POLITICAL DISTRUST: A LONGITUDINAL ANALYSIS

Jesper Strömbäck [1], Monika Djerf-Pierre [2], Adam Shehata [2]

› Mid Sweden University[1], University of Gothenburg[2]

While there is plenty of research investigating the linkages between news media use and political distrust (Cappella & Jamieson, 1997; de Vreese, 2005; Hanson et al., 2010; Just, Crigler & Buhr, 1999; Moy & Pfau, 2000; Valentino, Beckmann & Buhr, 2001), virtually all of these studies focus on the impact of media use on political distrust at a particular point in time. At the same time, the transition from low-choice to high-choice media environments suggest that the relationship might not be stable across time. Whatever the linkages between news media use and political distrust were in the 1980s, 1990s or 2000s, it cannot a priori be assumed that those linkages are the same or of equal strength today.

In this context, at least two scenarios are plausible. On the one hand, increasing media choice suggests that citizens' motivations and abilities have become more important predictors of news media consumption (Luskin, 1990; Prior, 2007). Research thus suggests that political interest has become more important for explaining the extent to which citizens follow the news media (Strömbäck, Djerf-Pierre & Shehata, 2013). This might lead to weaker relationships between news

media use and political distrust across time, since those with greater political interest usually display less political distrust than those with less political interest. On the other hand, one of the main explanations for why news media use might increase political distrust is the framing of politics as a strategic game (Cappella & Jamieson, 1997; de Vreese, 2004; de Vreese & Elenbaas, 2008; Patterson, 1993), and most research suggests that the news media's framing of politics as a strategic game has become more prominent across time (Aalberg, Strömbäck & de Vreese, 2012). This might lead to stronger relationships between news media use and political distrust across time, since the likelihood that citizens that follow the news media are exposed to the framing of politics as a strategic game has increased.
In either case, to date there is no research on if -- and if yes, in what direction -- the relationship between news media use and political distrust has changed across time. Against this background and using representative surveys conducted annually in Sweden, the main purpose of this paper is to investigate the dynamics of the relationship between news media use and political distrust between 1986 and 2013.

PUBLIC TRUST AND JOURNALISTIC TRANSPARENCY AN EXPERIMENTAL STUDY OF DISCLOSURE AND PARTICIPATORY EFFECTS IN ONLINE NEWS

Christer Clerwall [1], Lars Nord [2], MIchael Karlsson [1]
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Media Matter. Most citizens' in contemporary democracies get their information about current affairs and politics through the media. Political communication studies have for long time analysed the interplay between media content and journalistic style and political attitudes and public trust in political institutions. This paper adds to this discussion by addressing the possible impact of journalistic transparency -- offered in online-journalism -- on political trust. Generally speaking, the relationship between media coverage of political actors and political trust is one of the most analysed within studies of political communication. Some findings have supported the videomalaise hypothesis, where increased reliance on television is supposed to result in a decline of political trust (Robinson 1975). Other studies discuss a possible 'virtuous circle' or interrelationship between media use and political attitudes where use of political media content also may increase political trust (Norris 2000).
In order to examine this relationship further it is necessary to investigate content and style in political journalism. A majority of previous studies in this field indicate that media packaging and framing of politics influence public evaluations and attitudes towards politicians. The tendency to dramatize news stories and focus on game, strategy and conflict frames in political reporting is perceived to turn citizens away from political information in what has been described as a 'spiral of cynicism (Cappella & Jamieson 1997).
However, most research in this area has focused on traditional mass media as newspapers, radio and television. The development of online journalism adds new dimensions to the relation between media content and political trust that has not previously been carefully examined. Political journalism online offers new possibilities to influence political attitudes and political trust, as there are a large number of transparency techniques such as allowing user comments, provide background material through hyperlinks, and alter news stories as they unfold, available in digital journalism. Still, there is not much research on the relation between digital journalism transparency and political attitudes.
This paper intends to fill this gap by examining how different transparency techniques in digital political journalism in Sweden affect the readers' perception of politicians in the news, both with regard to personal characteristics and with regard to political trust. Methodologically, the study was based on a web-based experiment including 1,320 respondents. The treatment groups comprised the same version of an online news article with additional indicators for disclosure transparency and participatory transparency.
The results show that transparency effects on political attitudes, such as foul user comments affecting how politicians are perceived, may be overestimated. In fact, this experimental study did not confirm any significant positive correlation between transparency and the public attitudes towards politicians appearing in the news. General distinctive features of the Swedish media system may partly explain the result, but more research is surely needed in this area.

POLITICAL NEWS COVERAGE IN PORTUGAL AND BRAZIL: EXPLORING TRENDS AND DISCUSSING IMPLICATIONS

Susana Salgado [1], Liziane Guazina [2]
› University of Lisbon[1], University of Brazilia[2]

This paper is the result of comparative research aimed at exploring political news coverage in Portuguese and Brazilian newspapers. The research thus compares and looks for the most important features of the journalistic coverage of politics in both countries. It also discusses the issue of journalistic independence in Portugal and Brazil and analyses possible implications of the features of the journalistic coverage in these two countries for the citizens' motivation and participation in the political decision-making processes.
Accurate information, reliable contextualization and informed interpretation of facts and issues are vital in any healthy democracy. However, despite the historic construction of the image of the press as an independent monitor of power, Portuguese and Brazilian citizens usually see it as part of an establishment from which they are usually excluded. It is therefore important to analyze the news coverage of politics in order to understand how Portuguese and Brazilian journalists position themselves towards politics, politicians and political sources. This research is underpinned by content analysis of the three most important daily newspapers in both countries. Focusing on these six newspapers, it looks for trends in news coverage regarding the overall weight attributed to politics, the diversity of political actors depicted in the news, the most common genres and formats of political articles, and the presence of negativity and journalistic interpretation in political reports.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 14. POLITICAL COMMUNICATION (B) - POLITICIANS AND THEIR RELATIONS WITH THE MEDIA: INDIVIDUAL AND SYSTEMIC PERSPECTIVES

› Auditorium III, First Floor

WHAT INFORMS PERCEPTIONS OF POLITICAL ACTORS ABOUT THE DEMOCRATIC PERFORMANCE OF JOURNALISM? INDIVIDUAL- AND CONTEXTUAL-LEVEL EXPLANATIONS.

Peter Maurer [1]
› University of Vienna[1]

Since in modern mass democracies, citizens' political attitudes are influenced by the cues in the political coverage, the legitimacy and the accountability of the political system heavily depend on the performance of journalism. However, there's evidence in the literature that political actors hold sceptical views towards the practices of political journalism and its impact on politics (Brants et al. 2009; Strömbäck and Esser 2009). Against this background, this paper seeks to comparatively assess to what extent journalism does a good job in helping democracy thrive across nine European countries, including eight 'old' democracies (AT, DK, FI, FR, DE, SE, CH) and one 'new' democracy (Slovenia). Since the democratic performance of journalism is hard to grasp, especially in a cross-national comparative framework, we measure it indirectly. As indicator, we rely on the perceptions of a great number of political actors (N = 1192) distributed across the nine democracies. These actors come from a variety of political institutions and ranks and are experts on democratic politics as they are all high-level decision-makers. In addition, they can be considered as media experts, too, since they interact with journalists on a regular basis. Due to differences in the national

political systems, for instance varying party political and media landscapes, we expect the political actors' assessment of the democratic performance of journalism to differ across the countries (Pfetsch et al. 2014). Moreover, we expect this assessment to be influenced by perceptions of the individuals that are related to the mediatization of politics taking place in modern democracies (Maurer and Pfetsch 2014).
To test the expected influences, regressions are run. First, a single indicator for the democratic performance of journalism is constructed by combining three items measured on five-point-scales. The items capture the perceived quality of information, effects on political trust as well as effects on the functioning of democracy. They have an alpha of .63. The key independent variables measure perceptions of mediatization relating to (1) the media's influence on the political agenda, (3) the negativity in political news and (3) the watchdog role of journalists. Findings show that there are implications of mediatized politics for the quality of democracy. For instance, strong effects are found for all the perceptions regarding mediatized politics on the assessment of the democratic performance of journalism. Furthermore, cross-national differences are found with respect to the level of credit given to journalism's democratic performance. In the classic examples of consensus democracies (CH, DK, SE), the democratic functions of journalism are assessed more positively than in countries with a strong fractionalization of politics and significant media outlets known to conduct political campaigns (FR, AT). In addition, it turns out that the national context moderates the relationship between individuals perceiving journalists as watchdogs and their assessment of the performance of journalism with respect to its democratic tasks. This relationship is negative in Spain, the country with the ideologically most polarized party system of all (Dalton 2008), whereas it's positive in countries where parties lie closer together on the left-right ideological continuum.

ACTOR AND SYSTEM RELATED DETERMINANTS OF THE INTEGRATIVE COMPLEXITY OF POLITICIANS

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› The Hebrew University of Jerusalem [1], University of Antwerp[2]

Integrative complexity is a variable measuring communication styles of individuals, by exploring the ways in which their ideas are being publicly communicated. It is defined in terms of two basic structures. The first, differentiation, refers to the number of characteristics or dimensions of a problem that a speaker takes into account. The second, integration, refers to the degree to which these dimensions are seen as related to each other (Tetlock, 1983; Suedfeld & Leighton, 2002). When integrative complexity is low, individuals tend to express simple and rigid attitudes and perceptions (Suedfeld, Tetlock, & Streufert, 1992). Since politicians work under conditions of uncertain, ambiguous, changing, inadequate, or excessive information, and face conflicting values and goals (Jones, 1999; Suedfeld, 1992), complex strategies for processing and communicating information are perceived as adaptive and desirable, since "complex problems require complex solutions" (Suedfeld, 1992, p. 438).
Integrative complexity has been researched in various contexts, and thus far its correlates have been either inferred from textual analyses of politicians' speeches, or manipulated in laboratory conditions on non-politicians (for a literature review, see Suedfeld, 2010). However, the effects of the information environment in which politicians operate on the quality of their public communications have not been studied yet. This study offers a first exploration of the determinants of complexity, both on the individual-psychological level and on the systematic-political level.
On the individual level, quantitative data has been collected by directly questioning over 100 parliament members and ministers in Belgium, Canada and Israel about the frequency of their exposure to different information sources, their mechanisms for selecting information, their use of long-term versus short-term information, and more. On the systematic level, based on data collected in 3 very different democracies (Canada, Belgium and Israel), the study offers a first comparative analysis of political systems as predictors of variations in integrative complexity. These actor and system related variables will be compared to politicians' integrative complexity, which will be measured by content analyzing public speeches in both assembly and committee talks in the three parliaments (based on Baker-Brown et al., 1992). This analysis will enable us to discover the individual behaviors and the political features that are reliable predictors of the quality of public communications of politicians.

INFORMATION SOURCE AND POLICY-INSTRUMENT -- MASS MEDIA'S FUNCTIONS FOR POLITICAL ELITES

Fawzi, Nayla
› University of Munich, Germany

A growing influence of mass media on politics has been stated within the framework of mediatization: Media coverage can affect politics strongly and media logic gains more and more importance. But beside those media effects on politics, media also play another role during policy-making: they fulfill important functions for political elites. First one can note a resource function that is the use of mass media as an information source. Second, media can have an operational function that is the strategic use of mass media by political elites. Single case studies show that politicians use media coverage to read up on citizens, on other political actors and on political news. Furthermore, research also shows that politicians try to influence media coverage to persuade citizens or to affect policy-making. But systematic studies that cover both functions in terms of several target groups (citizens, politics, own organization) are rare.

THIS PAPER THEREFORE ANALYZES THOSE MASS MEDIA'S FUNCTIONS FOR POLITICAL ELITES. FURTHERMORE, IT INQUIRES WHETHER THOSE FUNCTIONS DIFFER BETWEEN GOVERNMENTAL AND NON-GOVERNMENTAL POLITICAL ACTORS.

COMMUNICATIVE ACTIVITIES IN RESPONSE TO THE PRESUMED INFLUENCE OF CAMPAIGN COMMERCIALS

Philipp Henn [1], Marco Dohle [1], Uli Bernhard [1]
› University of Duesseldorf[1]

People tend to presume that media have a strong influence on other people. According to the influence of presumed media influence approach, this perception can have consequences on people's attitudes and behavior (Gunther & Storey, 2003). One proven consequence of perceived media influences are so-called corrective actions (Rojas, 2010). This means that people who believe the media to have a strong political influence on their fellow citizens start or increase communicative action in order to counter the presumed media effects, especially when media content is viewed as negative.This has been tested here using two specific media stimuli. It is hypothesized:
H1: The stronger the political influence of media content on others is perceived to be, the more likely people are to react by actively communicating themselves.
H2: The more negative the political influence of media content on others is thought to be, the more likely people are to react by actively communicating themselves.
In order to test these hypotheses a standardized online survey was conducted in Germany (n = 214). Participants were to watch two videos: 1. a campaign commercial by the Sozialdemokratische Partei Deutschlands (SPD, German Social Democratic Party), Germany's second largest political party, usually perceived as moderately left-wing; 2. a campaign commercial by the Nationaldemokratische Partei Deutschlands (NPD, German National Democratic Party), an extremely right-wing party that is not part of the German parliament. The participants were told that the videos for the election were available on YouTube. They were asked to indicate how strong and how positive/negative they believed those videos' influence on recipients to be (independent variables), and whether they would post their own views in a comment on this YouTube video (dependent variable). Control variables were also measured.
The results confirm H1: A connection between the perceived strength of the media influence and intended communicative activities in reaction to this was found in the cases of both videos: the stronger the perceived media effect, the more likely people were to react.
H2, on the other hand, could not be proven: The evaluation of the perceived

influence on others did not have any influence on the intended communication activities in reaction to this.
However, in the case of the SPD video, an interaction effect was revealed (strength of influence * evaluation of influence): The stronger and the more positive the commercial's influence was perceived to be, the more likely the respondents were to comment on the video.
The findings are inconsistent with the corrective actions hypothesis, since influences that are not thought to be negative should not require any corrections. Rather, it is possible that people who perceive media to have a strong influence on the public use the comments sections in online media like YouTube to communicate their own political views because they want to reinforce the message of the initial offering and hope to convince others that way. This is probably particularly pronounced in online media because there is a very low threshold for communication activities.

JOURNALISTS´ AND POLITICIANS´ ONLINE SOCIAL NETWORK AFFILIATIONS. A 2-MODE NETWORK ANALYSIS AND EXPONENTIAL RANDOM GRAPH MODELLING

Maurice Vergeer [1]
› Radboud University[1]

Traditionally, journalists serve the important role in modern democratic societies check and critique politicians and governments, as well as relay to and clarify for citizens the complex matters politicians and governments deal with. At the same time politicians might try to use journalists to convey their political messages to the general public, implicitly using the journalists' status as independent source to create more trustworthiness and validity of the message and maybe even frame events. As such journalists are heavily dependent on each other.
In the era of social media relations between journalists and politicians have extended to the online realm: social relations have become online social relations. A difference between the offline relations is that these are mainly construed over time, building a relation based on trust. Online social relations differ from these: these are based on the dissemination of information.
However, even though these relations seem to be of less value -- they are not based on trust - they give insight in how journalists from major and minor news organizations are affiliated with politicians from political parties in the Netherlands.
Traditionally news organizations can -- to some extent -- be classified along ideological dimensions: some can be considered somewhat leftish while others are leaning towards the right. Nowadays, however, most Dutch news media provide news in a balanced matter.
The relevancy of this study is twofold: (a) it can shed light on how politicians and journalists can
The questions that will be answered in this study are as follows:
1) How is the Dutch journalism-politics network composed?
a) What online social relations exist between Dutch journalists and politicians?
i) To what extent do politicians and journalists reciprocate these social relations?
b) What are the political opinion leaders according to journalists?
c) What are the journalism opinion leaders according to politicians?
d) To what extent do journalists relay information on behalf of politicians?
2) How can connecting behavior between politicians and journalists be explained by using actor attributes?
Data and methods
The data consist of all politicians/candidates running for parliament in 2012 and 2152 journalists using a Twitter account. Data were collected in September 2012
The methods used in this paper is a 2-mode social network analysis at the individual (politician and journalist) and an aggregated level of political parties and news organizations. To predict connecting behavior we will use Exponential Random Graph Modelling (ERGM).

17:30 - 19:00

PARALLEL SESSION 3 - 14. POLITICAL COMMUNICATION (A) - PERCEIVING THE MEDIA AS BIASED, HOSTILE, AND POWERFUL

› Location: Auditorium II, First Floor

FRIENDLY OR HOSTILE MEDIA? PERCEIVED MEDIA BIAS IN ELECTION CAMPAIGNS

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Theoretical background: Since the early research of Lazarsfeld et al. (1944), selective exposure has been the dominant paradigm to explain exposure to and perception of political news during election campaigns. In order to reduce cognitive dissonance, voters select news that are consistent with their political beliefs. More recently, the hostile media paradigm emerged (Vallone et al., 1985; in election campaigns e.g. Dalton et al., 1998). It states that people perceive media content as biased against their beliefs. Taken together, the paradigms can lead to contradicting conclusions: According to the selective exposure paradigm, partisans are exposed mostly to attitude consistent political news. Consequently, they should report the news coverage to be favorable to their political camp. But according to the hostile media paradigm, partisans should characterize news reporting of any kind as biased against them. In this paper, we address this contradiction. First, we argue that the extent of selective exposure and hostile media perceptions varies between media outlets. Second, we expect both phenomena to be associated within media outlets: A strong link between political ideology and selection of an outlet should be associated with friendly media perception, that is, a bias towards the own political camp. In contrast, if there is little connection between political ideology and selection of an outlet, hostile media perception should prevail. Data: Recent research demonstrating selective exposure or hostile media perceptions mostly relies on experimental studies. In contrast, we use representative survey data from the rolling cross-section surveys of the German Longitudinal Election Study (http://www.gesis.org/en/elections-home/gles/) to enhance ecological validity. Over 10.000 participant were surveyed before the German National Elections 2009 and 2013. Respondents reported which media outlets (newspapers and television news) they used for political information. For each outlet, they could name up to three political parties which were favored by its news coverage. Additionally, numerous political attitudes were measured. Statistical analysis: Data are analyzed using cross-classified multilevel models (Beretvas, 2010). In this framework, answers are considered to be grouped in both respondents who reported them and media outlets they refer to. The first model estimates the probability that an outlet is selected depended on political ideology of the respondents. The second model estimates the perceived bias of an outlet in favor of left or right political parties depended on political ideology of the respondents. The effects of political ideology are allowed to vary between outlets (random effects). Finally, we relate the random effects of political ideology on media selection to the random effects of political ideology on perceived media bias. Results: The predictive power of political ideology for news selection varies significantly between media outlets. The major newspapers, which are known to be politically aligned, are more likely selected by the respective partisans. The selection of television news, the yellow press outlet 'BILD', and local newspapers is not or only marginally depended on political ideology. As expected, political ideology is positively related to the direction of perceived bias within the major newspapers (friendly media perception). Hostile media perceptions are strongest for 'BILD', and also exist for television news and local newspapers. But overall, hostile media perceptions are of limited magnitude. The results are similar for both the 2009 and 2013 elections. Literature Beretvas, S. N. (2010). Cross-classified and multiple membership models. In J. J. Hox, & J. Roberts (Eds.), The

handbook of advanced multilevel analysis (pp. 313-334). New York: Routledge. Dalton, R. J., Beck, P. A., & Huckfeldt, R. (1998). Partisan cues and the media: Information flows in the 1992 presidential election. American Political Science Review, 92(1), 111-126. Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1944). The people's choice: How the voter makes up his mind in a presidential campaign. New York: Columbia University Press. Vallone, R. P., Ross, L., & Lepper, M. R. (1985). The hostile media phenomenon: biased perception and perceptions of media bias in coverage of the Beirut massacre. Journal of Personality and Social Psychology, 49(3), 577. doi: 10.1037/0022-3514.49.3.577

THE EFFECTS OF PERCEIVED MEDIA HOSTILITY AND PRESUMED MEDIA INFLUENCE ON THE ANTAGONISTS IN MEDIATIZED CONFLICTS.

Post, Senja

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Media coverage has been found to influence the subjects of their news reports in multiple ways (reciprocal effects, Kepplinger 2007). In particular, one can assume that media coverage of social conflicts influences the conflicting parties. Dealing with media reports on their cause, members of the conflicting parties probably evaluate news coverage with a hostility bias (Vallone, Rosse & Lepper 1985). The perception of hostile media paired with the belief that media messages are influential (Gunther & Storey 2003) have been found to affect subjects' perceptions of the public image of their cause (Tsfati & Cohen 2005; Tsfati 2007) arousing various types of feelings, convictions and behavioral intentions such as social estrangement (Tsfati 2007), endorsements of media censorship (Dohle & Bernhard 2013), violent action (Tsfati & Cohen 2005) or communicative activities (Cohen, Tsfati & Sheafer 2008; Rojas 2010; Tsfati, Cohen & Gunther 2010). Partisans perceiving hostile and presuming influential media have been found to try to correct media coverage by resorting to alternative ways of communication on the Internet, by joining protests or signing petitions (Rojas 2010). Another possible way to "correct" hostile media coverage would be to communicate extreme -- i.e. exaggerated, polarized or undifferentiated messages. This kind of "corrective action" possibly resulting from perceived media hostility and presumed media influence has not been studied yet. It is particularly relevant within the context of social conflicts because, in a dynamical perspective, it would lead to a polarization of the conflicting parties over time. Antagonists' perceptions of media hostility, presumptions of media influence and intentions to communicate extreme messages will be studied in the context of the German conflict over the application of biotechnologies. As in other countries, there are various social actors who endorse the development and application of biotechnologies while other actors fight it. Hypotheses: a. The more actors perceive that the benefits / risks of biotechnological applications outweigh the risks / benefits the more they perceive that media coverage of biotechnologies is hostile toward their position. b. The more actors perceive that the media is hostile toward their own position and influential the more they believe that the public image of biotechnology runs counter their own positions. c. The more actors perceive that the media is hostile and influential the more they are inclined to communicate extreme, i.e. polarized messages to journalists. The hypotheses will be tested in representative CATI-surveys of German actors communicating about biotechnologies from the academia, the government, industrial associations, companies, churches, ethical, consumer and environmental protection groups. Fieldwork has stared in mid-February 2014 and will go on for six weeks. After one week, 80 academics (20 %) and 20 companies (15 %) have participated. Respondents are to rate the risks and benefits of biotechnologies, media coverage of risks and benefits of biotechnologies, media influence on the public, the public image of biotechnologies and their self-efficacy as public communicators. In addition, they are to rate their readiness to communicate extreme, or exaggerated messages about the risks and benefits of biotechnologies in the media.

THE INFLUENCE OF PRESUMED POLITICAL MEDIA INFLUENCES ON POLITICAL COMMUNICATION ACTIVITIES

Bernhard, Uli; Dohle, Marco; Vowe, Gerhard

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The influence of presumed media influence approach postulates that the perception of strong media effects on others affects individual attitudes and behaviors (Gunther & Storey, 2003). For example, if individuals perceive strong and disagreeable political media influences on others they increase political participation in order to oppose these influences ("corrective actions"; Rojas, 2010). This is of particular importance as online media offer low-threshold options for participation. However, there are hardly any studies on corrective actions that examine the perceived influence of online media and consider online as well as offline communication behavior as consequences. The present study addresses these aspects within the context of the parliamentary election in a German federal state in 2012. It is assumed that the stronger and the more negative the media influence on the public is perceived to be, the more people spread their own political opinions via online media (H1a) and via forms of offline communication (H1b). In previous studies, presumed media influences are measured generally. However, it appears plausible to differentiate between different dimensions of influence. Thus, it was assumed that in the context of an election corrective communicative efforts depend mainly on the perceived influence on people's voting decision and only indirectly on the perceived influences on the agenda of topics, the candidates' image, and the formation of opinions (H2). To test these assumptions, a standardized online survey was conducted among the population of the federal state (n = 485). The perceived influence of television, newspapers and the Internet was captured separately for four different dimensions: * influence on which topics were deemed important, * influence on the image of candidates, * influence on the formation of opinions, * influence on the voting decision. Additionally, the evaluation of the influence was measured. As dependent variables several political online and offline activities were measured and summarized to create an index for online and offline participation. Also control variables were considered. Results concerning H1a/H1b show: The stronger the respondents perceived the Internet's political influence on the public to be, the more frequently they spread their own opinions via online and offline channels. However, neither the evaluation of the perceived influence alone nor the interaction term from the strength and the evaluation of the perceived influence did affect people's communication. In this sense, it is not suitable to consider the communicative activities as 'corrective actions': It is not plausible that individuals make efforts to counteract perceived media effects that they don't believe to be negative. Instead, the respondents could much rather simply desire to spread their own views. Based on this, they might use media for this purpose, which they believe to have a strong political influence and thus to be effective. Thus, presumed strong influences simply lead people to underline their own political opinions in terms of 'confirmative actions'. Moreover, detailed analyzes support H2: Only the presumed effects on the general public's voting decision had a direct influence on communication activities, whereas the other dimensions had not. Yet those did have an indirect impact on people's communication behavior.

THE MEDIATED EFFECT OF SELECTIVE EXPOSURE ON POLITICAL POLARIZATION

Trilling, Damian[1]; Van Klingeren, Marijn[1]; Tsfati, Yariv[2]

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In recent years, the topic of selective exposure has increasingly drawn the attention of political communication scholars. Selective exposure theory suggests that people tend to expose themselves to political information they agree with beforehand, which increases polarization. However, most research is conducted in the United States, a country with a political landscape that is arguably much more polarized than many multi-party system- countries in Europe. Furthermore,

little is known on how and why people polarize. The proposed paper addresses these two shortcomings and presents results of a large-scale experiment in the Netherlands, in which the mediating role of (1) frame acceptance, (2) knowledge gain, and (3) perceived opinion climate is investigated. Exposure to partisan media's framing leads to polarization, as the audience accepts these frames (Jamieson & Cappella, 2008). Learning effects resulting from exposure to mediated political information were documented across a wide variety of genres in a variety of contexts (Chaffee & Kanihan, 1997), including learning of political information from ideological media, which can result in polarization (Jamieson & Cappella, 2008). With regard to the perceived opinion climate, Stroud (2010, p. 558) argues that a possible explanation to the effect of SE on polarization is that "people want to be perceived well by their fellow group members and hence adjust their opinions toward the perceived group mean". To investigate these mediated effects of selective exposure on political polarization, we test the following hypotheses: Selective exposure leads to frame acceptance (H1a), which leads to polarization (H1b). Selective exposure leads to knowledge gain (H2a), which leads to polarization (H2b). Selective exposure leads to a biased perception of public opinion (H3a), which leads to polarization (H3b). METHOD: We recruited 625 native Dutch participants. After removal of invalid cases, n=501 were included in the analysis. Quota were used to match age and gender with the Dutch population. In an online experiment we first measured their attitudes on immigration and a number of control variables. n=70 participants were exposed to a pro-immigration article, n=71 participants to an against-immigration article (forced exposure), n=294 participants were allowed to choose (selective exposure), and a control group was given an article on astronomy (n=62). After exposure, attitude towards immigration was measured again, before the mediators frame acceptance, knowledge gain, and perceived public opinion were measured. RESULTS: Preliminary results indicate that selective exposure indeed has a polarizing effect: Choosing an article in line with your opinion makes your opinion more extreme. The effect of forced exposure to articles was smaller. Also, in line with our hypotheses, in most conditions, this polarizing effect was mediated by perceived opinion climate and knowledge gain. Frame acceptance, however, played less of a role: The acceptance of economic and cultural frames used in the articles differed only slightly between groups. All in all, our study provides strong evidence for the effect of selective exposure on political polarization, while enhancing our understanding by systematically assessing the role of mediators in this process.

SOME DISAGREEMENT IS ENGAGING: A CROSS-NATIONAL ANALYSIS OF EXPOSURE TO CROSS-CUTTING NEWS AND TURNOUT

Castro Herrero, Laia[1]; Hopmann, David Nicolas[2]

› [1]University of Fribourg, Switzerland; [2]University of Southern Denmark, Denmark

This study examines if exposure to political disagreement through the media affects citizens' likelihood to vote. Recent scholarly debate has raised the concern that citizens increasingly select news media biased towards their own political preferences. This paper contributes to this important debate by asking the question whether exposure to disagreement through the media--cross-cutting media exposure--has any effect on turnout. Previous results of empirical research on the effects of exposure to disagreement (or agreement) through the news media on electoral participation have been mixed, or inconclusive. For example, some authors have shown that exposure to like-minded news reinforces political predispositions and, hence, encourages political participation in UK general elections (Brynin and Newton, 2003; Newton and Brynin, 2001). Yet, other studies have shown that the introduction of Fox News in local US cable markets led to an overall increase in voter turnout by persuading non-Republican viewers to vote for the Republican party (DellaVigna and Kaplan, 2007). Further research, however, has shown that turnout remains unaffected by cross-cutting news exposure during US presidential campaigns (Dilliplane, 2011). In this paper, we argue that some of the aforementioned results have been mixed or inclusive because they rest on the assumption of a linear relationship between exposure to cross-cutting news and turnout. In fact, there is good theoretical reason to assume that this relationship is non-linear. Based on extant research in the fields of interpersonal political communication, voting behaviour, media framing research, and political reasoning, we argue that media exposure to moderate levels of cross-cutting political views increases turnout (H1), while exposure to extreme levels of non-likeminded viewpoints has negative effects on turnout (H2). To test these hypotheses, we conduct a cross-national analysis of the effects of exposure to disagreeing media content on electoral participation in 28 EU media systems. Our study builds upon quantitative data from 2009 European Election Study Survey containing questions on political preferences and behaviour, and media use patterns of 27,079 individuals across Europe. By doing so, we go substantially beyond previous single-country studies. Mixed-effects logistic regression models are built to predict the impact of cross-cutting news exposure on turnout using cross-national variance. Our results not only show that citizens do engage in cross-cutting exposure but, most importantly, our results confirm that the relationship between media exposure to disagreement and electoral participation is non-linear. Even when we allow the effects of cross-cutting news exposure to vary across media systems, its impact on electoral participation remains significant, as we hypothesized. The results also document a significant association between non-like-minded news media exposure and the perception that there are relevant differences between candidates and parties, which in turn significantly predicts electoral participation. In the concluding section of our paper, we discuss the implications of our findings in light of the current changes in media environments and patterns of news consumption.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 14. POLITICAL COMMUNICATION (B) - SHAKING UP THE STABLISHMENT: NEW ONLINE MOVEMENTS AND ANTI-MAINSTREAM PARTIES

› Auditorium III, First Floor

NETWORKED YOUTH ACTIVISM: DIGITAL MEDIA, SOCIAL MOVEMENTS AND PARTICIPATORY CULTURE AMONG SOUTHERN EUROPE YOUNG ACTIVISTS

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The last few years have been defined, in several parts of the globe, by multiple forms of public dissent, that although have emerged in the streets use also the internet and other digital technologies as vital resources. In southern European countries, particularly Portugal and Greece, these manifestations have been a result of the escalation of the economic crisis, but also of its broader social and political consequences. In this scenario, various youth groups have been assuming the role of protagonists of movements that try to articulate the general dissatisfaction -- which also relies in a disbelief of the political system, its institutions and values --, thus creating alternative ways of expression and protest. Studies concerning young people's political involvement have been addressing this issue, mostly by broadening the definition of political, public participation and the public sphere (Dahlgren, 2007, 2009; Loader, 2007; Olson and Dahlgren, 2010). Currently, youth predominant participation in what has been termed the "new, new social movements" (Feixa, Pereira and Juris, 2009) constitutes a crucial dimension for understanding young people's engagement in the public sphere, especially if we consider these movements' ability to integrate participation at different levels -- locally/ globally; collectively/ individually; "virtually"/ "in the streets". The main goal of the current paper is to discuss the theoretical framework, methodological challenges and preliminary results of a research project on youth participation in the public sphere of some worldwide countries. The study we intend to present is part of a broader transnational project (GENIND), which aims at comparing recent social movements in Southern Europe, North Africa, Middle East, and America. Given the social, economic, and even political affinities between the two countries, the Portuguese case will be compared mostly with the Spanish one, bearing in mind the results and theoretical framework of the overall project.

The individuals and groups studied in this paper are young techno-activists from both countries, Portugal and Spain, who are (hyper)connected to youth movements of social protest lately appeared in most "hypermodernized" (Europe, USA, etc.) and "inframodernized" (Egypt, Siria, lemen, etc.) countries as well. From a methodological point of view, we have adopted a qualitative approach, both offline and online, mainly based on in-depth interviews, netnography, participant observation, and documental gathering of information of various sorts, by conducting "multisited" fieldwork in Portugal, in close relation with the one carried out in Spain and in other countries within the transnational project mentioned above. We will address the following questions: 1) In what way, through which specific resources -- practices, products and circuits --, contemporary youth conveys not only their dissent or protests against socially and politically relevant issues, but also expresses their identity and cultural alternative? 2) How the internet and other digital technologies are used to organize not only dissent and alternative cultural practices, but also to express the identities of different individuals and groups? Finally, 3) what convergences or divergences are there in the way of expressing, organizing and on the discourses of different youth protagonists in the cases studied across countries?

ONLINE POLITICAL ACTIVISM: INSIDER GROUPS AND POLITICAL AUTHORITIES IN AUTHORITARIAN COUNTRIES

Erayja, Salem

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This paper explores how online social movements in Saudi Arabia use ICTs as a political communication tool in a non-democratic environment. The study focuses on 'insider groups' who are privileged groups in terms of the space they occupy in the public sphere and the tolerated official reaction towards their activism not only online, but offline too. The study investigates how insider activists in an authoritarian political environment use new communication technologies for mobilisation and organisation. In addition, to what extent are online social movements affected by the opportunities and constraints of the social and political environment? Moreover, the paper analyses the complex relationship between those in power and allied activists. Historically, the authority in the Kingdom appears to the public as a conservative Islamic state and at the heart of the Islamic world, which frames most of its internal decisions. At the same time, the authority faces external Western and American pressures to reform on some social issues such as women rights, freedoms and so on. However, such demands if adopted directly by the authority can damage its conservative image internally and may cause internal instability. Insider political activists are assumed to operate at the shifting and contested intersection between reform and conservative stability. Based on qualitative empirical research, and 30 in-depth semi-structured interviews that were conducted with social and political activists in Saudi Arabia, a new understanding of Insiders' relationship with authorities in Saudi Arabia is emerging. The research findings suggest that the authority deals with this conflict by supporting some allied social activists indirectly to enhance and raise such required reforms on behalf of the authority. Although insider activists are not linked directly nor have personal relationships with power holders, the lines of relationships are crossed in the conjunction of interests they share and within the authority's political frame. The support is realised in offering some privileges and access to some available resources such as appearing on national media and allowing for conferences and rising of demands that are forbidden for other oppositional activists. Nevertheless, while insiders who were involved in the research interviews confirmed this form of relationship with the authority, they have also been exposed to extreme forms of repression such as detention. The interview material suggests different explanations for this ambivalent treatment. Some interviewees claim that by jailing allied activists the authorities actually seek to protect them from some angry Islamic groups, whereas others simply see it as a way of gaining internal propaganda in the ongoing power struggle between the various fractions of the Saudi elites. In conclusion, the research suggests that the decision makers in authoritarian countries in order to deal with both internal and external pressure are maintaining an indirect relationship with some allied social activists based on shared interests. It is a type of relationship that can be described as 'we like what you do, when you do what we like you to do'.

POPULISM IN THE SOCIAL WEB? EXTREMIST PARTY'S USE OF FACEBOOK IN THE 2013 GERMAN FEDERAL ELECTION ON THE EXAMPLE OF THE NPD

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Since the so-called "Facebook election"-- the 2008 US-American presidential election where Barack Obama successfully applied social media --, politicians have recognized their potential in campaigning. It is assumed that social media do not only give the opportunity to set issues and deliver information directly to voters (Schweizer, 2011), but also to enable a dialog with citizens and, thereby, strengthen trust in democracy (e.g. Lilleker & Jackson, 2011). In particular, for addressing younger voters, social media seem to be more and more important as a growing number of the 14-29-years old uses these channels, especially Facebook, to conceive a political opinion (Hasebrink & Schmidt, 2013). Previous studies have already evaluated how German politicians use the SNS (e.g. Schultz & Heimrich, 2012). But by now research has neglected to profoundly examine how parties other than the so-called "Volksparteien" (major parties) use Facebook in election campaigns -- for example smaller parties with extremist and democracy-harming potential. It can be feared that chances such as direct and unfiltered in-formation dissemination to (young) citizens or the opportunity to mobilize them at very low-cost can turn into perils for democracy. As users become a "fan" of a party and share and comment on party's posts, they can disseminate those to their own personal networks, and larger publics are reached. Thus, already, in 2010 internet users feared an increasing influence of people with extremist views (Smith, 2011). Starting from this, our paper examines two central questions: (1) How does the far-right NPD use Facebook (informing and mobilizing users, spreading ideological elements)? Further, we (2) analyze how successful they create user-activity. We concentrate on the NPD because it is on the verge of being banned by the German Federal Constitutional board for its anti-constitutional attitude. In order to evaluate how efficient the NPD communicates with its fans compared to other parties with a similar electorate (around 3 to 5% of the population), we also examined the communication of four other small parties. They are ranging on either the more right or leftist side of the political spectrum, but are commonly not regarded as anti-constitutional. We content analyzed the federal party fanpages of the "National Democratic Party of Germany" (NPD), "The Republicans", the "Alternative for Germany (AfD)", the "Pirate Party" and the "Party for Social Equality (PSG)" in four weeks before the federal election 2013 (n=656 status updates). All parties predominantly used Facebook to announce pre-election parties and inform about the election, while mobilization online played a marginal role, which is in line with previous studies (e.g. Klinger, 2013). User activity in general is high (M=98.4 comments and M=81142.4 likes), but in particular the NPD and the AfD create outstanding user-activity. On the NPD's fanpage compared to the other parties also significantly more posts with ideological elements were found. Interestingly, such posts including extremist statements also created the highest user-activity with regard to comments and likes, which shows that democracy-harming content can be spread effectively through social media. Implications and further results will be discussed in the proposed presentation.

CHALLENGING DOMINANT PUBLICS: ONLINE NEWSPAPERS' COMMENTS' SECTIONS AS NOVEL SPACES FOR EMERGING COUNTERPUBLIC DISCOURSES

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As a range of recent research suggests, commenting on news articles is currently the most widely practiced form of participatory journalism across western democracies. To date, however, as Freelon (in press) has pointed out, research that assesses the democratic consequences of political talk in comment sections has been developed close to exclusively against the normative backdrop of deliberative discursive norms, with the most common reference being Habermas's (1962) early work on the public sphere. To broaden up and extend this recently vibrant academic debate, Freelon (in press) has suggested and operationalized two further sets of measures against which political talk can be evaluated: a

liberal individualist respectively a communitarian normative stance. This study seeks to build upon and extend this extant literature in two aspects: Firstly, it will propose and operationalize a further normative framework that can be adopted to analyse comments posted to news websites: that of counterpublic theory. Second, extant research that evaluates political talk online has considered the content published in distinct online spaces largely in isolation, i.e. without reference to a systematic analysis of mass mediated discourse. By contrast, this article will juxtapose the coverage of two distinct public spheres, the sphere of mainstream mass media and the participatory sphere of comment sections. To work towards these goals, the paper will scrutinize the case of a newly founded, German anti-Euro party, the Alternative for Germany (Alternative für Deutschland, AfD). In devotedly pro-European Germany, the new party won 4.7 per cent of the vote in the 2013 general election, only six months after the party's foundation. In this paper, we will juxtapose a critical discourse analysis of all articles published about the AfD on eight opinion leading news websites in the first week after the elections (n = 22 articles) with a quantitative content analysis of all comments posted below these articles (n = 3154). As our critical discourse analysis will show, German mass media discourse was hegemonic in the sense that it framed, commented and judged the anti-euro party AfD in unison in a way that was sharply opposed by the party's supporters. By contrast, our quantitative analysis of newspapers' comments sections evidences that these novel participatory spaces were overwhelmingly dominated by commentators challenging hegemonic mass media discourse in a variety of ways. As the results of our quantitative analysis show, comments transporting elements of counterpublic discourse were dominant on news websites across the political spectrum. Our results map out the distinct shapes of these counterpublic discourses in detail (on tabloid vs. non-tabloid websites and on right-wing vs. left-wing websites). We find, for instance, that counterpublic commentators relied more on emotional appeal and less on argumentative resources on tabloid platforms in comparison with high-brow outlets. In the final part of our talk, we will discuss the consequences of these findings for the transformation of digital, democratic public spheres.

KNOCKING ON HEAVEN'S DOOR: DO NEWS MEDIA (FAIL TO) COVER NEW PARTIES THAT (FAIL TO) ENTER PARLIAMENT?

van Spanje, Joost[1]; Burscher, Bjoern[1]; Dinas, Elias[2]
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In every democracy, new parties emerge every now and then. New parties need news media attention to survive. In order to get attention, obtaining representation in the national parliament may help. To what extent are new parties more visible in the media once they have gained access to parliament? Do they receive more favorable news attention as well in that case? And are parliamentary new parties perhaps also framed in different ways - less anti-establishment, more responsible, less extreme, or associated with more policy issues? The media can arguably play a major role in shaping a party's image. This applies to new political parties in particular. According to the literature, new parties can relatively easily be ignored or portrayed as deviant groups. The degree to which, and how, a new party is covered in the media has been shown to influence its electoral success and is thus crucial for its future. To answer our three research questions we cannot simply compare new parties that have made it into parliament to those that have not. Instead we address this question using a regression discontinuity (RD) approach based on data from eight established democracies since 1987. We analyze all new parties that have contested these countries' national elections at least twice, linking their success in entering their national parliament (or their failure to do so) to the news media coverage of these parties during the campaign leading up to the following national election campaign, one or several years later. In showing this, we go beyond the existing literature in at least four ways. First, we carefully investigate new parties' visibility in the news media. Notwithstanding the extensive literature on new parties in established democracies, their media visibility has remained largely unexplored. Second, how new parties are covered by the news media has hardly ever been studied either. We propose, and test, various propositions about parliamentary access affecting the tone and framing of the coverage of new parties. Third, we investigate not just one type of new party (e.g., populist right parties) but all new parties. In doing so, we analyze more observations than any previous analysis, which provides us with more statistical leverage. We study all new parties that have participated in at least two national-level elections in eight countries since 1987. Fourth, to our knowledge this is the first time that an RD approach is applied to the field of political communication. Results from our analyses suggest that surpassing the electoral threshold in a country increases the media visibility of parties that have a clear left-wing or right-wing profile, not of other parties. We have no results yet about tone and framing of the coverage of new parties, as we are currently compiling our unique database. Our findings will be a modest step in solving the puzzle of why some new parties survive while others die. They will also be important beyond their scientific relevance, allowing an assessment of how news media live up to their function in a democratic society.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 14. POLITICAL COMMUNICATION (A) - MEDIA LOGIC AND THE POWER OF NEWS

› Auditorium II, First Floor

MASS MEDIA LOGIC ON THE SHIFT. A CHRONOLOGICAL ANALYSIS OF GERMAN NEWSPAPERS

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Using the example of Germany the present study asks for changes in mass media logic over time. Based on the introduction of private broadcasting in 1984, the related commercialization process in Germany's media system and the emergence of the internet it can be assumed that mass media logic has changed in the last 30 years -- from normative to market logic (Landerer 2013). In addition to implications for democratic theory, this shift would be important for mediatization research. Here, mass media logic is seen as a driving force of social change (Esser 2013). Following Altheide (2013), the present study defines mass media logic as an overlapping conceptual logic referring to rules of mass media reality construction which is operationalized through three categories: selection, presentation and interpretation. The theoretical background is Schimank's approach of actor-structure dynamics. The basic idea is to include journalists' role perception and working conditions as well as the media system's structures that both shape mass media logic.
To investigate how mass media logic has changed over time, we conducted qualitative and quantitative content analysis from a tabloid, a regional and a national newspaper in Germany. In a first step, an explorative study has been used to gain insights on possible developments regarding the last 30 years. Therefore we chose recurring events of different social functional systems such as politics, sports or culture. We also included news coverage of extreme weather phenomena like severe storms. Drawing on our qualitative study and on previous research in related fields, in a second step, a set of indicators has been identified which guided the quantitative research. For that purpose more than 4000 systematically sampled articles have been coded. Again, the period of investigation was between 1984 and today.
The results demonstrate that German newspapers use more superlatives and generate increasingly one-of-a-kind or rather unexpected news stories today. Moreover our findings show an acceleration of news coverage and an increasing throughput speed. One implication is that politicians can sit out scandals. Since mass media aim for attention and the largest possible audience, they become more and more self-referential. The findings also suggest that German newspapers both report increasingly on conflicts and focus on emotions, experts and celebrities. Compared with the past, news content is simplified, narrative and visualized nowadays. Further changes are also linked to journalists' role

perceptions. In conclusion, the study shows that mass media logic indeed has changed towards commercial logic.

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THE ROLE OF POLITICAL JOURNALISM IN MINISTERIAL RESIGNATION DISCUSSIONS. A LONGITUDINAL ANALYSIS OF THE MEDIATIZATION OF POLITICS

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Mediatization in general and mediatization of politics in particular have been explicit foci in communications research for close to thirty years. However, there still is an apparent lack of systematic diachronic studies. Almost no study investigates the evolution of specific forms of mediatization and its impact on the subject matter. We contribute to closing this research gap with a longitudinal analysis of the mediatization of ministerial resignation discussions in Germany from 1949 to 2013. We conduct a comparative content analysis that investigates patterns in and the development of resignation coverage in the German quality and yellow press, and its effects on the outcome of the discussions.

The study is based on the assumption that changing structures in the German media market increased competition between media which in turn altered news reporting, one of the central elements of public communication. The period since 1949 is usually divided into three phases: From 1949 to 1983, the mass press and public broadcasting stations dominated the German media system. In 1984, private broadcasting was introduced. From the mid-1990s on, digitization and the Internet was spread. Drawing on the concept of mediatization and Kurt Imhof's theory of the "new structural transformation of the public sphere", the study thus investigates how mediated public communication on ministerial resignations has changed over time, especially against the background of an evolving media environment. Among others, the focus lies on the following dimensions of change: plurality of voiced opinions, negativity, scandalization, personalization, and journalists as implicit and explicit commentators.

What are our resignation cases? Between 1949 and 2013, 60 out of 478 German federal ministers have resigned. At least 90 more were involved in discussions concerning their potential resignation but eventually stayed in office. The presentation will concentrate on the 19 so-called push resignations (these are the cases where public pressure caused the minister to step down) and their coverage in four German quality newspapers and the leading daily tabloid. 1,491 articles and 13,417 statements have been content analyzed with a comprehensive codebook consisting of more than 90 categories. First results show that from the mid-1980s on, the news reporting and commenting on possible ministerial resignations has changed remarkably, revealing a more aggressive and one-sided negative reporting in favor of resignations that stands in considerable contrast to prior reporting. This finding is interpreted as a reason for the fact that two thirds of all push resignations have occurred after 1984. Furthermore, the discussions as such have become significantly shorter over time: Once a resignation discussion has started, the minister will now resign much sooner than towards the beginning of the period under study. The presentation will include a detailed report of the findings as well as a critical discussion on the impact potential of the reporting on the resignation discussions' outcomes.

MEDIATIZATION OF FOREIGN POLICY A COMPARISON OF MEDIA LOGIC AND POLITICAL LOGIC IN BRITISH, SWEDISH AND FINNISH FOREIGN POLICY STATEMENTS

Ann-Marie Ekengren [1], Douglas Brommesson [2]

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Mediatization--the adaptation of politics to media logic--has attracted considerable interest in recent years, as scholars endeavor to make sense of how the media shape society and politics using this meta-concept. This paper considers to what degree and in what ways the foreign policy of three European states has adopted a media logic with its focus on "simplification, polarization, intensification, personalization, visualization and stereotypization, and the framing of politics as a strategic game" (Strömbäck 2008: 233). The paper considers the adaptation to media logic in three different European states; Finland, Sweden and the United Kingdom. The results indicate no obvious increase in general media logic in terms of foreign policy content over time, in any of the three cases, judging from examination of their speeches in the UN. Instead, the possible adaptation to media logic on specific issues under specific circumstances is discussed, i.e the scope conditions for mediatization. The results here suggest a considerably higher adjustment to media logic in the form of foreign policy in the UK than in Sweden and especially in Finland.

TELEVISION REPORTING ON AUSTRIAN ELECTION CAMPAIGNS, 1983-2013: CONVERGING TOWARDS THE LIBERAL MODEL?

Josef Seethaler [1], Gabriele Melischek [1]

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Television is internationally regarded as the medium which has furthered mediatization of politics the most. Because of its ability not only to influence the presentation and perception of politics, but to adapt politics to the logic of the media, it continues to play that role in a converging media environment. This is associated with greater journalistic autonomy in presenting politics and politicians, a trend which has recently been linked with the rise of a more interpretive style of journalism (as opposed to the long-lasting primacy of informative journalism). According to Hallin and Mancini's classification of media systems, Austria can be taken as typical for the democratic-corporatist model with a high media-party parallelism, which can be regarded as a powerful counterforce to the mediatization of politics. Therefore, evidence for an ongoing process of mediatization in Austria would support the liberal convergence thesis.

This study endeavors to test this development using campaign coverage in Austrian television since 1983. In light of its long-term comparative perspective, the analysis is focusing on the public service broadcaster ORF and its main evening news program. (Moreover, commercial broadcasting via terrestrial transmitters started only in 2003.) To allow comparison with results from long term studies on U.S. television networks, four indicators were used:

(1) a shortening of the sound bites from top candidates,

(2) a lengthening of the speaking time allocated to journalists (at the expense of candidates' speaking time),

(3) an increase in the proportion of film sequences featuring top candidates in which they can be seen, but not heard, at the expense of those film sequences in which they can also be heard, and finally,

(4) in terms of content, a rise in campaign-oriented statements of top candidates in comparison to issue-based comments.

The results show, that in the 1980s and 1990s, the Austrian television news saw a dramatic shortening of the top candidates' sound bites. Journalists grant themselves -- in relation to the top candidates on whom they are reporting -- an

increasing proportion of speaking time. Politicians increasingly tend to be seen but not heard, with reporters summarizing or analyzing the events instead. Finally the increase in campaign-oriented as opposed to issue-related statements is in evidence. On the one hand, developments can be observed which occur at the same time as in the U.S. (speaking time of journalists vs. top candidates) or with a time lag (shortening of the sound bites), but with similar intensity. On the other hand, developments can be observed which are time-delayed and much weaker than in the U.S. (image vs. sound bites), or much more pronounced than in the U.S. (campaign-oriented vs. political/issue-based content). These heterogeneous findings suggest a process of convergence in which many things are in flux, but which, in the age of globalization, points to a gradual softening of the borders between the different types of media systems.

THE EVOLUTION OF OBJECTIVE AND INTERPRETATIVE JOURNALISM IN THE WESTERN PRESS. COMPARING SIX NEWS SYSTEMS

Frank Esser [1], Andrea Umbricht [1]
› U of Zurich[1]

A content analysis of 2422 political news stories from national and regional newspapers examines the different ways in which the "hard-news paradigm" has been adopted in the United States, Great Britain, Germany, Switzerland, France and Italy between the early 1960s and late 2000s. Theoretically, it is based on Høyer's concept of news paradigm, referring to a shared mindset in the journalism profession about the core meaning of news. We operationalize the hard-news paradigm as consisting of reporting conventions in the pursuit of facticity, balance, transparency and authenticity. The research design assumes that two explanatory conditions are responsible for characteristic differences in how the paradigm has been applied: one hand the historical-institutional "contexts" of the press systems (cross-national perspective) and on the other hand the development over "time" and the related diffusion and adaptation processes (cross-temporal perspective).
Finding I: The study traces how the paradigm has been expanded over time to include additional components. First, Western newspapers increasingly use news analyses and opinion-based stories; second, they also changed traditional news stories by gearing them more and more toward analysis (answering why-questions) and contextualization (addressing causes, consequences, connections).
Finding II: The study further indicates that the implementation of the news paradigm has developed differently across countries. We recognize three distinct yet interrelated news cultures. The American style distinguishes itself by its distance to the open expression of opinion on the news pages but, at the same time, a preference for mixing information with interpretation. The Italian style is furthest removed from the principles of facticity and balance, and strongly structured by statements of political (party) actors. A third approach found in Corporatist-Germanic systems is characterized by the simultaneous coexistence of commentary and objectivity. [The French and British approaches are hybrid types located in between these three 'extreme' types. French journalism is situated between the Italian and the Corporatist style whereas British journalism was placed between Corporatist and American style in the 1960s and then moved to a middle position between the American and Italian style in the 2000s.]
Finding III: The study demonstrates that the historical adaptation of the news paradigm was contingent on contextual factors. This has led to mixed forms of journalism in all six press systems where old (tradition-bound) and new (border-transgressing) elements are freely mixed. These idiosyncratic mixtures explain the continued diversity of reporting styles in the press systems of Europe and North America, even though we observe certain indications of transnational homogeneity. It is certainly true that U.S.-led reporting conventions in pursuit of facticity, balance and critical professionalism have spread to many European systems. On the other hand, American newspapers have slowly moved along a more opinion-oriented trajectory that is more in line with the European tradition. In sum, all Western news systems have experienced a shift from journalists being observers to becoming more autonomous interpreters of politics. Changes in market dynamics, levels of education and the status of the profession have contributed to this development.

09:15 - 10:45

PARALLEL SESSION 4 - 14. POLITICAL COMMUNICATION (B) - POLITICAL CAMPAIGNING: INNOVATIVE STRATEGIES AND THEIR IMPLICATIONS

› Location: Auditorium III, First Floor

INCREASING PERSONALIZATION IN FRENCH POLITICAL MARKETING: A DANGER FOR POLITICIANS, POLITICS, A AND DEMOCRACY?

Maarek, Philippe J.
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In recent years, like in North America, French political marketers have moved to more and more personalized campaigns. Not so long ago, the private life of French politicians, including the most prominent, the Presidents, had remained hidden from the public eye: François Mitterrand was even able to maintain the secret about the existence of a second family. But more recently, led by Nicolas Sarkozy public exposure of his private life, it seems that the French politicians are now unable to evade the personalization of their political communication, with the associated risk of endangering their career, but also the boundaries of democratic agreement, when the election is not based anymore on ideas, values, and political program. Furthermore, while François Hollande's campaign was based on a claimed return to being a "normal President" and appeared to overcome that tendency, as soon as he was elected, his personal life went astray, and remained hectic. It has obviously been concurring with his extremely low public support, with the lowest popularity ratings in public opinion polls for a French President, thereby weakening his ability to govern and increasing the disdain of many citizen for today's political arena. So could it be that there is a contradiction between the personalization of campaigns, which until now has without any doubt helped politicians to get elected and, in the long run, the democratic process, where personalization seems to constitute an increasing danger rather than, as previously, an asset? When professionalization of political communication leads to too much personalization --"peopolisation" is the word used by many French scholars -- the depoliticization of campaigns that results might well be counterproductive, as indicated by the example of the difficulties suffered by the two recent French Presidents in properly fulfilling their office.

CAMPAIGNING IN A CONTESTED SPACE: COMMUNICATION ON FACEBOOK PARTY PROFILES DURING THE 2013 CZECH PARLIAMENTARY ELECTIONS

Stetka Vaclav [1], Svelch Jaroslav [1], Vochocova Lenka [1]
› Charles University in Prague[1]

Ever since the success of Barack Obama's memorable Facebook campaign in 2008, politicians and political parties across the Western world have been eagerly exploring the potential of social media for engaging with their electorate and mobilizing voters. The increasing adoption of social network sites (SNS) by political actors, as evidenced by an expanding body of research, has been motivated, among other reasons, by the opportunity to use these new platforms to effectively approach and directly speak to the citizens, thereby bypassing editorial control in the traditional news media organizations and other information gatekeepers. Although many studies have focused on the intensity and dynamics of adoption and electoral mobilization through SNSs, relatively little has so far been known about the actual content of election communication and about the character of interactions between citizens and political parties on these platforms. Attempting to bridge this research gap, our study investigates the role of Facebook as a platform for both campaigning and political participation in the context of the 2013 Czech Parliamentary Elections, which became the first parliamentary elections in the country during which Facebook played a major role. The data has been collected during the pre-election week from seven official Facebook party profiles, representing both established (mainstream), alternative as well as populist political parties. Altogether, over six thousand of individual items (posts, comments and replies) were coded using quantitative content

analysis. Alongside examining the differences in the intensity of mobilization and participation based on the party type, our study has mainly been driven by following research questions, namely (RQ1) if the contributions on FB profiles were characterized by uniformity or heterogeneity of opinions; (RQ2) whether the communication was focused on programme and policy issues rather than on the campaign itself; and (RQ3) to what extent was the agenda influenced by the content of mainstream news media. Several other content variables were also included in the analysis, namely gender, type of author, length and other formal aspects of the contributions.
In line with previous observations, our data shows that both the populist and alternative parties have put greater effort in mobilization via Facebook than the mainstream ones, and have also managed to engage more users. However, in contrast to some commonplace assumptions that the Internet supports isolation of the users in ideologically homogeneous online communities, our preliminary results suggest that dissent is not only present but apparently even predominant in the campaign communication on Facebook, over which the parties appear to have much less influence and control than often assumed by political marketing strategists. The control over the thematic agenda is further undermined by frequent appearances of links to traditional news media channels within the user-generate content, which are often used to support critical voices. As for the topics, the discussion about the campaign itself, especially the evaluation of the quality of political marketing behind the campaign, seems to prevail over debate on policy and programme issues.

MOBILIZE, JUSTIFY, ACCUSE. CHANGING MEDIA STRATEGIES OF THE EGYPTIAN MUSLIM BROTHERHOOD IN TRANSFORMING POLITICAL AND MEDIA STRUCTURES

Carola Richter [1], Hanan Badr [2]

› Freie University Berlin, Institute for Communication and Media Studies[1], Cairo University, Faculty of Mass Communication[2]

In the past four years, the Egyptian Muslim Brotherhood -- one of the major political and social actors in Egypt -- transformed from an illegal but somehow tolerated social movement under authoritarian president Mubarak in 2011 to being the ruling party after the Arab uprisings and back to an outlawed clandestine group after the military's coup on July 3, 2013. By their specific way of incorporating available new media into their outreach strategies, the Muslim Brotherhood always mirrored the respective opportunities of contention in Egypt (Richter, 2011). The Brotherhood is thus a perfect example of looking at the changing media strategies of a social movement over time which allows us to conceptualize contentious political communication against the background of the transformation of political and media structures. In doing so, the conference's aim of linking communicative empowerment through media with its possible constraints can be studied in depth.
The fact that the Muslim Brotherhood as a social movement never sought legalization of its status, even in power, proves that media and not the institutionalized code of conduct have been extremely important in their contentious repertoire. In particular, internet and transnational satellite television were often thought of as autonomous spaces beyond the control of political incumbents. This conforms to a hypothesis postulated before 2011 where political actors in authoritarian societies rely on media instead of institutions for their tactics (Hafez, 2004). However, the specific political economy of the Egyptian media system with its oligarchic tendencies in audiovisual and print media in connection with the political management of internet access confronted and still confront contentious actors such as the Muslim Brotherhood with challenges to their media strategies.
The presentation is based on qualitative content analysis of the Brotherhood's media discourse before, during and after being in power embedding it into an analysis of the specific structural constraints in a transforming Egyptian political and media system. The study analyzed articles published on the Muslim Brotherhood's official website ikhwanonline.com during key events in 2007 under the Mubarak regime, in 2012 while being in power and in 2013 after being ousted by the military. It can be shown that the discourses tremendously changed from trying to mobilize bystanders to justifying its ruling and finally accusing its adversaries. The results will be explained by looking at the opportunity structures (see Tarrow, 1998) in which the Brotherhood operated.

Relevant literature: Hafez, Kai (2004): Arabisches Satellitenfernsehen - Demokratisierung ohne politische Parteien? In: Aus Politik und Zeitgeschichte 48, pp. 17-22.
Richter, Carola (2011): Media Strategies of the Major Social Movement in Egypt: The Muslim Brothers' Website ikhwanonline.com. In: Schneider, Nadja-Christina/ Gräf, Bettina (eds.): Social Dynamics 2.0: Researching Change in Times of Media Convergence. Berlin: Frank & Timme, pp. 85-104.
Tarrow, Sidney (1998): Power in Movement. Social Movements and Contentious Politics. Second Edition. Cambridge: Cambridge University Press.

REINVENTING POLITICAL COMMUNICATION: STILL INFORMING OR ENGAGING CITIZENS? EUROPEAN PARLIAMENT ELECTORAL CAMPAIGNING TRENDS 2009 -- 2014 IN THE COMPARATIVE PERSPECTIVE.

Koc-Michalska, Karolina[1]; Lilleker, Darren[2]

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The proposed paper is based on research conducted during the 2009 (within the CENMEP project) and 2014 European Parliament elections. It compares the online campaigning performance of political parties within four countries (France, Great Britain, Germany and Poland) within two online electoral cycles. We concentrate on the following research questions: RQ1. Is there a rise of the deficit in European political communication or on the contrary are parties more willing to interact with citizens and voters via new online channels? RQ2. What are the strategies of political communication proposed by the political actors in the era of the Web 2.0 -- do they still remain within an Information provision mode (as in the 2009) or do they embrace features aimed at mobilizing supporters and giving them an active role in the online campaign in 2014? RQ3. What role do social networks play in building communities online? To what extent is online popularity is reflected in real life electoral support? These research questions are to be answered in an in-time and cross-country comparative perspective. Usage a coding schema measuring the use of 214 web communication features allow us to track changes within the campaign strategies of the parties participating in elections. In 2009 we followed 97 parties (those obtaining more than 1% of vote in the election) covering parties of different size (major, minor and fringe), ideology, importance (governmental and oppositional), geographical coverage (national and regional). In 2014 the research is based on the same principles of sample selection, with additional features covering usage of social networking sites. This approach allows us to not only compare the change in web.1.0 and web.2.0 provision but also provide a more in-depth analysis of information provision, mobilization and engaging of the voters and supporters, interaction provision and technical sophistication of the website. The paper is based within the normalization vs. equalization theoretical approach. The normalization hypothesis suggests that the use of any technology within politics merely reflects existing power relationships (Bellamy and Raab, 1999), and so political power relations online represent „politics as usual (Margolis and Resnick, 2000). On the contrary, the equalization hypothesis implies that the Internet allowed less prominent political actors to bypass the media and speak to voters directly, which was earlier reserved only to existing power elites which dominated the access to the traditional media. Previous results suggest confirmation of the normalization hypotheses (Lilleker, Koc-Michalska et al. 2011), regardless of country, with the major parliamentary parties being most eager to offer engagement and mobilization. Surprisingly, during 2009 election, the right wing parties offer the greatest number of opportunities for interaction, not libertarian parties as expected (Sudulich, 2009) however left wing parties tended to provide more engaging features. During the 2009 electoral campaign usage of the social networks was rare, it was rather traditional website where interactivity and engagement was provided. For the country comparison the models reveal the strongest differences between the established members of the European Union (Great Britain, Germany, France) on one side, and Poland as a new member on the other. This difference remains significant for information, interactivity and

mobilization. This paper will test these results providing an analysis of European online political communication, the influence of Obama as well as changes facilitated by technology and driven by society to assess whether we are still in an era of information campaigns where the highest resourced parties retain power online or if the balance of power has shifted both to citizens as co-producers of the campaign and gained a more pluralist style with smaller parties becoming more sophisticated and interactive and so gaining a wider audience online.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 14. POLITICAL COMMUNICATION (A) - POLITICAL USES OF SOCIAL MEDIA: FIVE EUROPEAN PERSPECTIVES

› Location: Auditorium II, First Floor

POLITICAL SOCIAL MEDIA USE IN SCANDINAVIA

Moe, Hallvard[2]; Larsson, Anders Olof[1]

› [2]University of Bergen, Norway; [3]Radboud University, Netherlands

While there are certainly internal differences among the three Scandinavian countries - Sweden, Norway and Denmark - they share enough characteristics with regards to media systems and political organizations to merit comparison of political communication on social media. Based on our previous studies of online political communication in Scandinavia, as well as an ongoing comparative research project, this paper will summarize main trends and allow for a comparative European perspective. The popularization of the Internet during the 1990s was especially tangible in these countries, in no small part due to state subsidized computers and Internet subscriptions. Thus, the groundwork was laid for three countries characterized by high levels of Internet use and penetration. The same can also be said for social media services. About 60 per cent of the online Scandinavian population have an account on Facebook, while the same figure for Twitter is more modest - between 5 and 10 per cent, depending on what sources you use. As party-centered rather than candidate-centered representative democracies, much of the research looking into these contexts have concluded that parties rather than individuals play important parts also in the online environment. Nevertheless, studies on Twitter in particular have suggested the possibilty for political "underdogs" - non-incumbent actors - to make their voices heard. This appears to hold true both with regards to individual politicans, as well as the party organizations to which they belong. Ideological differences can also be discerned. Interestingly, our study of the 2013 Norwegian election showed how the comparably small and non-incumbent environmentalist party, The Green, appeared as more popular in the online environment - this is perhaps especially noteworthy since Green parties were also among the earliest adopters of the Internet for political purposes. Moreover, Facebook use in Sweden and Norway in particular is characterized by high popularity ratings (in terms of "Likes" and "Shares") enjoyed by right-wing populist parties. Taken together, this creates an online political environment which exhibits some difference from that which can be experienced through e.g. traditional media outlets. Finally, for the political uses of social media at the hands of citizens, research on Twitter in particular has suggested that while this particular platform can certainly function as a platform for those not previously holding positions in the public sphere, those users who manage to gain tangible amounts of traction when discussing political issues can perhaps easiest be described as societal elites. While examples exist of previously more or less unknown citizens making their voices heard in the "Twittersphere", well-known journalists, politicians and pundits are retweeted more often and receive more messages, effectively reproducing their offline roles in the online environment.

SOCIAL MEDIA IN THE DUTCH ELECTION CAMPAIGNS - A COMPARISON BETWEEN TWO ELECTIONS

Vergeer, Maurice

› Radboud University, Netherlands

The people in the Netherlands have embraced Twitter as one of its main social media apps. Compared cross-nationally, the Dutch have one of the largest adoption rates, are the most active: regularly Dutch topics become trending on Twitter. Therefore, for politicians to reach potential voters, using Twitter is almost a must. Twitter is by far the most popular social media application for electoral campaigning. Other platforms (Facebook, YouTube, Hyves, and Flickr) are hardly used. This is different for party communication where parties use YouTube extensively to publish their commercials. The Netherland has a political system with many parties, ranging from very large to quite small ones. As for the election system, there is preferential voting, which allows for candidates to employ their own campaign to increase the likelihood to get elected for parliament. However, the vast majority of voters choose the #1 candidate of their preferred party. In the Netherlands the findings thus far suggest that candidates ranked higher, younger candidates are those that are subscribed to Twitter. Parties that lost seats significantly in the prior election (2006) significantly adopted Twitter more. Parties that has internal controversies adopted Twitter to a lesser extent, indication they were more occupied with internal affairs that with external campaigns. Ideology does not seem play a role in terms of social media adoption and social media activities. Smaller parties have difficulties to utilize social media to their own benefit, even when considering that social media are for free, relatively easy to learn and use. Still, the low financial budget of these parties as well as the little manpower backing the candidates, shows that these smaller parties will not benefit from social media. An interesting change from the 2010 to 2012 campaign is that whereas in 2010 the two existing populist parties in the Netherlands (left-wing Socialist Party and right wing Party for Freedom) hardly allowed personal campaigns. All Internet communication was controlled by the party through their website. In 2012 this has changed: both parties allow much more freedom for candidates to take control of their own campaigns. Most party leaders use Twitter on a regular basis, even outside election campaign periods. This allowed them learn how to use the application and to create a large following. Others, even some that were in parliament for quite some time, decided or were persuaded by the campaign team to adopt Twitter close before Election Day. This futile attempt to create a large following and visibility in such a short period may even have backfired showing these candidates (or the campaign team for that matter) lack of knowledge on how social media work. This empirical paper will extend the existing knowledge on Dutch Twitter campaigning specifically on the changes that took place between the 2010 and 2012 elections. Although this is only a small period, for Twitter this may show quit different pictures. Besides looking at adoption and activities of candidates we will also looking at the content of the Twitter communications on issue-ownership and personal campaigns.

POLITICAL SOCIAL MEDIA USE IN AUSTRIA: GIVING SMALLER, CHALLENGING PARTIES ANOTHER VOICE

Russmann, Uta

› FHWien University of Applied Sciences of WKW Vienna, Austria

Austria is a representative democracy. The political system is that of a multi-party structure and the electoral system is based on the principle of proportional representation. Austria's long-ruling grand coalition uniting the conservative People's Party and the Social Democrats form the government since 2007. They have governed Austria for a total of 37 years since 1945. According to the democratic corporatist model the Austrian media system is characterized by a long period of coexistence of a strong party press and a mass-circulation press, leading to a strong position of the daily newspapers, a high degree of political

parallelism and professionalization. Internet usage is at 80% age 14 and older. The use of social media is less wide-spread and differs to a great extent among the most popular sites: YouTube is used by 47% of the Austrian population, Facebook by 38% and Twitter has a penetration rate of about 2%. In comparison to most European countries Austrian parties have started to participate online with the public quite late. The Austrian regional election campaign in Vienna in autumn 2010 marks the beginning of the use of social media by political parties. All major and minor parties were present on Facebook, but using it very tentative at that time and over the next two years. Only the right-wing FPÖ continued to actively use Facebook (and Twitter) and slowly but steadily also the Greens and a few individual politicians. The 2013 Austrian National Elections mark a watershed in political social media use. They are the first general elections, in which all parties' integrated social media in their campaigns. Especially small parties continued to be highly active in social media afterwards. Today, Facebook, Twitter and YouTube are the primary platforms. The three communication channels are used for different purposes, but more or less in the same way by all parties: On Facebook, the most popular channel, parties are actively trying to engage with the broader public. Personalized messages seem to increase public participation as seen in the case of the FPÖ and the NEOS, a new established party in 2012. Their top-candidates themselves send out messages several times a day and also on private matters. YouTube is used as a platform to disseminate information in a multimedia form to the public only. On Twitter political parties primarily engage with journalists, politicians, political experts and activists. The Austrian (political) Twitter sphere can be described as a community of opinion leaders. The main goal of the small opposition parties is to challenge the long-running grand-coalition and, today, they are actively using social media to reach out to their potential voters. The two big incumbents still benefit from the high degree of party-press parallelism by positive media-coverage in nation-wide newspapers; thereby, reaching dispersed audiences. In interviews that have been conducted with the parties after the 2013 Austrian National Elections, the minor parties emphasized that the direct contact with the public is essential to them, because the mass media is not giving them enough attention.

SOCIAL MEDIA AND POLITICAL COMMUNICATION IN SWITZERLAND

Klinger, Ulrike

› University of Zurich, Switzerland

The case of Switzerland illustrates an interesting paradox of political communication: although infrastructure, internet use, media literacy are highly developed and political culture is highly participative, shaped by direct and consociational democracy, the level of meaningful social media use for political communication remains rather low. The access to the internet in Switzerland is among the highest in the world, over 85 per cent of Swiss citizens regularly use the internet, and more than one third is active on social media platforms. The political system contains many elements of direct democracy, with regular referenda, popular initiatives and direct voting on crucial issues. The consociational structure has brought about a political culture centering on mutual understanding, reconciliation of conflicting interests and seeking consensus. Swiss citizens are used to engage and participate in political matters on a regular basis. The electoral law sets additional incentives for including social media in political campaigning by prohibiting campaign spots to be broadcast in radio or TV. The Swiss media systems is characterized by strong presence of public service broadcasting and a still lively and numerous local press scene (despite a growing media concentration and decrease of titles). Journalism is highly professionalized as is typical for a democratic-corporatist media system (Hallin & Mancini, 2004). The paper will present original data on social media being used for political communication by Swiss parties (during the last national election campaign in 2011) and Swiss municipal governments for seeking citizen involvement. Methodologically, this data is based on content analysis of political parties' Facebook groups and Twitter accounts; interviews with the parties' heads of strategic communication, content analysis of the websites of Swiss cities and interviews with municipal secretaries. The data show that while the use of major social media is widespread, these tools are hardly used for dialogue (but rather for unidirectionally broadcasting information), and hardly used for the purpose of political communication (but rather for generic motives, such as appearing "modern"). Concerning political parties, there is a tendency to both normalization and under-exploitation of social media's potentials, regardless of their ideological position in the party spectrum. The use at the hands of citizens shows the same digital divides as in other Western countries: People who engage in (political) online communication tend to be male, over 30 years of age and highly educated. Data from a local online deliberation in Zurich illustrate that the divides of internet use in general can also be found in the patterns of political online communication. The paper offers explanations for the rather low use of social media for political communication from the perspective of the political system (many offline opportunities of participation; party resources and the militia system) and the media system (journalism as channel for political discontent).

SOCIAL MEDIA AND THE POLITICAL SYSTEM IN ITALY

Rossi, Luca ;

› IT University of Copenhagen, Italy

Over the last twenty years a troublesome relation between media system and political power has dominated Italian political scene. Until recent times Italian political communication has been mainly TV-centric. This is also due to an enduring limited online population (only 58% of the population uses internet) that originates from demographical, political and geographical characteristic of the country. Despite this limited online population, over the last few years Italy enthusiastically discovered social media. Today 54% of Italian population uses at least one social media for 2 hours every day. Social media scene is largely dominated by Facebook (82% of online users) followed by Twitter (41%), LinkedIn (21%) and Instagram (20%). Within this scenario, where traditional political parties have been fighting for the control of traditional mass media, social media have been a free space for new political movements. Besides the radical movements that have been trying to get online visibility for many years, the most notable experience is undoubtedly the Movimento 5 Stelle (Five Stars Movement) led by the former comedian Beppe Grillo. M5S started back in 2005 as civic movement from the Beppe Grillo's blog and it turned into a clearly political movement in 2008 when it ran for local elections. In 2013 general elections the M5S obtained the 25% of the votes resulting the second most voted party. While the general ideology of the M5S is hard to define in traditional political terms it is interesting to stress the connection with social media. Beside Beppe Grillo's blog, that is still the main information organ of the movement, the M5S is incredibly active on Facebook through an endless number of official, as well as unofficiall, pages. From the communicative point of view the M5S avoids all the major newspapers and TVs – that are often represented as part of the corrupted political system they are fighting - and relies on its large base of active online users in order to spread its political messages. Themes, fights and political scandals are raised, on a daily based, by official blog and then propagated online by the activists. The mechanism involves so many users and it is so efficient that it often happens to be able to set the agenda of traditional mass media. Within this context remaining parties lag behind in social media use even if recently the main centre-left party, the Partito Democratico, started using Twitter for a more direct communication between the politicians and the voters. Nevertheless this configure itself as a more elitist communicative strategy compared to Facebook. Beside the M5S over the last few years many civic movements used social media on order to coordinate their actions and spread their messages. These are semi-structured collective actors that reached public visibility and have sometimes been able to set the political agenda. The most notable examples are the movement against Silvio Berlusconi "il Popolo Viola" (Purple People). In this case the goal of online actions was the organization of offline protest activities within a limited time-frame.

14:30 - 16:00

PARALLEL SESSION 5 - 14. POLITICAL COMMUNICATION (B) - NEW TRENDS IN POLITICAL COMMUNICATION EFFECTS RESEARCH

› Auditorium III, First Floor

EMOTIONAL MEDIA - EMOTIONAL VOTERS? MEDIA EFFECTS ON EMOTIONS AND THEIR INFLUENCE ON VOTING BEHAVIOR IN THE 2013 GERMAN ELECTIONS

Schuck, Andreas

› ASCoR/University of Amsterdam, Netherlands

This study is interested in the role of emotions in election campaigns and more specifically the question to what extent campaign news coverage focuses on emotions and how such coverage influences voting behavior. The study combines a media content analysis of the main private and public television channels and the main tabloid and broadsheet newspapers as well as the main online news websites in Germany of the 4 weeks leading up to the election with original two-wave panel survey data (N=1,008) asessing vote intentions and actual voting behavior before and after the campaign. Both the media content analysis as well as the panel survey employ an extensive set of newly developed measures, designed particularly for the purpose of this study, both to assess affective properties of news in media coverage as well as to measure emotions specifically towards particular politicians, political parties and political issues among voters. With detailed media exposure measures it is possible to connect the media content data with the panel survey data and given the panel design of the study it is possible to assess the impact of emotional news coverage on voting behavior and, and more specifically, media effects on changes in vote intentions over the course of the campaign on the individual level. Results show that the extent to which election news coverage focused on emotions had an influence on how emotional voters felt about issues, candidates and political parties and this did have an effect on voting behavior next to other established predictors of vote choice. Thus, the current study not only develops and introduces new measures and content analytic indicators but also stresses that considering the role of emotions in response to election news coverge contributes to our understanding of voting behavior and media driven campaign effects.

PERSONALIZATION OF VOTING BEHAVIOUR. A LONGITUDINAL STUDY OF THE IMPACT OF MEDIA USE.

Zeh, Reimar

› University Erlangen-Nürnberg, Germany

Changes in the media system during the recent decades have let to a growing interdependence between political communication and mass communication. This process has often been described as Mediatization of politics. The single most prominent consequence is the alleged personalization of politics. The coverage on politics is increasingly focusing on the top politicians especially during election campaigns. At the same time declining party alignment among the voters has been observed going hand-in-hand with an increased importance of short-term factors on voting decisions like the preference for candidates. Adding to that, the assessment of the candidates is said to be increasingly based on non-political traits mirroring developments in media coverage of politics discussed under the topics of tabloidization, privatization or boulevardization. Previous research has delivered mixed results whether the coverage of election campaigns is increasingly personalized or not. Partly due to different definitions of personalization, different conclusions can be drawn (Rahat & Sheafer, 2007; van Santen & van Zoonen, 2009). The same holds true for candidates voting; a clear trend has not been established. Yet it can be seen as rather certain that presidential political systems experience higher rates of personalized coverage and candidate voting than parliamentary democracies. Brettschneider (2001) established for Germany, that the amount of candidate voting is a question of the specific candidates running for office. Seldom candidate voting has been linked to the media use of voters, although the parallels seem evident. It can be hypothesised that the amount of media consumption is linked to the group degree of personalized voting behaviour. The German (longitudinal) Election Studies incorporate a set of questions that enables us to analyse the interplay of media use and voting behaviour from 1990 onwards on a large representative basis. This data is supplemented by several content analyses of election coverage that allow assessing the degree of personalization in each election. A series of regression models estimate to what extent candidate voting can be explained through individual media consumption. Again an overall trend towards more candidate voting failed to materialize, nevertheless certain patterns of media consumption encourage candidate voting while other patterns seem to serve as an antidote to candidate voting. Similar results can be found when looking at the composition of the candidate image: The degree to which the overall candidate assessment is based on apolitical traits is linked to certain media diets. These patterns in the voting behaviour reflect the amplitudes in the personalization of the election campaign coverage.

CULTIVATING CONSUMERS NOT CITIZENS: A CROSS-ATLANTIC COMPARISON OF THE AFFLUENZA HYPOTHESES

Mark Harmon [1], Jin Seong Park [1], Roxanne Hovland [1]

› University of Tennessee[1]

Academic and professional trade journals all have asked whether television viewing leads to, or at least correlates with, persons who see themselves more as consumers and less as citizens. One of the terms used to describe the phenomenon is “affluenza.” The work draws from Cultivation Theory, the proposition that heavy television viewers, more than light viewers, adopt a view of the world closer to the televised portrayal of the world. Much of the original cultivation research looked at televised violence, but newer studies have looked at materialism/consumerism as the true central message of much of television content.

This research project consists of two secondary analyses. One examines the 2012 European Social Survey (ESS) to determine the correlation between television viewing and political participation, views of political efficacy, and trust in various institutions. The second project looks at the similar variables in the 2012 U. S. General Social Survey (GSS) and other large U. S. databases such as Pew and the National Election Study to see if the same patterns may be found.

Initial ESS data runs show that heavy TV viewing correlates with: less interest in politics, less political activity, lower valuing of democracy, and more skepticism of most public institutions. Responses on materialistic values generally appear to support the “consumers not citizens” observation; the few correlations that do not may be a product of socially acceptable answering in which persons are unwilling to admit to a shallow preoccupation with consumer goods. The data also validate past observations that heavy TV viewing also generally correlates with “affluenza symptoms” such as unhappiness, loneliness, alienation, financial dissatisfaction, and life dissatisfaction.Furthermore, the ESS data also show that type of viewing matters substantially. Overall television viewing correlated with lower citizenship measures, but news viewing elevated citizenship measures.

The researchers are well aware that correlation does not necessarily equal causation. The noted links could be indication of message effects, but also could be a matter of audience uses and gratifications. Persons who seek out television news may be news junkies who seek a lot of information and are “super citizens.” Persons who are lonely and dissatisfied may seek out other forms of TV as a simple diversion. One also could be looking at a cycle in which the bored, alienated, and lonely spend time with TV only to be bombarded with messages equating consumer goods with happiness. When those goods remain unavailable or prove to do no good, this only furthers the affluenza symptoms and may even contribute to the political alienation. The researchers hope through multiple regression to explore which of these competing ideas best explain the link between TV viewing and audience members as consumers not citizens.

THE BYCATCH OF SOCIAL NETWORKS. EXTENT AND EFFECTS OF INCIDENTAL ONLINE EXPOSURE TO THE GERMAN NATIONAL ELECTION CAMPAIGN

Felix Flemming [1], Frank Marcinkowski [1]

› Department of Communication, WWU Muenster[1]

Any form of civic participation in collectively binding decisions presupposes a minimum level of political interest and knowledge. However, political interest is unequally distributed in any democratic society. Therefore, a greater proportion of uniformed people cast a vote in elections or does not vote. For a long time the question has put forward how campaign communication also reaches those who only have little or no interest in politics. Online media and social networking sites (SNS), like Twitter and Facebook, are often seen as the solution to increase the social reach of electoral communication and include those citizens who are not used to follow the election campaign coverage in traditional media. The limited number of voters who intentionally use SNS to catch up on election campaigns often have high political interest anyway (Hoff, 2010). This is confirmed for the 2013 German national election as well (Schäfer & Partheymüller, 2013).
Our study brings new insight into this problem and deals with the phenomenon of incidental news exposure and its effects on the recipients by using the election campaign for the German Bundestag in September 2013 as an example. The idea of being accidentally exposed to political news was first applied to television coverage. Television is best able to influence political opinions and actions of the less interested in politics, because the social range of political reporting is correspondingly large and inevitably reaches those not particularly interested in politics. This group of people gains new information, learning effects can also be ascertained (Blumler 1970; Schoenbach & Lauf, 2002; 2004).
Until now the so called 'trap effect' has been widely neglected in new media environments, except for an early study by Tewksbury and colleagues (2001). However, the popularity and rise of social networking sites, where users connect not only with people but also their interests and news consumption, make it plausible to assume that the 'trap effect' might be a relevant phenomenon in the Web 2.0.
Building on this research deficit our interest is guided by the question whether, and if so, who how often and where in the internet comes incidentally in contact with the national election campaign. We further tested if the incidental media contact influences the interest in the election, election knowledge of the users and the willingness to vote.
To answer the research questions we conducted an online survey among 1050 eligible voters during the campaign for the 2013 national election. First results indicate that incidental exposure to the campaign is mainly facilitated by the usage of web mailing sites and Facebook, whereas Twitter and YouTube do not play a crucial role. Unintentional exposure to campaign communication increases the interest in the election, which in turn reinforces the willingness to vote. Accordingly we detect an indirect effect of online incidental campaign exposure on turnout.
By expanding the 'trap effect' on the Web 2.0, the role of new media in election campaigns and the significance of the internet regarding the social range of campaign communication are supplemented by new important findings.

NEED FOR CLOSURE, POLITICAL INTEREST, AND THE CONSUMPTION OF POLITICAL INFORMATION

Rinke, Eike Mark[1]; Moy, Patricia[2]

› [1]University of Mannheim, Germany; [2]University of Washington, United States

The contemporary digital high-choice news environment has invigorated scholarly interest in how people navigate an increasingly complex information landscape (see Stroud, 2011). This body of research has shown the prevalence of selective-exposure and selective-avoidance processes as individuals decide what information to consume. Individuals' patterns of media use can be explained in part by their need for cognitive closure (NFC), the tendency to seize on information that provides closure and to freeze on closure once it has been attained (e.g., Van Hiel & Mervielde, 2002; Webster & Kruglanski, 1997). Despite the growing body of research on this concept, the process by which NFC affects patterns of political-information sourcing is not yet fully clear. Drawing on general-population survey data from the 2012 Long-Term Online Tracking Component of the German Longitudinal Election Studies (N = 1,041), this study explores the effects of NFC on the general appeal of politics and individuals' use of different types of media for their political information. Our hypotheses are grounded in recent research suggesting that NFC: increases selective avoidance of information more than it promotes selective exposure (Hart et al., 2012); impedes curious information seeking (Litman, 2010); and leads to a preference for structured, cognitively effortless activities (Vermeir & Geuens, 2006). Specifically, we hypothesized that high NFC reduces general political interest and reliance on cognitively demanding types of media for political information (internet, magazines, and newspapers) while it has less bearing on the use of cognitively undemanding media types (television). Structural equation modeling shows that individuals high in NFC avoid using high-effort media channels for political information acquisition while they are not any less like to turn to television as a low-effort medium. We further find that NFC depresses people's general interest in politics and this effect on political interest partly mediates the effects of NFC on media use. The results show that NFC has a substantial effect on citizens' consumption of political information, adding to previous findings on the role of basic ("Big Five") personality traits and the need for cognition in the individual political cognition and preference formation process. References: Hart, W., Adams, J. M., Burton, K. A., Shreves, W., & Hamilton, J. C. (2012). Shaping reality vs. hiding from reality: Reconsidering the effects of trait need for closure on information search. Journal of Research in Personality, 46(5), 489--496. doi:10.1016/j.jrp.2012.05.004 Litman, J. A. (2010). Relationships between measures of I- and D-type curiosity, ambiguity tolerance, and need for closure: An initial test of the wanting-liking model of information-seeking. Personality and Individual Differences, 48(4), 397--402. doi:10.1016/j.paid.2009.11.005 Stroud, N. J. (2011). Niche news: The politics of news choice. New York: Oxford University Press. Van Hiel, A., & Mervielde, I. (2002). Effects of ambiguity and need for closure on the acquisition of information. Social Cognition, 20(5), 380--408. doi:10.1521/soco.20.5.380.21124

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 14. POLITICAL COMMUNICATION (B) - EURO-SKEPTICISM, POPULIST PARTIES, AND IMMIGRATION NEWS

› Location: Auditorium III, First Floor

CONTESTED CONCEPTIONS OF EUROPE: EXAMINING THE ROLE OF "MEDIA LOGIC" OVER TIME AND ACROSS COUNTRIES

Udris, Linards

› foeg - Research Institute for the Public Sphere and Society / University of Zurich, Switzerland

In light of the ongoing problems with the Stability and Growth Pact, Europe in general and the European Union in particular is claimed to be (again) in a state of crisis. Conceptions of Europe promoted in public debates are contested and differ from each other fundamentally. Furthermore, "anti-EU" conceptions, which focus on national boundary-making and national interests (both in an economic and cultural dimension), are on the rise in media coverage. One reason for this is arguably the increasing (commercial) "media logic" (Esser) or "media populism" (Mazzoleni). This new logic tends to foster "political populism" since its relatively simple, polarizing and provocative communication style (in some cases also its ideology) (Jagers/Walgrave) is attractive for the media to package political affairs in a more spectacular way. Therefore those political actors find media attention which use complex-reduced messages and hold conceptions that both pit a "decent "people" against a "corrupt elite" in a stratificatory dimension, and against the "Other" in a segmentary dimension (e.g. minorities within a country, foreigners from abroad, the EU, etc.). Against this background, we present new findings

from a recently completed research project that deals with media coverage of EU-related events in a diachronic and cross-country perspective. We analyze data on three important institutional debates about the EU from the early 1990s to 2011 in media coverage in Germany and Great Britain (as member-states) and in Switzerland (as a non-member state with intense but complex relations to the EU). We take into account three newspapers for each country, which display very different degrees of "media logic". Thus, we include not only "quality" and "tabloid" papers -- as is often done in the literature -- but also "mid-market" papers, which at least in Germany and Switzerland (still) reach more citizens than tabloids or quality papers. On a descriptive level, we show in our presentation which conceptions about Europe are actually salient in the media, how they change over time and which political actors promote them. We also aim to contribute to methodological debates about how one can capture populism in media coverage, proposing to systematically analyze us/them distinctions and typifications on the utterance level, and the variety and complexity of narratives on the issue or debate level. Finally, we discuss to what extent "media logic" (both as a process and reflected to varying degrees in media types) can actually explain differences in media coverage. Also, since our project was embedded in an interdisciplinary research program, we can use new data on party manifestos generated by our project collaborators. This allows us to test which party conceptions of Europe diffuse into the media, addressing possible mechanisms of amplification by the media. All in all, one of the main results is that media logic (both over time and reflected in different media types) do matter, but only in the framework of domestic or domesticated political conflicts. This again suggests that European integration is (still) heavily challenged both by the mediatization of politics and by parties' behavior in specific domestic contexts.

"DON'T BE A POPULIST!" NORDIC POPULIST PARTIES IN MEDIA

Herkman, Juha

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Populist parties have raised their heads in many European democracies and gained success in parliamentary, local and EU elections since the 1980s. In the Nordic countries Perussuomalaiset (The Finns party) was the third largest party in 2011 parliamentary elections of Finland, and Fremskrittspartiet (Norwegian Progress party) was first time involved in the government of Norway after the parliamentary elections 2013. Dansk Folkeparti (Danish People's party) has been a prominent player in Denmark for the whole 21st century, even if its popularity has little decreased recently. Sverigedemokraterna (Sweden Democrats) broke through in last parliamentary elections of Sweden but are still marginalized in national politics. With their criticism against the political and economic elites, old established parties and immigration as well as their appeal to the "people" these parties represent populist movements common in contemporary well-fare societies. However, populism as such is a slippery concept referring to vast variety of political movements and running away from the sharp definitions. It has been discussed as "thin ideology" harnessing whatever ideologies for attacking the elite power-holders. In spite of the significance of the media in these processes and increasing theorizations and research of "mediatization of politics" the connection between contemporary populism and media has been understudied. This paper tries to respond to the need for understanding of populism as inherently local, but simultaneously, a general phenomenon -- linked to social imaginary constructed through the media -- by analysing the media representations of the four Nordic populist parties above. The sample consists of one month period around the latest parliamentary elections of Finland, Sweden, Denmark and Norway and contains all the stories discussing the elections published in leading dailies and afternoon papers. The total amount of the stories is about 2700 articles, which are analysed by quantitative content analysis. The analysis seeks answers to the questions how much and what kind of publicity the Nordic populist parties gained during the election campaigns, and what similarities and differences there can be found between their media representations. By comparing the "democratic-corporatist countries" of the Nordic region it is also possible to outline the comprehension of populism in relation to Daniel C. Hallin's and Paolo Mancini's seminal theory of the three models of European media and politics. The coding and analysis of the sample is still lacking when writing this abstract, but so far it has become clear that in spite of national differences there are remarkable similarities in the Nordic media representations of populist parties. One striking thing is that the word 'populism' is missing: both politicians and journalists avoid using it since it is considered as a word of abuse. Even if all parties mentioned above promote that they are the "real" people's party, the populism is most often represented to be someone else's populism.

EXPLORING MIMETIZATION AS A POLITICAL COMMUNICATION STYLE: THE KEY TO HUGO CHÁVEZ'S POPULIST HEGEMONY?

Block, Elena

› University of Queensland, Australia

I examine the political communication style developed by Hugo Chávez throughout his hegemonic construction of power and collective identity during the 14 years he governed Venezuela. I focus on the way the late President appears to have incrementally built an emotional, mimetic bond with his publics (and a conflictive/exclusive relation with his opponents) in a process that culminated in the mimetization of the leader and his followers in a new collective but top-down identity called Chávez. This topic raises some initial questions: how did Hugo Chávez achieve hegemony in a country with the highest levels of crime, inflation, and general decay? What made Hugo Chávez so successful for 14 years under such weak foundations? To answer these questions I focus on studying the communicational dimension of Chávez's long lasting hegemony. I seek to theorize Chávez's unique political style of communication in connection with his populist ideologies and practices and how it may have transcended the act of "appealing" to the people (a key feature of classic populism) towards building an emotional bond with his constituents within a contradictory environment: empowering, inclusive and participatory for Chávez's followers, but disempowering, exclusive, and intimidating for his opponents. I explore Chávez's exacerbated use of cultural symbols (e.g., Bolivar) which emotionalized Venezuelan politics; the intensive mediatization that characterized his politics; the 'communicational' character of his government; and the mimetizing logic through which the leader and his constituents consubstantiated culturally, mediatically, and politically in a single identity. The logic of mimetization ocurred between Chávez and 'the people', an entity formed only by chavistas, as opposing citizens have not been considered 'el pueblo'. Thus, Chávez developed a political communication style or practice (i.e., a craft through which humans can connect with and perform politics in their everyday life) that both symbolically and pragmatically empowered his own while disempowering his atomized opponents--nearly half the population according to election in 2012 and 2013, who have not succeeded in building a sustainable political alternative. This is a philosophical inquiry that also applies a mixed qualitative method to collect and analyze some relevant data and texts from the empirical reality to complement, test, and support the theoretical inquiry. I employed the responses obtained from 27 in-depth elite interviews with politicians, journalists, media owners, academics, pollsters and community leaders. In conclusion, the logic of mimetization, as a political communication style, might be helpful to explain the late Venezuelan President's long lasting political success--Chávez's (2012) last electoral slogan "I am no longer Chávez! Chávez is the people! You too are Chávez!" marked the final amalgamation of feelings, demands, language and identity of Chávez and his followers--the ultimate stage of his hegemony. The political communication of his successor, Nicolas Maduro, who rather than mimetize with 'the people' has tried (sadly and unsuccessfully) to imitate Chávez, suggests, specially under the current conflictive Venezuelan situation, a future topic of critical analysis.

VICTIMS OR PERPETRATORS? NEWS FRAMING OF ROMA MINORITIES ACROSS EUROPE

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The social and economic exclusion of Roma communities across Europe caused the EU to repeatedly stress the need for better integration of Roma people, resulting in a framework for national integration strategies in 2011 (European Council, 2011). Media coverage of Roma might both reflect and reinforce public beliefs about this minority group in the different countries involved in the EU strategy. While the coverage of minorities in media contents in general has received amply scholarly attention, there is only very little in terms of empirical evidence when it comes to media portrayals of Roma. In particular a cross-country perspective is lacking. Furthermore, going beyond descriptive accounts, this study makes an informed attempt to explain differences between countries and news outlets in the framing of Roma. Accordingly, to broaden our understanding of how Roma are framed within both Eastern and Western Europe countries and which factors account for variation in these occurrences of different diagnostic and prognostic frames, we studied news media content relating to Roma in five countries. Specifically we content analyzed 862 news articles which appeared in both popular and quality newspapers in the Netherlands, Germany, Slovakia, Czech Republic and the United Kingdom in the time period 2010 – 2012, thereby mapping the period before and after the introduction of the EU framework in 2011. In a qualitative pre-study, issue specific frames were developed, that were subsequently operationalized and manually coded. We examined framing elements across a diverse set of factors, ranging from sources, affected actors and responsibility attributions for the identified diagnosis and prognosis. This resulted in 1862 diagnostic framing elements and 1095 prognostic framing elements. Issue attention for Roma minorities is clustered around several key events and differs between countries, with the highest attention found in the Eastern Europe countries and lowest in the Netherlands. The conflictual relationship between Roma minorities and majority groups and their social status are the most prominent topics associated with Roma in news media coverage. With respect to the use of frames, results indicate a duality, with Roma being both perceived as victims as well as perpetrators. On the one hand newspaper coverage emphasized the criminal (24.9%) and problematic behavior (14.2%) frames, but simultaneously the discrimination (23.7%) and social exclusion (13.5%) frames prevail. Short term solutions, such as law enforcements (30.8%) or evicting Roma minorities to different locations (24.7%), are branded as the most appropriate solutions for the identified problems. Logistic regression analyses reveal frame variations across frame sources, time, countries and newspapers. Framing in Germany is aberrant compared to the other countries, with significantly more emphasis on the victimization of Roma. In the East-Europe countries, Roma are a central topic of extreme right parties, who are vocal about the perpetrator frames and the responsibility of Roma. The strongest perpetrator frames and blame attributions to Roma can be found within popular newspapers. The findings contribute to research on Roma minorities and its media representation in comparative perspective in Western and East-European countries. Reference European Council [EUCO] (2011). An EU framework for national Roma integration strategies up to 2020: Council conclusions. Retrieved from: http://register.consilium.europa.eu/doc/srv?l=EN&t=PDF&gc=true&sc=false&f=ST%2010658%202011%20INIT.

IMMIGRATION IN UK GENERAL ELECTION CAMPAIGN COVERAGE

Smith, David
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Recent immigration and refugee crises have provoked extensive debate in the parliaments and newspapers of Europe, due to a multitude of localized and common concerns. The elite participants of these two sites of debate have taken notice not only of fluctuations in (certain types of) migration, but have also had to contend with increasingly multicultural citizenries and the demands of electorates. The United Kingdom has not been exempt from these developments. Indeed, issues surrounding immigration and asylum have been central to the way in which a number of recent general election campaigns have been mediated, particularly in the press. Both the 2005 and the 2010 election campaigns saw senior politicians across parliament struggle to construct and present palatable immigration policies to the public (via the mass media), with arguably critical results. It is therefore of perhaps little surprise that many interested parties have routinely come to vie for media access with regards to such issues within recent campaigns, seeking to influence both policy and vote. Scholarly acknowledgement of developments such as these, however, has not come with due reference to their historical antecedents. In order to explore the roots of contemporary representations, and to examine assumptions about a perceived ascent of immigration on the electoral and media agenda, it is important to investigate which continuities and ruptures have occurred in the longue durée. Without this historical perspective, it is difficult to assess the extent to which campaign coverage about immigration issues is a product of contemporary conditions or whether it constitutes the recent manifestation of deeply-embedded discourses. The paper therefore takes quantitative findings from a longitudinal study of national press coverage in twenty-five UK general election campaigns to explore continuity and change in the form and frequency of immigration coverage between 1918 and 2010. The paper will demonstrate that fluctuations in the salience of immigration in election coverage have translated into only a modest expansion in substantive electoral coverage, with very little change in the topical plurality or source profile of the debate. Rather, evidence has been found for the embedding of immigration issues into the ordinary fabric of electoral debate, with a corresponding proliferation in the lexical repertoire of coverage and a growth in editorial and evaluative space for such issues. It is in these respects that change can be said to have occurred, and which provide nuance to claims that immigration has become an increasingly politicized and prominent issue on the news agenda.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 14. POLITICAL COMMUNICATION (B) - POLITICAL COMMUNICATION IN THE EURO-CRISIS

› Location: Auditorium III, First Floor

EUROPEAN ECONOMIC NEWS IN TIMES OF FINANCIAL CRISIS - ITS REFLECTIVE ACCURACY AND PROGNOSTIC VALUE. ANALYZING THE COVERAGE FROM 5 EUROPEAN COUNTRIES IN THE LIGHT OF REAL ECONOMIC INDICATORS 1993-2012

Seifert, Claudia; Hagen, Lutz M.
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Facing the ongoing financial crisis in Europe, research on economic news coverage and its connection to real-world economic developements seems to be more important than ever. Various effects of economic news coverage on political and economical reasoning and behavior have been empirically documented (e.g. van Raaij, 1989; Mutz, 1992; Blood & Philipps, 1995; Goidel & Langley, 1995; de Boef & Kellstedt, 2004; Hagen, 2005; Bachl, 2009; Goidel et al., 2010; Boomgaarden et al., 2011). At the same time the evidence suggests, that economic news coverage is biased and of little prognostic value. Among other aspects, previous studies have shown that economic news coverage tends to emphasize change and events (van Raaij, 1989) overestimates certain economic indicators, e.g. unemployment rate (Fogarty, 2005), and that not economic developements, but rival stories determine the amount of economic news coverage (Fogarty, 2005). Most important they find a strong negativistic bias of economic news coverage (e.g. Shah et al., 1999; Hester & Gibson, 2003; Fogarty, 2005; Lowry, 2008; Goidel et al., 2010). The question whether economic news are

able to reflect or even predict real economic developements is therefore crucial. Previous studies adressing this question perform time series analysis combining content analysis data with real economic indicators (Hagen, 2005; Bachl, 2009) and/or public opinion data concerning economic expectations and evaluations (e.g. Sanders & Gavin, 2004; Wu et al., 2002; Hagen, 2005; Soroka, 2006; Bachl, 2009). They often focus on pre- and post-election periods and very few studies implement a cross-national comparison (e.g. van Egmond, Boomgaarden & van der Brug, 2009). However, especially a cross-national approach is essential for an adequate depiction of an European and worldwide crisis. Therefore the presented study gives answers to the following research questions by analyzing leading national dailies from five European countries in a longterm period: - How well did volume and tone of economic coverage reflect real economic developement? - How well did volume and tone of economic coverage predict real economic developement? - Apart from real economic developement, which other factors shaped volume and tenor of economic coverage? Results are based on a database analysis spanning the years from 1993 to 2012 investigating the volume and tone of economic news coverage on a monthly basis in British (Daily Telegraph, Guardian, The Sun), German (FAZ, SZ, dpa), Italian (Corriere della Serra, La Republica), Irish (Irish Times, Irish Independent) and Swiss (NZZ, Tagesanzeiger, Blick) news media. Advanced time series analysis is applied to investigate whether and how economic news is able to reflect and/or predict real economic developements and whether there are differences between countries. Real economic indicators are retrieved from Eurostat. First results confirm the negativstic bias for the five countries and indicate a weak prognostic impact of economic news on real economic indicators. Furthermore significant differences in reporting can be found between countries and may be explained by specific political perspectives and circumstances.

CONFLICTS AND CONVERGENCE IN MEDIA COVERAGE ABOUT THE EURO CRISIS IN EIGHT EUROPEAN COUNTRIES

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Media coverage on international affairs does not only reflect events but also national stereotypes, represented by dominant views in the media. The dominant views in the media coverage about the Euro crisis are assessed with regard to the causes of the crisis, the responsibilities to solve it and the specific mechanisms needed to solve it. They are likely to differ across countries and to persist over time reducing the possibility of a convergence of views across nations. One cause of dominant views might be the preference for domestic sources. To test these assumptions we compare the coverage of four nationally distributed newspapers published in Belgium, Finland, France, Germany, Italy, Netherlands, Spain and the UK on seven days before and seven days after eleven major political and economic events from 2010 and 2012.
Results
Quasi Experiments:
The political events covered are regarded as stimuli, differences between the coverage before and after the events are interpreted as effects of the events. There could have been 24(eight countries x three dominant views) significant influences of the events on the dominant views of the roots, the responsibilities and the necessary mechanisms in the press. From these, 4 actually occurred. All reduced the dominance of the typical national views.
Trend Analysis:
The period from 2010 to 2012 is divided in three sub-periods with a similar amount of coverage. The coverage from period one to three is regarded as a trend. There could have been 24 significant changes of dominant views from period one to period three. Of these, 13 actually occurred. When dominant views on roots and mechanisms changed significantly, the controversies between countries were reduced. However, when dominant views on the responsibility to solve the Euro crises changed, the degree of controversies increased.
Relevance of Sources:
We distinguish domestic, foreign and international sources and calculate the percentage of dominant views in the statements of these types of sources. There could have been 24 significant differences. Of these, only four differed significantly. In all four cases, the percentage of dominant views typical for the various countries was highest in statements from international sources.
Conclusions
The limited influence of major events on the press coverage in the following week might be explained by the short period of time: the influence of the events on the coverage might need several months or even years to become visible. This is supported by the trend of coverage on roots and mechanisms and might be traced back to the influence of the events. The contrary was true for the coverage on the responsibility to solve the Euro crisis. In many countries the dominant views became even more prominent. This might be traced back to the economic interests of these countries. The high percentage of dominant views in statements of international sources might be explained by the theory of instrumental actualization: they are predominantly cited when their statements fit the dominant views of the various countries.

NATIONAL STEREOTYPES IN MASS MEDIA, EUROPEAN COMPARATIVE ANALYSIS, MEDIA COVERAGE ON EURO CRISIS, INFLUENCE OF EVENTS ON NATIONAL STEREOTYPES, CONVERGENCE OF NATIONAL VIEWS, CONFLICT OF NATIONAL VIEWS - EMPOWERING THE POWERFUL -- HOW THE EURO CRISIS AMPLIFIES INEQUALITY IN ACCESS TO NATIONAL DEBATES ABOUT EUROPEAN AFFAIRS

Leupold, Anna
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The euro crisis has prompted unprecedented levels of attention for European affairs in national public spheres. These have fueled the hope of some public sphere scholars that a higher level of visibility of the EU in national mass media stimulated by the crisis might help to overcome the EU's democratic deficit by boosting cross-border debates on European issues and by involving a variety of actors in these debates. Studies conducted before the crisis, however, have shown that the opportunity structure that accompanies higher visibility of the EU in national news media strengthens mostly governments' and other executive actors' visibility in the mass media. At the same time, this structure contributes to a marginalization of civil society actors and opposition parties in public debates about European affairs. The literature on politicization of the EU argues from a slightly different perspective and assumes that actors' preferences are decisive for their propensity to politicize the EU and that political parties are the main drivers of politicization. This paper thus adopts an actor-centered perspective on politicization and scrutinizes who has a voice in the crisis debate in national media and whether the crisis has contributed to a more balanced representation of actors in the public spheres in Eurozone countries. The empirical part of the paper is based on a content and claims analysis of one business paper in Germany, France, Austria, and Ireland, respectively, from January 2010 to March 2011. While these papers are a least likely case for finding strong populist politicization, these papers' readership contains representatives of economic and political elites that are crucial for the functioning of Europe's economic and monetary union during the early stages of the crisis. Moreover, these papers are a most likely case for strong coverage of the economic crisis and they can be regarded as highly influential inter-media agenda-setters in the field of politico-economic news stories. Contrary to the assumption that preferences determine the politicization propensity of actors, the study implies that the EU's multilevel governance system as well as the journalistic selection process of conservative papers are the most important factors for explaining actors' visibility in business papers. Variation in countries' institutional contexts, by contrast, does not seem to play a role. As a consequence, the analyzed debates suffer from a strong executive bias, which encourages a pattern of politicization emphasizing country differences and blame-shifting between governments; and the losers from EMU are excluded from this form of intellectual politicization leaving them unrepresented in the policy debate during the early stages of the crisis. The paper ends with a discussion of consequences of these findings for European democracy, while contextualizing the findings with a thorough discussion of the role of business papers in public debates about economic issues.

DOWNPLAYING OR HIGHLIGHTING THE EURO CRISIS? STRATEGIC POLITICAL COMMUNICATION IN THE RUN-UP TO THE 2014 ELECTIONS IN GERMANY AND AUSTRIA

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Our paper asks how the Euro crisis is used in the strategic communication of political parties in the run-up to the 2014 European Parliament elections (EPE), and if this strategic use may be explained by the issue ownership theory. The issue ownership theory expects parties to strategically emphasize issues on which they hold a reputation of competence, and on which their opponents are regarded less competent (Petrocik, 1996; Walgrave & De Swert, 2007). This strategic use of issues within election campaigns significantly influences the image citizens hold of these issues (especially if party positions are echoed by the media). Our analysis focuses on two research gaps regarding issue ownership theory. First, we systematically test and operationalize issue ownership in two multiparty settings (the theory originally was developed in the context of a two-party system). Second, we test the "fluidity" of issue ownership in times of failed policies or crisis. According to the issue ownership theory critical evolutions (in our case: the Euro crisis) open a chance for opposition parties to compete with governing parties who own the issue (in our case: economy) but are not able to highlight their competences anymore because their former policies have failed in this issue-area (Walgrave & De Swert, 2007). We want to test this dynamic component of issue ownership theory and expect: H1a) Governing parties that own economic issues will try to play economic issues connected to the Euro crisis down. H1b) Opposition parties will try to highlight economic issues connected to the Euro crisis. Further we try to specify, which opposition parties in a multiparty system try to highlight issues connected to the Euro crisis to lease the ownership of economic issues. We test the following alternative hypotheses. In comparison to the governing parties, H2a) All opposition parties talk more frequently (percentage share) about economics in those press releases related to the Euro crisis than in all their press releases (with or without reference to the Euro crisis). or H2b) Only opposition parties with attributed competences in economic issues talk more frequently (percentage share) about economics in press releases related to the Euro crisis. or H2c) Only opposition parties with attributed competences in economic issues that are ideologically close to the governing issue owner talk more frequently (percentage share) about economics in press releases related to the Euro crisis. or H2d) Only ideologically extreme opposition parties (no potential coalition partner) with attributed competences in economic issues talk more frequently (percentage share) about economics in press releases related to the Euro crisis. We present results from a comparative quantitative content analysis of press releases from political parties in Germany and Austria that referr to European policies, European institutions, European politicians and/or the EPE prior to the 2014 EPE. Both countries are multiparty systems with governing parties that own economic issues (H1a) and multiple opposition parties (H1a and H2a) that differ concerning their attributed competences in economic issues (H2b), their ideologies (H2c) and their ideological extremity (H2d).

THE ACTORS OF THE EURO CRISIS: BETWEEN PERSONALISATION AND EUROPEANIZATION

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› [1]Université Paris [1] Panthéon-Sorbonne, France; [2]University of Lisbon, Portugal;[3]University of Helsinki, Finland

One of the factors contributing to the complexity of the Euro Crisis is the number of actors involved. In addition to EU institutions and the IMF, several nations are involved, as well as many different actors, from national leaders, to financial actors, or interest groups. All these different actors have their own interests and a role to play in this crisis. The first objective of our paper is related with the analysis of the personalisation hypothesis of political communication. Is the newspapers' coverage giving an accurate reflection of this complexity and including all these actors in the news stories about the crisis, or are there some that are more present in the coverage than others? The second hypothesis addressed by this paper is largely debated in European Studies and is related with the relapse in Europeanization argument, which started taking shape in the beginning of the Euro Crisis. Despite important past decisions towards integration, the Euro Crisis seems to have empowered the governments over the Commission and, some (Germany or France) over the others. This "intergovernmental turn" taken during the crisis depreciates the European Commission's role and the EU institutions (ECB, etc.). Consequently, media coverage seems to be highly personalized, dominated by national government leaders and institutional representatives, whereas citizens tend to disappear. This paper thus discusses these issues and analyses the visibility of different types of actors. Who are the main actors in the news coverage? Which specific political leaders are more often framed as relevant European leaders? All this relates to the responsibility to solve the problems, but also to the role of the EU institutions in general and to a deficit in the attention given to citizens. Finally, we analyse the discursive power of some of these actors. The news coverage of the Euro Crisis was analyzed through in-depth content analysis of news stories in ten countries. This sample of countries represents the existing diversity within the European Union: two countries outside the EMU (UK and Poland), three EMU-countries directly affected by the crisis (Greece, Italy and Spain), three EMU-countries less affected by the crisis (Belgium, Netherlands, and Finland), and the two countries most directly involved in decisions (France and Germany). The study includes a total of forty newspapers, four newspapers from each country: the leading financial/business newspaper, two leading papers representing conservative and liberal views, and the leading tabloid/popular press. Our main conclusions point to a major relevance of national politicians and national economical actors in the news coverage, which seems to confirm the hypothesis of an intergovernmental turn, as well as the relative disappearing of European institutions. Also only major national actors coming from EMU-countries are presented, whereas citizens and civil society are mostly observers or recipients of crisis-decision. The national origin of the news and the financial vs. other type of press provide the main explanatory factors to the features of the news coverage.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 14. POLITICAL COMMUNICATION (B) - IMAGE POLITICS AND CELEBRITY POLITICS

› Location: Auditorium III, First Floor

VOTE INSTYLE! EFFECTS OF CELEBRITY ENDORSEMENT IN THE EUROPEAN ELECTION 2014

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More and more celebrities promote political issues, support candidates in election campaigns or try to motivate citizens to participate in elections -- a trend not only to be observed in the United States, but also across Europe. In times of growing political disenchantment and declining political participation, it is of vital democratic interest to understand to what extent political celebrity en-dorsement can form political attitudes and influence election outcomes. When it comes to investigating the impact of political celebrity endorsement, research is mainly centered on the political system and culture of the United States. Numerous studies document the impact of celebrity endorsement in election campaigns on attitudes towards candidates (Pease & Brewer 2008) or parties (Veer, Becirovic & Martin 2010), on estimates of election chances (Brubaker 2011) as well as on vote intentions (Austin et al. 2008) and election outcomes (Garthwaite & Moore 2013). Furthermore, the studies suggest that the impact of political celebrity endorsement depends on the endorser's credibility, the respondents' political interest and their involvement with celebri-ties (e.g. Veer, Becirovic & Martin 2010; Jackson 2007). However, it remains unclear if the US-based results can be

transferred to other political systems and cultural contexts. As Amos, Holmes and Stratton (2008: 226) suggest on the basis of a meta-analysis, commercial celebrity effects are in fact a culture-bound phenomenon that is tied to celebrity-savvy cultural contexts. In addition, the polit-ical system itself may play a role in moderating celebrity effects because political candidates in par-liamentary democracies -- such as Germany -- play a less central role than in presidential election systems like the US. Against this background, we will conduct an online-experiment in Germany, investigating political celebrity endorsement effects in the run-up to the European election in May 2014. The European election is especially suited to investigate the role of cultural factors of celebrity effectiveness and the political system, as citizens vote for party lists and not for specific candidates. On the basis of the source models developed in celebrity endorsement research (e.g. Nownes 2012, Ohanian 1991), we will test the influence of a celebrity-supported Get-Out-The-Vote cam-paign and a celebrity-supported image campaign for the EU in a 2x2 factorial experiment (between-subjects design). We will thereby distinguish between a politically involved celebrity like U2-singer Bono and a politically non-involved celebrity like James-Bond-actor Daniel Craig. As dependent vari-ables, we will focus on political attitudes (political support for the EU, political cynicism) and political behavior (vote intention and other forms of political participation). And as intervening variables, celebrity involvement, political involvement, interest and knowledge will be included. The sample will consist of undergraduate students recruited from different universities in Germany. Given that the experiment will be conducted in the run-up to the European election in May 2014, we cannot report results at this stage of the research process. The paper to be presented at the conference will discuss the results of the experiment in detail and evaluate them in the light of the theoretical models stemming from celebrity endorsement research.

CELEBRITY CAPITAL IN CZECH POLITICAL COMMUNICATION

Stechová, Markéta

› Charles University in Prague, Czech and Slovak REPS.

Celebrities in Czechoslovakia had a particularly important role during the 'Velvet revolution' in 1989 as political changes came to a head. In the mass media, they often came to be associated with a post-communist vision of democracy, due to the tradition of their anti-regime activities and in keeping with an image of western celebrities. Their prominence has been sustained - not just as post-revolutionary figures but also now as recognized contributors to the discussion of political developments. Through two case studies, the paper focuses on recent processes in political communication in the post-Communist Czech Republic. The first case looks back at the parliamentary elections in 2010 while the second arises from the presidential elections campaign of 2013. The core of both cases lies in the active and local input of celebrities in political communication. Using the perspective of the social theory developed by Pierre Bourdieu, both cases can be seen as an intersection of three fields, namely the field of popular culture, media (journalistic field) and politics. The core of the transformation of these fields lies in celebrities' use of symbolic capital and its transformation in media and political capital during the campaigns. In the 2010 case, two young actors, Martha Issova and Jiri Madl recorded a video, which later 'went viral', in which they tried to convince audience presumed to be composed of young people to vote against left wing parties. Three years later, some celebrities were again actively engaged in expressing their politics, this time in the first ever direct election for the Czech presidency. The second case thus focuses on video placed online, in which the Czech actor Tomas Hanak spoke directly to one of the candidates, asking him to surrender because of his Communist past. Using a combination of methods including qualitative analysis of videos, quantitative and qualitative analysis of mainstream Czech newspapers, magazines and TV news, the main analytical material and the key agents of the cases have been identified. The subsequent in-depth interviews with these agents, mainly the chosen celebrities and journalists, are analysed altogether with the selected articles. Focusing on the analysis and reconstruction of 'common sense' in celebrities' and journalists' discourse, the paper elaborates on the dynamics of the fields of popular culture, media and politics. In both cases, celebrity symbolic capital is shown to have been transmitted in media capital through an anti-communist discourse. The paper is mainly focused on this specific quality of celebrity activity in the post-communist Czech Republic and on the ways in which the fields of popular culture, media and politics have changed.

INSTITUTIONAL PHOTOGRAPHY AS A POLITICAL COMMUNICATION TOOL IN THE DIGITAL CONTEXT. NEW USES AND OPPORTUNITIES

Domenech-Fabregat, Hugo; López-Rabadán, Pablo

› UNIVERSITAT JAUME I (Castellón), Spain

The digital media context poses a particularly favorable time for the development of institutional photography as a key tool of contemporary political communication. At present, several factors explain the extent of potential opportunities that offers photography in this field. While the concern of politicians for the still image is not a phenomenon unique to our time, now the public image of a leader or a party is a centerpiece of his discourse and the social representation of his political power. Sometimes photography has become the main reason for being of the event, and a basic communicative element in the communication strategies of political cabinets. At the same time, the strategic management of the political image, thanks to the new digital environment, opens a territory of opportunities to connect with more autonomous and demanding public. In this sense, photographic cabinets are gaining a strategic position in the governments communication equipment and become integral managers snapshots of politicians, aware of their social influence, try to control the iconic photographs and speech master their diffusion through social networks. In this sense, a paradigmatic example of this phenomenon is represented in the work of the Pete Souza photo team since the arrival of Barack Obama to the U.S. presidency. Today the presidential photographer and his team have taken on new prominence benefit from the possibilities offered by digital technology in both shooting and image processing and dissemination.This has led to a direct conflict with the media for control of iconic speech to believe that there is limited access and has promoted the official photograph of exclusive moments. The objective of this paper is to analyze the growing role of photographic cabinets as communicative tools of different international governments. Specifically, the study of the following specific questions were posed: identification of its main features and functions (1), to assess their influence on the credibility of political discourse and its direct effect on the public (2), and finally raise opportunities future as a strategic resource for political communication (3). The methodology used for the analysis of this phenomenon is based on the application of the technique of case study research. From in-depth review of the most significant current example, photographer Pete Souza in the Obama administration, is to develop a comparative study of photographic cabinets estrategies linked to the presidency four major European democracies: Germany (Angela Merkel), France (Francois Hollande), UK (David Cameron) and Spain (Mariano Rajoy). The results obtained allow us to identify very significant nuances in different photographic cabinets analyzed. On the one hand, we see that most of the official photographs being distributed are primarily visual press releases. Images taken, processed and disseminated by the photographic equipment of the Governments offer unique perspectives on crucial and unique for the country or pseudoevents regarding the private lives of presidents who approach the citizen to his political figure now. In addition, it appears that the struggle for control reaches its climax icon during election periods and takes asprimary objective to move to the electorate an image of transparency and confidence in the personality of the political leader. Despite the differences detected in their professional routines, these results confirm that the U.S political tradition in the use of the still image has become a clear reference to other Western countries in terms of style, tools and main content. This paper is included within the research project CSO2010-16313, from Plan Nacional I+D+i 2008-2011, and directed by Dr. Andreu Casero Ripollés (Universitat Jaume I).

10:30 - 12:00

PARALLEL SESSION 9 - 14. POLITICAL COMMUNICATION (B) - AGENDA SETTING AND AGENDA BUILDING: NEW PERSPECTIVES

› Location: Auditorium III, First Floor

PREDICTIONS OF ELECTORAL OUTCOMES BASED ON TRAIT INFERENCES FROM PORTRAIT PHOTOGRAPHS

Metag, Julia[1]; Marcinkowski, Frank[2]

› [1]IPMZ - Institute of Mass Communication and Media Research, University of Zurich, Switzerland; [2]Department of Communication, University of Muenster, Germany

THEORY AND RESEARCH QUESTION: People form impressions of others based on their facial appearance within split seconds. These impressions are usually very stable and influential for individual behavior. Within the field of political communication, impressions of competence and trustworthiness have been shown to be particularly crucial for citizens' electoral behavior. Studies by Alexander Todorov et al. (2005) suggest that politicians' facial appearance has a strong effect on citizens' voting behavior. According to his studies, inferences of competence based solely on facial appearance predict electoral outcomes better than chance. Against the backdrop of an increasing visualization and personalization of politics (e.g. Maurer & Reinemann, 2003) such an effect can be very relevant for elections. However, Todorov's studies are conducted in the context of American elections which are very much influenced by visualization and personalization while other traditional political predispositions, like party affiliation and substantive policies, are becoming less important for citizens' voting decisions. As the context of elections in Europe, and especially in Germany where we conducted our study, is different we challenge Todorov's assumptions. We investigate whether an effect of politicians' facial appearance also exists in an electoral environment in which party affiliation is still the strongest predictor of electoral behavior. Therefore, we ask if inferences of politically relevant traits such as competence or trustworthiness also predict electoral outcomes in German elections better than chance. METHOD: An online experiment was conducted in June 2013 with 518 respondents in Germany. We asked each participant to evaluate photos of two competing political candidates on seven traits (e.g. competence, trustworthiness, intelligence). Participants were presented with pairs of head-shot photographs of the winners and runner-ups from runoff elections for mayor's office in 100 German municipalities. The candidates were not known to the participants; all findings are based solely on judgments derived from facial appearance. The trait judgment is a binary variable; e.g. the participants had to choose which of the two candidates appears to be more competent. The photographs were obtained from the politicians' websites or other web content. Each race was evaluated by 50 participants on average and each participant rated 10 races. The order of the races and the position of the photos were randomized. The final results of the elections were retrieved from official data bases. RESULTS: Statistical evaluations were performed on two different levels of analysis. On the level of elections (N=100 runoff ballots), we found that majority judgments on the leadership trait of both competitors improved predictions of the election outcome significantly. All other trait inferences (e.g. competence, trustworthiness, etc.) had no predictive power. On the individual level (N=200 candidates), data indicated that inferences about three different professional traits (leadership capability, competence, intelligence) are significantly correlated with individual electoral success, even when controlled for party affiliation, gender, perceived attractiveness, and perceived age of a candidate. We conclude that Todorov's assumptions about the predictive power of facial appearance for voting decisions cannot be applied without limitations to other electoral environments.

CONNECTION FOR SALIENCE -- OLD AND NEW MEDIA IN AGENDA-BUILDING ON THE INTERNET

Pfetsch, Barbara; Maier, Daniel; Miltner, Peter; Waldherr, Annie

› Freie Universität Berlin, Germany

Does the Internet help to mobilize issues in public debate and if so, what is the function of mass media online? We argue that communication networks on the Internet offer an essential opportunity structure for political outsiders to gain salience in public debate. Focusing the issue area of food safety, we investigate the structures and coalitions of online issue networks kicked off by challengers and their relations to traditional and new media online. The Internet has become a viable means of food risk communication, making food safety a suitable case for the study.

The theoretical framework is rooted in agenda building research. We focus in particular on mobilizing strategies of political challengers, "who do not have routine access to the decision-making arena or to the established media" (Kriesi 2004, p. 196). Social movement studies suggest that challengers use online as well as traditional media to sponsor their issues in public debate, a strategy also termed "intermedia agenda-building" (Denham, 2010, p. 317). We argue that also in the digital age, challengers need the attention of the broad public to achieve mobilization for their issues. This is why we expect that: (1) Challengers seek to connect to the debates of traditional mass media online. (2) Because of lower attention thresholds for upcoming issues, genuine online media function as bridges between challengers and traditional media. We also assume that (3) challengers' networks differ according to the political context: In a pluralist democracy such as the US we expect challengers to be more closely connected to media actors than in a more corporatist democracy such as Germany, where direct connections to the political and industrial food complex should be stronger.

THE CROSS-MEDIA ORIGINS AND LIFECYCLES OF NEWS STORIES IN THE SOCIAL MEDIA AGE

Harder, Raymond A.; Paulussen, Steve; Van Aelst, Peter

› University of Antwerp, Belgium

While Twitter has only existed for about 8 years, it has over time become "part of the everyday toolkit of journalists" (Hermida, 2013: 2). Journalists use Twitter both explicitly (Broersma & Graham, 2013) and as awareness systems to identify current 'hot topics' (Hermida, 2010). Yet, while this interplay between traditional media and social media has been documented, we still lack a comprehensive understanding of the consequences of these interactions for daily news coverage. In this study we address this topic and look into shifting practices in political

news coverage. Drawing on a large-scale quantitative content analysis of media coverage on the 2014 elections in Belgium, we compare traditional mass media (television, newspapers, radio, news magazines) to digital and social media (news websites and Twitter). Our overarching research goal is to establish the relative importance of digital media and traditional mass media for news stories. Conducting our study on the level of news stories (cf. Thesen, 2013), we track and analyze the origins and lifecycles of news stories, thereby going beyond the issue level that is traditionally used in agenda setting studies. The central query of this paper is to what extent digital media are setting the agenda of traditional media or rather function as an echo chamber of what is reported in the news. In addition, we look at the characteristics of a typical contemporary news story (in terms of lifecycle and attention from different media outlets); and how mass media deal with user-generated information that is disseminated via Twitter. More specifically, we first try to explain how inter-media agenda setting functions in the age of social media. Where do news stories originate and how do they circulate across different media platforms? Second, we inquire into the credibility of social media as a news source, relative to other types of journalistic sources. How important and credible is Twitter as a news source for Belgian journalists in times of elections? --- References: Broersma, M., & Graham, T. (2013). Twitter as a news source. Journalism Practice, 7 (4), 446-464; Hermida, A. (2010). Twittering the News. Journalism Practice, 4 (3), 297-308; Hermida, A. (2013). #Journalism. Digital Journalism, 1 (3), 295-313; Thesen, G. (2013). When good news is scarce and bad news is good. European Journal of Political Research, 52, 364--389.

POLITICAL AGENDA SETTING IN BELGIUM AND THE NETHERLANDS: THE MODERATING ROLE OF CONFLICT FRAMING

Rens Vliegenthart [1], Julie Sevenans [2]
› ASCoR/University of Amsterdam[1], M²P, University of Antwerp[2]

After issues get more media attention, they rank higher on the political agenda. Political agenda-setting studies in a variety of countries have shown that this influence of the media on politics exists (see e.g. Green-Pedersen & Stubager, 2010; Van Noije, Kleinnijenhuis, & Oegema, 2008; Vliegenthart & Walgrave, 2011), and that the effect and its size are conditional upon a set of factors (Walgrave & Van Aelst, 2006). Indeed, the political agenda-setting effect appears to be smaller or larger depending on the particular news source, the type of issue, the political agenda, and the institutional position of the political party under study.
The current paper builds on this contingency literature, by investigating how the content of the message - particularly conflict framing in the news -- moderates the political agenda-setting effect. Concretely, and in line with research of Thesen (2012) and Van der Pas (2014), we expect that political parties deal with media information strategically, reacting to news only when they can benefit from its content. Opposition parties can probably well use conflict-rich news in parliament because it allows to attack government, while government parties -- being in 'defense mode' -- rather avoid information containing conflict. We thus expect conflict framing to affect the impact of the media on the political agenda, strengthening it for opposition parties while weakening it with regard to government parties.
We test our hypothesis by looking at newspaper (frontpage) coverage and parliamentary questions in Belgium (De Standaard; oral questions; 1999-2008) and the Netherlands (NRC Handelsblad and de Volkskrant; written questions; 1995-2011). All articles and questions are coded using the Comparative Agendas Project classification of issues. Additionally, the presence of conflict framing is established for the newspaper articles. Data are aggregated to the weekly level. Pooled-time series analyses show that conflict framing indeed matters in both countries: the higher the level of conflict framing in the media, the larger the effect of media attention on parliamentary attention. The results contribute to the literature as they allow a better understanding of the mechanism behind political agenda setting.

WHY DO POLITICIANS REACT TO MEDIA COVERAGE? A USES AND GRATIFICATIONS APPROACH TO AGENDA-SETTING

Vesa, Juho; Blomberg, Helena; Kroll, Christian
› University of Helsinki, Finland

While our knowledge about the contingencies of mass media's political agenda-setting power is rapidly growing (e.g. Walgrave & Van Aelst 2006), the question of what motivates politicians to react to media coverage in the first place has received less empirical attention (however, see Walgrave 2008). We suggest that a uses and gratifications type of approach might help us gain a better understanding of these motives. Empirically, we present findings from a survey of MPs in Finland, which was conducted between November 2013 and January 2014 (N=96; response rate=48%). Theoretically, we draw inspiration from Walgrave and Van Aelst (2006), who have identified possible reasons for why politicians react to media coverage. First, politicians might react to media coverage just in the same way as the public: the media is a source of information about important problems in society at a given moment in time. In other words, politicians might use the mass media to find out about societal problems that deserve political action. We call this the societal problems motive for reacting to media coverage. Second, politicians might use the mass media to communicate with other politicians and political actors. We call this the intra-elite communication motive. Third, politicians might react to media coverage because it affects and reflects citizens' issue priorities (the public opinion motive). Fourth, we believe that politicians might also react to media coverage when they themselves or their party are portrayed in the media in a way that requires a reaction (cf. Thesen 2013). We call this the image-building motive. We apply a uses and gratifications approach to understand agenda-setting effects at the level of an individual MP. In our survey, we asked the MPs about [1] the extent to which their own parliamentary actions (questions, statements) have been reactions to media coverage, and, [2] the extent to which they use the news media to seek out various kinds of information. We analyze the data by looking for possible correlations between the MPs' uses and gratifications and their self-reported frequency of reacting to media coverage. In our tentative analyses, we found evidence of the public opinion motive and the image-building motive. The more Finnish MPs use the news media to find out about citizens' issue priorities and about the way in which they or their party are portrayed in the media, the more they seem to be inclined to react to media coverage. But we found no evidence of the societal problems motive or the intra-elite communication motive. The MPs' tendency to use the news media as a source of information about societal problems or about other decision-makers' actions and opinions does not seem to correlate with their reactivity to media coverage.

THE NEWS MEDIA AS POLICY AGENDA-SETTER. THE CASE OF POLAND

Nowak, Ewa
› Maria Curie-Sklodowska University, Poland

The mediatization of policymaking is not a very popular topic of political (communication) studies, although in general the media's role in politics is one of the established streams within this studies. The approach which is regarded as one of the most applicable to policymaking research is the agenda-setting or agenda-building approach (F. R. Baumgartner, B. D. Jones 2009; S. Soroka, C. Wlezien 2012). Also the role of the news media impact on policymaking is investigated using the agenda-setting approach, but these studies are relatively rare (Kingon 1984, Linsky 1986, Cook et. al. 1983; Birkland 2007, M. Wolfe 2012). The proposed study applies media-policy agenda-setting approach, on its first (issues) and second level (attributes, frames), in order to observe empirically and define analytically the conditions when the direct media impact on policy making takes place and the factors which are favorable or obstructive to this impact. To observe the dependency of policy agenda towards news media agenda three years of TV news media coverage and three years of Polish government policymaking

activity, concerning eight policies is investigated. The research model and the methods which are employed in the study (regression analysis and case studies), are designed to determine the capacity of the media (coverage) to set the policy agenda and the degree in which policy agenda is dependent on media agenda. Also the conditions in which media impact is more possible (i. e. negativity of the coverage, scandal or crisis frames) and when it less likely to happen are going to be established. As a consequence, the results of the proposed analysis will enable to answer the question if and in what way the policymaking is the subject of mediatization process and what can be the consequences of this process for the quality of policy decisions.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 14. POLITICAL COMMUNICATION (B) - POLITICIANS' USE OF SOCIAL MEDIA IN ELECTION CAMPAIGNS

› Location: Auditorium III, First Floor

WHY DO POLITICIANS USE SOCIAL NETWORKING SITES? THE COMBINATION OF USES-AND-GRATIFICATIONS AND SOCIAL COGNITIVE THEORY TO STUDY MEDIA BEHAVIOR

Christopher Ruehl [1], Diana Ingenhoff [1]

› University of Fribourg[1]

Social networking sites (SNS) increasingly become popular in political communication. Thus, many politicians have started to maintain profile pages on applications such as Facebook and Twitter to publicly communicate with a potentially large audience.
So far, a substantial amount of research has been conducted on the use of SNS in special situations, i.e. election campaigning (Gipson & McAllister, 2011; Johnson & Perlmutter, 2010; Vergeer et al., 2013) and crisis communication (Kavanaugh et al., 2012). Our knowledge about the role SNS play in politicians' everyday strategic communication, however, remains underdeveloped. Therefore, our research question is: Which motives do federal politicians have to use SNS for work-related activities?
In our qualitative study, we applied the theoretic perspectives of uses-and-gratifications (Blumer & Katz, 1974) and social cognitive theory (SCT; Bandura, 1986) as a combined approach (LaRose & Eastin, 2004) to investigate subjects' incentives for SNS use among eight incentive dimensions of SCT. In addition, we analyzed politicians' motives in regard to three types of web 2.0 usage (Shao, 2009) to uncover the behavioral incentives for SNS use.
Our sample was selected to be fully-representative of all members of the Swiss national government holding a Facebook, Twitter or YouTube account for professional purposes. A total of 31 semi-structured interviews (N=31; n =21, n =10) were conducted with politicians from all national parties during the parliamentary summer session in June 2013.
The main results of our study show that Facebook and Twitter are the most heavily used SNS among politicians. YouTube is almost not used at all. Production reasons are the main drivers for SNS use across all applications, followed by participation and consumption reasons. The dominant motives for producing, sharing or rating content are reflected in the social and status dimensions. Novel incentives furthermore determine politicians' participation as well as consumption on Facebook and Twitter. Overall, Facebook is used for interaction with the broad public, whereas Twitter messages target the mass media.
The detailed results and their implications will be discussed.

OCIAL MEDIA USE OF THE MEMBERS OF THE EUROPEAN PARLIAMENT- A CHANCE FOR A DIALOGUE BETWEEN CITIZENS AND POLITICIANS IN THE EUROPEAN UNION?

Karoline Oelsner [1]

› University of Technology Ilmenau[1]

The study deals with the question how Members of the European Parliament use social media for their communication with citizens. Social media like Facebook, and Twitter are the latest innovation in political online communication. They allow politicians to address voters in a personalized, responsive, and dialogue-oriented manner and thereby can help to improve the strained connection between citizens and the political elite. Because of the decreasing voter turnout in EP elections especially Members of the European Parliament should be most devoted to an active information and communication policy, where they get into dialogue with citizens and inform them about their political work. For the first time social media were integrated in the online campaigning of the European Parliament in the 2009 elections. In the run-up to the 2014 elections and the peril of an increasing support for populist parties it is important to know whether new media can help to build a dialogic relationship between citizens and the political elite and thereby reduce citizens annoyance about unsolved economic and political problems.
We used a mixed method design combining quantitative content analyses and qualitative inter-views to analyse the social media communication of the MEPs. We examined in June and July, 2011 the use of Facebook, Twitter, YouTube and Flickr for all MEPs (N=736) with a content analysis. In a second content analysis (N=280) in May, 2013, we focused on Facebook, because our first analysis showed that Facebook is the most used channel by the MEPs. We analysed how the channel is used by MEPs to interact (dialogue orientation) and how it is accepted by the users.
The qualitative E-Mail interviews were conducted in May and June 2013. With the help of a student research team we contacted a sample of 64 MEPs from all EU 27 countries according to their activity in social media, party affiliation and age. Nine MEPs were willing to answer our questionaire (Austria: Othmar Karas (Vice president EP), Angelika Werthmann (ALDE); Germany: Nadja Hirsch (ALDE), Jutta Steinruck (S&D); France: Joseph Daul (chair EPP); Cyprus: Antigoni Papadopoulou (S&D); Sweden (Amelia Andersdotter (Greens); Estonia: Indrek Tarand (Greens); Hungary: Kinga Gönzc (S&D)). We asked about their social media strategy, resources, and the importance of dialogic relations with citizens.
The study provides a first comprehensive overview of the social media use of the Members of the European Parliament. All politicians emphasized the importance of social media for their communication but also referred to the still remaining significance of traditional media. "Social media provides an extra medium of interaction but there are no changes in our contact because of it. Social media increases my accessibility for contact and this is important and yes it can sometimes help with understanding the views of those I represent. Overall, it decreases distance and increases frequency of communication." (E-Mail interview Indrek Tarand, line 72-76) Also our content analyses showed that the MEPs have begun to employ social media for a dialogue with the public. This can improve the strained connection between citizens and the political elite.

TWITTER AT THE EUROPEAN PARLIAMENTARY ELECTIONS: COMPARING CANDIDATES' "TWITTER STYLES" BETWEEN FRANCE AND GERMANY

Jessica Einspaenner-Pflock [1], Alex Frame [2], Mario Anastasiadis [1], Caja Thimm [1], Laurent Gautier [2], Tobias Bürger [1]

› University of Bonn[1], University of Burgundy[2]

In terms of political communication, the European parliamentary elections can be considered a particular challenge for candidates in many EU countries. In 2009, overall voter turnout averaged a mere 43% of over 375 million eligible European citizens. In the absence of a clearly distinguishable European public sphere (Pérez

2013), getting citizens to discuss European issues, rather than domestic ones, often appears a particularly delicate task. Yet the run-up to the elections is also an opportunity for many pro- and anti-European voices to make themselves heard. Use of social media for political debate, and in particular the micro-blogging service Twitter, is progressively increasing, and the European elections are no exception. Indeed, for the prospective representatives of an institution often portrayed in European media as being distant from domestic voters, Twitter and other social media can be presented (rightly or wrongly) as a means to cut across barriers and favour direct communication with voters. The paper focuses on the EU election and draws on data collected from all the Twitter accounts of all MEP candidates in both countries during the election period, plus relevant hashtag-based exchanges. The work stems form of a 2-year research project on Twitter in politics, which is internationally funded (France/Germany). Based on the "operator model of Twitter" and the concept of online deliberation (Thimm, Dang-Anh, Einspänner 2014), all candidates of all parties running for office in the two countries are being monitored for their twitter usage. Starting three weeks before the election and lasting until one week after the election day, a large data base of twitter interaction is documented. Tweets take on a contextualized communicative function within the larger framework of this discursive network, thanks notably to four main functional operators:

* @ Addressing/Mention (at)
* # Organizing/Tagging (hashtag)
* RT Sharing/Distribution (re-tweet)
* http:// Linking to other sources (link/short URL)

Quantitative methods of data analysis (content analysis, frequency profiles, topic profiles) will be combined with qualitative ones focusing on the degree of interpersonal interaction (@replies and @retweets), semantic analysis (#hashtags) and types of speech acts, in order to examine candidates' use of Twitter as a tool of political communication: their "Twitter styles" and how they differ within and between the two countries.

The paper will not only adopt a comparative approach to explore the way candidates to the European Parliament use Twitter, but also try to assess the role of these communications for the digital public sphere in Europe from a larger perspective.

References:

Thimm, C., Dang-Anh, M., Einspänner, J. (2014): Mediatized Politics -- Structures and Strategies of Discursive Participation and Online Deliberation on Twitter. In: Krotz, F., Hepp, A. (eds.), Mediatized Worlds: Culture and Society in a Media Age. London: Palgrave Macmillian, pp. 253-269.

Pérez, F. (2013): Political Communication in Europe: The Cultural and Structural Limits of the European Public Sphere. London: Palgrave Macmillan.

FLOWS OF COMMUNICATION AND INFLUENTIALS IN TWITTER: A COMPARATIVE APPROACH BETWEEN PORTUGAL AND SPAIN DURING 2014 EUROPEAN ELECTIONS

Ines Amaral [1], Rocío Zamora [2], Mar Grandío [2], José Manuel Noguera [3]

› Universidade Autónoma de Lisboa / Universidade do Minho / Instituto Superior Miguel Torga[1], University of Murcia[2], Catholic University of Murcia [3]

The research about the concept of influence on Twitter is still underdeveloped and this work is a theoretical and empirical approach about how politicians are engaging with citizens and/or journalists, and how these conversations are framed under specific topics and users (which later will be defined as influentials). The idea of new influentials on political communication in the new media ecosystem (Dang-Xuan et al, 2013) as some studies found, can offer empirical pursuit of the suggested 'two-step flow model' as applied to the agenda-setting process (Weimann et al., 2007). Who is talking about what and with whom? This research will try to answer this question through a content analysis of tweets from individual accounts of politicians.

The study has chosen the period of European elections as a perfect moment to draw the special flows of communications that define the idea of influence in political communication, following the most related research about how politicians try to reach their potential audience (Vaccari and Valeriani, 2013) and how the networked scenario of Twitter is creating unexpected relations until now. Using YourTwapperKeeper software and decoding data with SPSS, this work will find out the conversations on Twitter driven by politicians, the main topics in these political conversations (indexed content with the main national hashtags in different countries) and the kind of flows of communication (direct or indirect) between politicians, journalists and citizens. This study highlights the social profiles and roles that certain individuals (classified in general terms as citizens, journalists and politicians) play in the emergence of the public agenda, as well as a deeper review on the different attitudes and data analyzed in the research about influence on Twitter -- which it needs a required stop about the concept of influence itself. Individual-level predictions of the kind of users who generate influence are unreliable (Bakshy et al, 2011). This research will explore the differences and similarities about influence on Twitter during European elections in two countries with similar political and economic contexts, such as Portugal and Spain.

PERSONAL AND INTERACTIVE: EXPLAINING THE RELATIONSHIP BETWEEN ONLINE POLITICAL COMMUNICATION ON SOCIAL MEDIA AND CITIZENS' POLITICAL INVOLVEMENT.

Sanne Kruikemeier [1], Guda Van Noort [1], Rens Vliegenthart [1], Claes De Vreese [1]

› University of Amsterdam[1]

To reach voters, political candidates and parties increasingly use social media. Social media offer political candidates and parties the opportunity to communicate directly to citizens and allow them to disclose personal information. For citizens, social media offer a platform to get in contact with candidates and discuss politics directly with others. It is, therefore, often believed that social media are an important tool for democracy, as they may foster citizens' involvement in politics.

Previous research indeed showed that the use of social media by political parties and candidates can have positive effects on citizens' political involvement. However, hardly any research investigates which underlying processes explain these beneficial effects. The current study tries to fill this void by investigating the causal relationship between the communication style on social media (i.e., personalized and interactive communication) and political involvement, and the mechanisms that explain the effects.

In this study we will focus on the two key characteristics of social media: interactive and personalized communication. Interactive communication refers to direct two-way communication between politics and citizens (i.e., one person can communicate directly to another person and vice versa). Personalization refers to communication that is more focused on the individual politician (individualization) and his/her private life (privatization), than on the party (depersonalization). We examine how these characteristics of social media affect involvement, and which underlying processes mediate the relationship. Moreover, to understand how the processes mediate the relationship, this study integrates theories from marketing and computer-mediated-communication research: social presence and source expertise theory.

The social presence theory and source expertise theory explain that the effect a medium has depends on the "social presence" (or intimacy) it conveys and on the "perceived competence or expertise" of the source. Based on these theories, we expect that individualized communication, privatized communication and the use of interactive features on a social media platform (i.e., Twitter) enhance political involvement through heightened social presence. We, however, expect that privatization negatively affects political involvement, as it lowers source expertise.

To test our expectations, we rely on an experiment (N = 243). A 2 (interactivity: low vs. high) x 3 (personalization: depersonalization vs. individualization vs. privatization) in between-subject design was used. After viewing a manipulated Twitter page, respondents' political involvement was assessed by asking them to indicate whether they would engage in political behavior (e.g., voting).

The findings show that interactive communication leads to a stronger sense of social presence and source expertise, which positively affects involvement. The effects of personalization differ: Individualized communication positively affects involvement via source expertise. Interestingly, privatized communication has

a positive effect on involvement via social presence, but a negative effect on involvement via source expertise.
Taken together, our study emphasizes that social presence and source expertise are important mediators that explain the effects of interactivity and personalization. Both concepts give us more theoretical insight into the question how social media contributes to citizens' political involvement. Furthermore, the results show that different forms of personalization have negative and positive consequences. Apparently, privatization can also undermine involvement.

POSTERS

WHAT CAUSES ENGAGEMENT ON POLITICAL FACEBOOK PAGES? PARTY LEADERS IN THE 2013 NORWEGIAN ELECTION CAMPAIGN

Larsson, Anders Olof
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Much like the Internet itself in the mid-1990s, social media services like Twitter and Facebook have recently been pointed to as harboring certain potentials for revitalizing the ways in which political campaigning is performed. While comparably early, primarily conceptual efforts tended to view employment of the online at the hands of politicians as well as citizens as revolutionary, later empirical insights have largely debunked such arguably overtly optimistic, techno-centric claims. The present paper, then, builds on the groundwork laid by previous work and seeks to assess what type of online activities undertaken by politicians appear to create engagement among the wider populace. Our focus lay here on Facebook -- arguably the most popular social networking platform as of current. Indeed, while plenty of research has focused on Twitter, usage rates for that particular service must be considered rather limited across most countries, especially when compared to the platform under scrutiny here. Adopting an exploratory approach, the study makes its claims based on an empirical, quantitatively oriented assessment of all posts made by eight Norwegian party leaders on their respective Facebook Page during the one month period leading up to the 2013 general election (August to September of that year). Focusing on the 'short election' period, the study combines automated, state-of-the-art data collection with hand-coded content analysis as well as statistical insights regarding the studied uses and their resulting online activity. By studying parties both in and out of parliament, the study makes a contribution to our understanding of how this (as well as other factors pertaining to the individual parties and politicians) appear to have influence on their Facebook popularity -- expressed here as the level of engagement (an aggregate value of the 'shares', 'likes' and 'comments' yielded by each respective post). Preliminary findings suggest that posts containing thematic elements suggesting 'Acknowledgement' (giving thanks to political colleagues or voters) or 'Negative Campaigning' (critiquing political adversaries, media representatives or other dignitaries) reach the highest levels of engagement -- for both types of posts, the median engagement value was found to be well over 2000. This can be compared to posts seeking to discuss 'Political issues', where the median value reached was just over 200. As for the individual party leaders, controversial politician Siv Jensen (leader of the right-wing populist Progress Party) was found to enjoy enormous popularity online, in comparison with all of her peers. These descriptive data were further corroborated by a series of regression analyses, which taken together suggests that controversial politicians, posting on largely non-issue based themes, tend to enjoy the most popularity on Facebook as defined here. In closing, the paper asks what implications these findings could carry with them in the long run. While traditional media, like TV or radio, still hold strong for information gathering during elections, social media are growing in influence. What repercussions will the fact that certain types of content, as described above, appear to reach the desired effect of more engagement easier than other types?

THE DISCURSIVE CONSTRUCTION OF DEMOCRACY IN PORTUGAL: AN ANALYSIS OF THE PRESIDENTIAL PROFILES OF RAMALHO EANES AND MÁRIO SOARES

Vieira, Marta
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This paper aims to analyze the discursive construction of democracy in the speeches of two Portuguese presidents -- Ramalho Eanes and Mário Soares -- in a specific time-frame (1975-1996), a period which marks the consolidation of democracy subsequent to Salazar and Caetano's autocratic right-wing dictatorship which lasted for nearly five decades. Our aim is to understand the discursive strategies which contributed to the consolidation of a democratic profile that came to characterize the head of State in institutional terms, leading us to question the extent to which this democratic profile may have provided the basis for an archetype of presidential leadership against which future leaderships would be assessed. Moreover, we want to understand, in a comparative perspective, the evolution of the concept of democracy in the discourses of each head of State, focusing on the convergences and divergences present in the texts on the basis of the results yielded by content analysis (webQDA program). We shall allude to the period that began with April 25 as that of the "Democratic Revolution", by analogy to the term 'conservative revolution' that Schonhardt-Bailey and Yager (2011) employed in the comparative analysis of the speeches of Ronald Reagan and Margaret Thatcher. Primarily, however, we use 'Democratic Revolution' to connote a moment that is characterized by the need to redefine the formal public sphere. Our corpus consists of a set of presidential speeches framing two different types of political events: some celebrate anniversaries of great historical importance, such as those related to "April 25" (the fall of the right-wing dictatorship in 1974) and "June 10" (Portuguese National Day); others are speeches delivered in inaugural sessions of constitutional governments. These speeches should be deconstructed on the basis of their rhetorical framing of events and their perception of their target audience. Because they allow us to trace the evolution of conceptions of democracy and citizenship in particular conjunctures, they consist in important forms of political communication that deserve our attention.

EVERYBODY FOLLOWS THE CROWD? EFFECTS OF OPINION POLLS AND PAST ELECTION RESULTS ON ELECTORAL PREFERENCES

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Polls are a well-established part of political news coverage, especially during election campaigns (Brettschneider, 2008; Holtz-Bacha, 2012). Yet, there is a controversial debate over possible influences of polls upon voters' electoral choices. Most prominently, a 'bandwagon effect' is discussed: It states that voters tend to support the expected winner of an upcoming election (Ansolabehere & Iyengar, 1994; Hardmeier, 2008). According to cognitive explanations, polls serve as heuristic cues: People do not attempt to consider all information available for a (political) decision, but rely on easily applicable shortcuts to infer more complex information (Hopmann, 2010; Lau & Redlawsk, 2001). Taking a lead in the polls as a cue that a candidate will probably win an election may induce individuals to support that particular candidate. Likewise, voters may infer that a leading candidate must have superior qualifications that explain the widespread support, which might also boost their intention to vote for him/her (McDermott, 2005). However, where polls are scarce, like in local elections, voters have to draw upon other information for heuristic reasoning, such as a candidate's performance in past elections. Accordingly, also past electoral success may strengthen the expectation that a majority is going to vote for a specific candidate again, and also boost the competence attributed to that candidate (Irwin & van Holsteyn, 2002; Sonck & Loosveldt, 2010). In this study, we test these cognitive causes of a bandwagon effect and subsequently investigate how polls and past electoral performance interact to influence voting intentions. To test these effects, we conducted an online experiment: Participants (n = 765, 58% female, 35 years, SD = 14.06) read an article about a fictitious, upcoming local election and were randomly assigned to 15 conditions. As a first factor, we manipulated the poll

results stated in the article: The candidate was either lagging behind or leading in the poll, or there was no poll. As a second factor, the candidate either lost the last two elections clearly, lost them narrowly, won them narrowly or clearly, or there was no information. Dependent measures (5-point-scales) were electoral preferences ('I would vote for Peters', M = 2.87, SD = 1.16), the expected election outcome ('The citizens are going to elect Peters as major', M = 3.22, SD = 1.06) and attributed candidate competence ('competent', 'qualified', M = 3.36, SD = .75, α = .84). Our results show that leading in a poll strengthens the expectation that a majority is going to vote for that candidate. However, this does not directly influence participants' intention to vote for him. A classic bandwagon effect does not occur. Nevertheless, a lead in the polls increases participants' preferences to support a candidate via an indirect effect upon attributed competence, which follows from voters' expectations that this candidate will win the elections. A candidate's success in previous elections also boosts electoral preferences by increasing both the competence ascribed and the expectation that a majority will vote for him. Evaluated comparatively, past electoral performance exerts the stronger indirect influence upon participants' electoral preference.

DESIGN FOLLOWS POLITICS? THE VISUALIZATION OF POLITICAL ORIENTATION IN THE PAGE LAYOUT OF GERMAN NEWSPAPERS

Keppeler, Johanna; Müller, Philipp
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Several authors have outlined the importance of visual cues and visual framing in the context of political communication (e.g., Barnhurst & Steele, 1997; Coleman & Wasike, 2004; Grabe & Bucy, 2009). However, research has rarely considered the relationship between politics and graphic design (Barnhurst & Quinn, 2012). Yet, it has been demonstrated that newspaper layout features vary in relation to culture (Barnhurst & Nerone, 2001; Chan 2011; Campbell 2013; Kong, 2013). Therefore, it seems plausible that newspaper design could also vary with "political culture" (Almond & Verba, 1965). We assume that the layout of newspapers should be related to its political orientation. Newspapers with a similar political orientation should, thus, exhibit similarities in layout while there should be differences between papers of different political orientation. Such differences could have far-reaching consequences for political communication if the underlying patterns were to be learned by recipients. Studies show that newspaper layout influences the evaluation of its content (e.g., Fichter & Jonas, 2008). Layout features that are associated with a certain political orientation might, hence, work as peripheral cues (Petty & Cacioppo, 1986) for presumed political tendencies in article content. Political newspaper articles as well as other political media content (e.g., online news, weblogs or political advertising) could, then, be judged against the background of its layout. Furthermore, the existence of such an effect could have considerable impact on experimental political communication research. Stimulus layout might unintendedly induce some political meaning and intervene with an experimental variation. Our paper tests the assumption that layout features reflect a newspaper´s political orientation by comparing the page layouts of all nationwide German quality newspapers. The five selected newspapers can be clearly assigned to different positions on the political the left-right axis (Reinemann & Wilke, 2007). Our analysis combines elements of qualitative and quantitative content analysis. We consider the page layout as a whole including size, quantity and arrangement of elements, typography, coloration and also the variance of these parameters. The quantitative comparison of metric features is supplemented by a qualitative comparison, e.g. of the newspapers' logos. Results show that there are three clusters of layout features, which are 1) independent of political orientation (and explicable by genre-specifics), 2) dependent on political direction or 3) dependent on political extremity. The largest cluster contains the layout features which vary in line with political direction. Some layout elements even seem to be linearly correlated with newspapers' positions on the left-right axis. The size of initials, for instance, grows almost gradually with right-wing orientation. Our analysis describes the various relationships of layout features with political orientation and provides explanatory approaches for these relations. Additionally, we discuss the consequences of our findings for the processing of political messages that reach far above newspaper reception. Moreover, the paper also introduces a new approach on how page layout as a whole can be empirically analyzed and compared.

UNITY IN DIVERSITY? A STUDY ON IMMIGRATION IN THE NEWS

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Diversity of news content is universally considered as a pre-condition for a democratic public debate in the media. Pluralism might be under threat if some actors or viewpoints are systematically underrepresented. Media coverage of immigration represents a paradigmatic example of this situation. Immigrants, typically among the weakest players in the media arena, have to face a two-fold struggle: passing the news gates and avoiding a hostile representation. This paper will present the results of a content analysis of news about immigration in four Belgian newspapers and the two main TV channels throughout 2013. Drawing on both quantitative and qualitative methods, we evaluate three central characteristics of content diversity: actors, (sub)themes and viewpoints that feature in the news. The findings show that the debate about immigration in the Belgian media is indexed to the opinions expressed by elites, leaving non-elite actors largely aside. The issue of immigration is covered distinguishing between global and local stories. Journalists mainly follow a dichotomous representation of immigrants: they can be intruders or victims. This study considers the factors that shape diversity of immigration coverage. Differences between media types (newspapers - TV) and outlets (public-commercial broadcasting; broadsheet-popular press) are pinpointed. The article simultaneously explores the influence of economic dynamics underlying news media on content pluralism. Moving from the assumption that increasing concentration in the media market might limit the range of actors, issues and viewpoints represented in the news, we controlled for the effect of media ownership structures in measuring content diversity. Implications of the findings are discussed in light of the recent trends towards growing concentration of the Dutch-language media market in Belgium, which is to become dominated by a duopoly.

POLITICAL PARTICIPATION AND DIGITAL LITERACY OF YOUNG PEOPLE

García Jiménez, Antonio; López de Ayala, María Cruz; Cabo, Marina
› Rey Juan Carlos University, Spain

This paper presents the first results of a research focused on online communication practices of young people between 18 and 24 linked to political interest and civic skills. This research is directly related to a broader investigation centered into the use and risks online practices of youth and teenagers.
New forms of citizen participation linked to young people practices in digital environments are characterized by the predominance of interactivity and are generally produced in the periphery of traditional media and policies. Activities such as creating online groups, comments on forums, the discussion on social networks and the access to political contents through cyberspace can contribute to community development and political interest, strengthening the so-called "cultures of participation" (Kahne and Middaugh, 2012: 52; Kahne and Middaugh, 2013; Holt et. al., 2013). Considering Internet as the priority communication sphere, the study of such practices is relevant to address different ways of involving young people in public life and political commitment. On the other hand, digital literacy has been analyzed from multiple perspectives (Livingstone, 2011). They all seem to define it as a set of capabilities, skills and knowledge related to the production and reception of digital media content, skills that are essential for full integration in the environment of network society. This paper connects both perspectives, focusing on digital media literacy as a basic skill for youth political participation. The point of interest is in exploring the degree of participation, interest in politics and civic life in digital media of Spanish young, in relation to their digital literacy skills. Definitely, the goal is to determine relationships between digital literacy and political and civic participation online of young people. In this qualitative study, the results from 20 interviews and two focus groups composed of aged 18 to 24 people are showed. This proposal takes into account gender, age,

education, perceptions and meanings. The first results are in line with authors like Kahne and Timpany (2012). They confirm that digital literacy activities are positively related to an increase in online political participation and the exposure to various political practices. Similarly, following the ideas of Kahne and Feezell (2011), this paper confirms that a higher degree of digital literacy promotes the development of online activities such as seeking information from different sources, contents production or participation in debates about civic and political issues that could compensate their low levels of political participation.

CRISIS REPORTING AND THE WANING OF THE POLITICAL: DEPOLITICIZATION IN SWEDISH NEWS MEDIA 1975-2010.

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This paper aims at examining the depoliticization of news thesis, i.e. the idea that over time, fewer issues and problems in society will be regarded as political in nature, and/or that the political aspects of such issues are played downed or avoided in the reporting. In turn, this depoliticization of news is often regarded as reflecting a general development in which societal issues are removed from the political sphere. The claim is democratically relevant not least since depoliticized news reporting may decrease the ability of citizens to hold political power accountable. The rationale behind the potential depoliticization can be found in broader societal changes, e.g. globalisation, individualisation, deregulation and deployment of market solutions and 'new public management'. Also, developments more specifically related to news reporting (e.g. commercialization of news) may be considered as causal factors. Previous studies provide mixed empirical evidence of depoliticization of news in various contexts and news genres. The objective of this study is to disentangle the depoliticization in the news report of societal crises in Sweden over four decades. First, changes over time are highlighted: Will news stories featuring political perspectives and political actors have become less prevalent over time? The time frame has been chosen to encompass important shifts in journalistic regimes as well as differing political contexts. In addition to the question of decreasing political aspects in reporting, we turn to news stories which are constructed as political issues, and ask how they are constructed. For example, to what extent are political actors and institutions attributed with the responsibility for solving problems, and, reversely, for having caused problems? The analysis will provide results of relevance for the question of how political accountability is constructed in the news. Along with the longitudinal perspective, the paper also addresses similarities and differences how issues are depicted between different media (newspapers vs television) and journalistic genres. The paper provides an empirical account of the question of a depoliticized media report in relation to industrial crises in Sweden 1975-2011. Crises are temporal phases in which fundamental values of society are threatened. As such they are of high topical importance and subsequently highly likely to be subject to political decision making, as well as a substantive media coverage. Three cases of such crises are analyzed: the decline of three major industrial sectors: textile (1970s), shipbuilding (late 1970s to early 1980s), and automobile industries (2000s to early 2010s). The study builds on an extensive material collected from Swedish daily newspapers (national, regional and local level) and stories in national (and regional) daily television news. A quantitative content analysis of the newspapers is supplemented with a qualitative analysis of television and newspaper material. The results are discussed in the light of the general thesis of depoliticization as well as in relation to other major trends affecting news report, such as mediatization.

CITIZENS' INVOLVEMENT IN PORTUGUESE MEDIA REGULATORY BODIES ALONG 39 DEMOCRATIC YEARS

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Media play an important role in fostering debates and confronting opinions, in opening the public arena to different voices and in forming symbolic perceptions of citizens. In democratic societies, "media regulation is expected to raise journalistic standards and therefore to contribute to the expansion of public and private media social responsibilities" (Sousa & Fidalgo, 2011: 283). Formal interveners/players in state media regulatory bodies vary across Europe and several combinations of different branches of society are found, namely academics, politicians, journalists or citizens. This combination is crucial for the intertwining triangle media, civil society and state and therefore for the promotion of democracy. In fact, fostering democracy is seen as a corollary of media regulation along with accountable media due to their role as informers, as providers of a "platform for public discourse and deliberation", as givers of "voice to a variety of social groups" as well as mediators, and also as controllers of "those in power by fulfilling a watchdog function and by holding them accountable" (Trappel & Meier, 2011: 7). This relationship is based on reciprocity since media requires freedom in order to pursue objectives secured by democracy and democracy "requires certain active and accountable media for its well functioning" (Nieminen & Trappel, 2011: 137). Most of the European countries have independent bodies performing tasks of media regulation, commonly with administrative and financial autonomy towards the state (Sousa et al., 2013), which leads us to the understanding that states perceive media regulation as an important feature for democracy and for the qualification of symbolic environments. Nevertheless, the way institutional representation and level of participation is given to different players of media regulation varies across countries, as well as it has been modified in Portugal along 39 years. Therefore, the aim of this work is to map what type of citizens' representation and/or involvement took place in different mechanisms of media regulation since the end of the dictatorship in Portugal with the Revolution of 1974. We used qualitative research methods to pursue this primary concern, namely documental analysis of the legal documents applied to each regulatory body as well as analysis of data collected through the conduction of semi structured interviews to former members of the same bodies. In a second stage, we reflect on different modalities of citizen's involvement with media regulators, not only regarding self-regulation but also co and state media regulation. Amongst other results, the data collected indicates a major difference regarding the place of citizens in the regulatory body in the period after the establishment of democracy (in the Portuguese Press Council, a self-regulatory body which existed from 1975 to 1990) and in the present day (in the current state media regulatory body, created in 2005). This work was developed within the framework of the PhD project "Media regulation in democratic systems: experiences and models in Portugal" (SFRH/BD/76280/2011), financed by the Portuguese Science Foundation (FCT).

ABSTRACTS SECTION 15
Radio Research

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 15. RADIO RESEARCH (A) – COMMUNITIES

› Room 1.10, First Floor

"PARTICIPATORY PRACTICES DESERVE PARTICIPATORY APPROACHES." METHODOLOGIES FOR EXPLORING TRANSNATIONAL ENCOUNTERS IN COMMUNITY RADIO.

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Although social, cultural and ethnic minorities are served to some extent in mainstream radio it has become increasingly the role of minority or community radio to reflect new identities (Mitchell, 2011) and new forms of citizenship which transcend the boundaries of national identity. This paper explores aspects of the social, political and aesthetic dimensions of radio's role in constructing national, European and minority identities through trans-border communication and transnational encounters. It will present examples from research carried out in two different areas of the UK for Transnational Radio Encounters (TRE) project, a collaborative research project conducted by an international consortium, which has been awarded three years funding by HERA (http://transnationalradio.org/). It will discuss the benefits and challenges of using the ethnographic methods of Participatory Action Research (PAR), (Slater, Tacchi & Lewis 2002; Tacchi et al 2003). This method combines a holistic approach, looking at the whole social setting of a radio station/project and contextualising it within the wider economy, government policies etc. while at the same time, as action research, encouraging projects to 'own' the research and its findings and to develop a research culture that allows them to monitor their own practice and develop research tools. It will report on how PAR workshops and subsequent research activities carried out by community radios stations, radio presenters and representatives of Black and minority ethnic groups in two regions of the UK (SW and NE England) explored 1) issues of cultural memory : looking at the reception of minority radio, and of mainstream programming that deals with minority communities and which plays a part in shaping the discourse of the 'other' within the majority population 2) aesthetics of radio programmes made by/for minority communities, including the "qualitative characteristics of channel-Identity" (Föllmer 2012) and the use of language(s) and 3) station infrastructures and cultures that support or constrain participation for minorities in public/counter public spheres.

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PROVE IT: A COMMUNITY RADIO RESEARCH METHODOLOGY

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Context

The UK has over 200 full time licensed community radio stations, all of which aim to deliver 'social gain'. The Community Radio Order 2004 states this primary outcome to be: "Local services provided...for the good of members of the public, or of particular communities, and... in order to deliver social gain, rather than...for commercial reasons" (p. 3).

This definition of social gain focuses not on the broadcast output of the radio station but prioritises outcomes such as helping people into employment, improving the take up of public services, enabling access to local democratic processes or simply boosting well-being.

For station managers who have been developing their community presence since 2005 evidence of social gain is experienced in day-to-day interactions and from listener/volunteer feedback. Yet managers struggle to see beyond a numbers based, audience focused, approach when faced with the need to attract advertisers. Quantitative research methodologies cannot demonstrate how and why audiences, community and stakeholders engage with their local community radio station. By repeatedly using narrow commercial methodologies the sector fails to properly account for itself.

Prove It

The changing and growing sector, alongside an ever-harsher funding environment prompted the 'Prove It' project; a methodology to help stations prove their impact beyond audience numbers -- to funding bodies, their staff and volunteers and their communities.

This paper outlines the methodology and explores the results of the accompanying small-scale trial results of the methodology. In particular, the paper will address how use of the toolkit:

-Equips community radio managers and volunteers with the tools enabling them to carry out their own soft outcomes research and peer review.

-Enables stations to assess their effectiveness in achieving their aims and to review their methods and projects to maximise the impact that they have with their listeners and community;

-Demonstrates the effectiveness of the station to potential grant funders and service delivery partners thereby boosting the station's ability to secure grants and service delivery contracts. This is particularly important given the increasing financial pressure that stations are currently facing.

The methodology builds on a qualitative framework first developed by a team at Griffith University in Australia (2006). Combined with Griffith's approach are quantitative methods that enable community radio stations to build a rich picture about their audiences, stakeholders and how successful they are in delivering social gain.

Using the resulting toolkit, station staff and volunteers can carry out data collection - conducting street surveys, recording one-to-one interviews, and facilitating focus groups. This is encapsulated by a 'peer review' (buddying) approach, whereby stations pair themselves to support each other and to collect data in each other's transmission areas.

The paper argues that successful research methodologies are those that carry their worth over to practitioners and how research for community radio station is a key survival tool.

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MULTILINGUAL COMMUNITY RADIO FOR MULTILINGUAL SPEAKERS - PERIPHERAL PERSPECTIVES.

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Urban surroundings tend to be regarded as the hotspots of multilingualism in a globalized world. But far less visible, multilingual speakers live and interact in rural areas as well. ESPRIS, an esf-supported project in central Austria, had as its main goal to foster multilingual interactions within a specific region -- taking up local partners like educational institutions and a community radio. One other goal of the project was to work as a motivator for language learners throughout the region and to promote ways of learning on face-to-face occasions, in more institutionalized ways (like courses) and also via on-air and online activities. The role of community radio in promoting social cohesion and engaging speakers in meaningful exchanges was the focus in different research projects in Austria over the last years. After the legalisation of community media in 1998, radio producers from diverse language backgrounds very quickly saw the possibilities to make their languages visible in the Austrian media landscape. Following this dynamics, the everyday multilingualism of radio producers and the use of a combination of different languages on-air has attracted attention from various fields. Within the ESPRIS project, a manual for multilingual radio production was produced: it is meant to offer advice and provide a set of practical examples for speakers in community radios. The cooperation of researchers from media studies and linguistics with practitioners in radio production and media education proved to be very fruitful yet not without contradictions. This contribution will present this manual as an outcome of the project and at the same time provide a critical look on the difficulties and challenges of multilingual production from the point of view of the radio producers as well as from critical linguistics. Given the impact of languages in societies, the negotiation of multilingualism in community media is very important to challenge hegemonial language politics and to offer a space for discourses and counter-discourses on language use and language rights. In conclusion, this paper will discuss forms of multilingual radio productions as a means to ensure citizens' participation within their immediate surroundings and to enable speakers' creativity to produce new forms of multilingual on-air (and off-air) interaction.

A LONGITUDINAL STUDY OF COMMUNITY RADIO AND THE EMPOWERMENT OF INDIVIDUALS, COMMUNITIES AND SOCIETY

Day, Rosemary
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Community media activists regularly make claims for their work with regards to the empowerment of marginalised and disadvantaged members of society. They tell us that community media give a voice to the voiceless, that they build communities and community spirit and that they have a positive impact on the development of civil society. Funders, regulators and academics seek evidence of the benefits that accrue from participative projects in the community broadcasting sector. However, measuring and proving the impact of this work can be extremely difficult, particularly in the short term. This paper investigates these claims by drawing on the findings of a longitudinal study spanning nearly two decades as licensed community radio in Ireland prepares to celebrate its twentieth anniversary of in 2015. The author of this paper has spent those years observing and researching the sector and has written extensively about the efforts of Irish community radio stations to make a difference over time. The paper draws on a number of previous and current research projects and extracts specific case studies so that the development of community radio stations' efforts to empower the marginalised and disadvantaged can be tracked and examined at intervals over a long period of time. The case studies have been chosen on the basis of the nature of the interventions planned, their relevance to the conference theme of empowerment, the longevity and/or replication of the projects and on the availability of key stakeholders in the initiatives for interview in 2014. Three projects are highlighted to assist in examining the interventions of community radio stations at three different levels: * An on-air literacy project in a small town in rural Ireland looks at the empowerment of individuals * An Irish language station in Dublin showcases community building for a linguistic minority in the capital city * An anti-racism awareness campaign provides an example of efforts to effect change in attitudes in a working class suburb of Dublin. The reflections of station managers, project leaders and participants in the chosen case studies are compared to the original statements of aims presented to station boards, NGOs , the regulatory authority and other funders. More readily measurable outcomes such as on air broadcast programming and training schemes are examined and the extent to which community development practices have been employed is assessed. On one level, the findings could be considered disappointing, as evaluation of the data has not generated an empirically verifiable set of benefits that could be used to persuade funding bodies to use community media to effect change in the future. However, the reflections of the participants and animators tell a richly rewarding story of increased confidence, of conscientisation and of communities working together to build better futures for themselves and these form the basis of the paper to be presented.

UNIVERSITY RADIO AS ALTERNATIVE, INNOVATIVE AND COMMUNITY MEDIA: THE CASE OF ITU RADYO AND RADYO ILETISIM

Scifo, Salvatore[1]; Cavallo, Tiziana[2]
› [1]Maltepe University, Turkey; [2]IULM, Italy

A long established presence across US, Canadian, Australian and British campuses, student-led university radio stations have been an outlet for experimentation of new radio formats and the broadcast of alternative content to local public and commercial radio (Gordon, 2012). Free from commercial imperatives, such stations have been described also as inclusive, egalitarian, and open-format (Keith, 2010; Sauls 2000), in other words "forms that are on a smaller scale, more accessible and participatory, and less constrained by bureaucracy or commercial interests than the mainstream media and often in some way in explicit opposition to them" (Coyer et al., 2007). More recently, focusing on cases of university-based stations in Europe, a number of scholars have discussed their role as alternative media outlets, and providers of training and radio laboratories for students in Italy and the UK. (Fleming, 2002; Perrotta, 2005; Scifo, 2007; Cavallo, 2009; Wilson, 2013). In a recent survey (Baccarani, Cavallo, Rotta, 2012) a kind of spontaneous candidature emerges on the part of students to support the institution participating into the creation and realization of these media outlets, founded on an educative process that some even describe as a process providing professional training and emotional rewards insofar as generator of meaning (Weick, 1979). The students attending university radio have seen themselves as partners, certainly, (Baccarani, 1995) but above all as co-innovators and co-producers within the university which, to be more competitive, could make best use of a tool like university radio both to the benefit of the students themselves and to that of the organisation, all too often regarded as being distant or absent. The students are partners to production and to the innovation creation process; they could be described with a neologism as 'co-provators' where the elements of partnership, production and innovation are all considered on equal terms. This new person actively contributes to communications which are in this case shared and dialogue-based in a two-way symmetrical model in accordance with Grunig and Hunt (1984) and therefore excellently adapted to and strategically important for an organisation like a university. According to the responses submitted by the students this strategic aspect would permit the university to be more competitive by gaining greater visibility and through the employment of modern language as adopted by its young users. By discussing two Turkish case studies of stations based in Istanbul, ITU Radyo (ITU) and Radyo Iletisim (Istanbul University), the

authors aim to position Turkish university radio practice in the wider context of the global student-led radio scene, as well as the context of the 'other media' in Turkey (Alankus, 2009). Based on semi-structured interviews to radio station managers the paper will analyze which are the main features and why these community media are student journalism's innovative and alternative media products. Finally, also the paper will explain the new concept of co-provators applied to the two specific case studies.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 15. RADIO RESEARCH (A) – NATIONALITIES

› Room 1.10, First Floor

THE POSITION AND FUNCTION OF THE POLISH RADIO THEATRE IN THE CONTEMPORARY AUDIOVISUAL CULTURE. THE PHENOMENON OF THE FESTIVAL "TWO THEATRES".

Bachura-Wojtasik, Joanna[1]; Klimczak, Kinga[2]

› [1]University of Lodz, Poland; [2]Poland

This paper discusses about an institution which is the Polish Radio Theatre as well as its cultural and educational role towards contemporary audiences. It refers to the history of radio-dramas in Poland only to a small extent, focusing the main attention on a contemporary radio-play and its communication position in the world dominated by the audiovisual culture. The Festival of the Polish Radio Theatre and the Polish Television Theatre - Two Theatres, which takes place in Sopot continually since 2001, indicates that audio art enjoys a great interest. The popularity of this event is also known beyond Poland so foreign artists presenting their native radio and television theatre productions during this Festival are stayed in Sopot for several years (including artists from BBC and Radio Rossiji). The several most outstanding radio-dramas produced by prominent authors of the Polish Radio, (including the director of the Polish Radio Theatre, Janusz Kuku³a), as well as other Polish and foreign contemporary radio-dramas presented during the Two Theatres Festival were selected for this paper as examples. This paper includes a deliberation on phenomenon of Two Theatres Festival in Sopot, radio-dramas and audiobooks produced by applying new sound technology, live spectacles of Polish Radio Theatre, multimedia spectacles produced in the Studio named W. Lutos³awski as well as radio-plays appreciated by the international festival jury like Prix Italia and Prix Europa. The results of discussion along with examples to illustrate the problem clearly confirm both very strong position of the Polish Radio Theatre managed by Janusz Kuku³a and still huge interest from the audience - active participants in the culture.

VOICES ON CONFLICT. THE MEMORY OF THE SPANISH CIVIL WAR IN RADIO NARRATIONS

Montagut, Marta; Castelló, Enric

› Universitat Rovira i Virgili, Spain

The strength of the sound to recreate images of the past has been rather neglected by scholars. The voice and sounds of the past have a great potentiality to articulate, replicate, recreate and restore narratives of the collective history. Radio as media plays a role between the memory narratives and the historical narratives, using the concepts by Paul Ricoeur. Radio can articulate narratives of personal and collectives taken by conversation, interviewing or everyday speech, interweaving them with historians and experts. Ricoeur (2009) stated that, in the level of historical narrative, the discourse on facts can be labelled as "documentary", but radio documentary is using both registers, the accurate accounting of facts, certified by the experts, and the memory and revival of witness and individuals, that adds authenticity and emotional dimension to the narrative. National radio broadcasters developed a relevant function in the abovementioned task. Garde-Hansen (2011: 102), working on a case of BBC radio, described these media producers' work --constantly recording and archiving personal, local and national events-- as mining "from the rich coal seam of a nation's past". Therefore, memory and witness is considered as a raw material in order to construct new narrative "buildings" on identity. This paper explores the radio documentaries on the Spanish civil war produced by the public radio in Spain (Radio Nacional de España) and Catalonia (Catalunya Ràdio). Specifically, the authors analyse Documentos RNE/RNE Documents and the Catalan radio program En guàrdia/En garde. The review of all episodes of these radio programmes in the last thirteen years (2001-14) reveal that the Spanish civil war is not an uncommon topic. After describing what type of programmes and topics were covered in these years, the authors focus on four specific productions: "Lluis Companys" (RNE, 20-01-2012); "L'assassinat de Companys/Companys' assassination" (Catalunya Ràdio, 17-10-2010); "Las fosas de la memoria/Graves of memory" (RNE, 22-11-2008); and "El jutge dels cementeris clandestins/The judge of clandestine cementeries" (Catalunya Ràdio, 23-12-2012). The analysis evidences media strategies of narrative construction that these historical programs use and how they combine personal testimonies --through historical voice files-, academic experts, dramatic performances and re-enactment. In the narratives of the analysed national radio stations the authors also detect how historical and memory narratives are used to describe a national narrative in relation to traumatic events, still very present in the political debate of current Spain. References in this abstract Ricoeur, P. (2004) Memory-History-Forgetting. Chicago: University of Chicago Press. Garde-Hansen, J. (2011) Media and memory. Edinburgh University Press: Edinburgh. Aknowledgement This paper has the support of the project "The media construction of political and territorial conflicts in Spain. Studying discourse and narratives", funded by the Spanish Ministry of Innovation and Science (CSO-2010-20047), and "Memorias en segundo grado: posmemoria de la Guerra Civil y el Franquismo en la España del s. XXI" (2013LINE-01).

IMAGINING 'BENGALINESS' THROUGH COMMUNITY RADIO: THE EXPERIENCE OF BETAR BANGLA IN LONDON

Reza, S M Shameem

› Goldsmiths University of London, United Kingdom

The struggle for a community radio primarily by and for the Bengali community in East London has got almost the similar history documented by Lewis (2012) and others in their writings on the campaigns for community radio in the UK. Surprisingly, the experience of Betar Bangla, the only Bengali community radio (it also airs programmes targeting Somali and other South Asian communities) has not been duly looked into by the contemporary media researchers. While the stories of other good practices of community media have been collected and discussed by the contemporary media experts, such as Koyer, Dowmunt & Fountain (2007), the Diasporic activism and at the same time, process of identity negotiation and imagining Bengaliness thorough a community radio is missing in the research agenda. Depending on qualitative data derived from ethnographic in-depth interviews, observation and information available in the limited number of published materials on Betar Bangla, this paper reflects on how the participants (volunteers/presenters, listeners) in this alternative community space (both the station as a tangible space and the radio shows as contesting ground) negotiate their (Diaspora) identity and (cultural) citizenship between 'Bengaliness' and simultaneously being integral part of British life.

THE MEDIATIZATION OF EVERYDAY MUSIC LISTENING: EXPLORING THE HISTORICAL GENESIS OF CURRENT GERMAN AUDIO MEDIA REPERTOIRES

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› Audio Communication Group, Technische Universität Berlin, Germany

Within the last 100 years, everyday music listening has gone through constant changes in terms of material technologies employed. From the gramophone to

nowadays streaming multimedia gadgets, a lot of new technological devices and services with new functionalities have emerged. Nevertheless, a lot of older appliances still populate our media environments: Today, citizens tend to use different technologies dating from different epochs in different social contexts of their everyday life: Not only have traditional storage media markets been extended through paid digital streaming or cloud services, also a lot of file-sharing, cd-burning, free internet radio use and classic radio reception is taking place. Additionally, some people still listen to the same very few CDs, vinyl records, music cassettes every other day without necessarily purchasing new ones. Resulting, by just drawing on number of sales or subscribers as in traditional market research, mediatization research is not able to get a clear empirical picture of the actual state of affairs in audio media consumption. In order to find out how people actually listen to music nowadays in Germany, we conducted a na-tion-wide representative survey that aimed at identifying the dominant patterns of trans-media use in audio communication employed for habitual music listening in the everyday. Since we were likewise interested in the socio-historical genesis of these patterns, we extended the media repertoire method of Hasebrink & Popp (2006) by drawing on the theory of generations as carriers of cultural change by German sociologist Karl Mannheim (1964/1928). This approach was practically implemented by employing latent class analysis with covariates (Collins & Lanza, 2010), a data-mining procedure that is able to discover latent classes of media use in representative survey data by partly drawing on theory-based model assumptions. Our Empirical results hint to the existence of six distinct trans-media audio repertoire patterns within German population that are mainly determined by birth cohort and to comparably low degree by income, education, gender, urbanity of living area and the existence of children living in the same household. Quantitative findings are complemented by documentary analyses of biographical-episodic interviews (Nohl, 2010) with selected audio repertoire members from each class. Contrastive analyses of knowledge stocks reconstructed from the narrative material give rise to interpreting the manifest repertoire patterns discovered as resulting from differing implicit music media orientations that date back to social and generational inequalities regarding the audio media technology environments their members experienced in the formative years. References: Collins, L. M., & Lanza, S. T. (2010). Latent Class and Latent Transition Analysis. Hoboken (NJ), USA: Wiley. Hasebrink, U., & Popp, J. (2006). Media repertoires as a result of selective media use. A conceptual approach to the analysis of patterns of exposure. Communications, 31(3), 369--387. Mannheim, K. (1964). Das Problem der Generationen. In Wissenssoziologie. Soziologische Texte 28 (pp. 509--565). Berlin/Neuwied: Luchterhand. Nohl, A.-M. (2010). The Documentary Interpretation of Narrative Interviews. In R. Bohnsack, N. Pfaff, & V. Weller (Eds.), Qualitative Analysis and Documentary Method in International Educational Research (pp. 195--218). Opladen & Farmington Hills: Barbara Budrich.

THE DIGITAL RADIO IN SPAIN IS CALLED RADIO ON-LINE: A GROWING DEVELOPMENT'S REVIEW

Pedrero Esteban, Luis Miguel
› Pontifical University of Salamanca, Spain

Nowadays the uncertainty about Spanish model of terrestrial digital radio broadcasting (DAB) is opposed to the advance of on line transmission, who has become the real alternative to traditional radio supported by the rapid proliferation of connected devices. Although the online radio emerged rather quietly and supporting poor quality distribution from telephone lines at the beginning, the evolution of technology has become it as one of the most developed both professional and amateur, especially in podcasting way. The Spanish radio industry has been adapted gradually to the Network, apparently with less conviction than effectively. After a first stage where the Internet came to be regarded as a simple promotional item, the online radio has been used as genuine support integration and media convergence. Despite the traditional radio does not offer a differentiated and targeted programming in new digital media, in the last years they are beginning to add other resources (blogs, list, participation...) and as a result of this some authors confirm that there is coexistence between conventional radio model and the emerging post-radio. Radio online is nowadays the medium that incorporates the advantages of precision measuring its audience, complementarity and customization, as advertising efficiency maximizes that achieved by traditional means, and whose challenges are specified in greater mobility and monetization. This paper explores the development of new online Spanish radio stations outside the traditional radio industry. The caution of the terrestrial radios on Internet betting contrasts with many small initiatives that have populated cyberspace and demonstrate the potential of the Internet to design and deploys new formats, different languages, interactive content and personalized messages. Some of them are so stimulants like Baby Radio (ages 0 to three years), and others are than promising like Radio Emprende (for entrepreneurs). Anyway these projects reveal the real potential of radio in the digital age and its ability to maintain itself as an innovative, efficient and available power.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 15. RADIO RESEARCH (B) - COMMUNICATION

› Room 1.10, First Floor

THE RADIO AND THE ETHICAL AND AESTHETIC EAR

Ventura, Jorge Bruno; Ribeiro, Luís Cláudio
› Lusófona University, Portugal

1 - The identity of the radio while medium was shaped by the diffusion in broadcast of content live or deferred in time, based on different political and social issues. These contents, the basis for the pillars that constitute the identity of the radio, were interspersed with musical or artistic programming. 2 - In an attempt to depart from the decisions of power (especially in the period after the Second World War), the radio medium based a large part of its identity on the perceptions of an auditorium which was also undergoing technical and social changes. The artistic, political and behavioral revolutions would not have been the same or have had the same impact without their collection and dissemination in broadcast. 3- Under the influence of the new technologies, the radio becomes a 'network', not just of stations, as previously, but of global characteristics in its broadcast and choice of the auditorium. With these changes, the radio undergoes a mutation that leads to the redefinition of its qualities, identity and signature, a result of the immersion of the medium in the digital culture and media. 4- As with all activities that involve an interaction of the senses, using body and action, the new contents of radio, no longer linked to analog recording and playback but rather to audio files (MP3, for example), constitute new ways of listening. By analyzing web radios (streaming + podcast), the event does not require a live reaction of the listener but a deferred reaction, because this kind of radio listening sees radio contents as file. In this sense, the new digital and networked radios, accessible both regarding diffusion and creation, assume the qualities of other electronic devices, they too produced for the same cyberspace. 5 - The main qualities of electronic and computer devices that infect the sessions of radioweb are mainly portability, 'nanization' (the effect of making equipment for broadcasting and storing ever smaller), and the file. If we exclude the equipment itself, i.e. the radio, these were not the primary qualities of broadcasting products. With this interaction between the radio and the devices for recording and playback, as well as in the digital addition to the archive, what was previously seen at reception as an ethical ear (as Bertold Brecht or Marinetti understood each listener), belonging to a political and moral subject inserted in a community, became an aesthetic ear, for which listening is a choice in a given time of a content that is inclusive of their aesthetic judgment or their personal tastes. The aesthetic ear, in addition to the aggregating qualities of the devices, incorporates another quality, tangency: only what matters to this aesthetic ear should be part of listening and of the file. In short, this research intends to confront the qualities, signature and identity of traditional radio with those of radioweb, and outline a future concept of the radio.

MORNING SHOW AS A HYBRID (MEGA)GENRE: THE COMPARATIVE RECEPTION ANALYSIS OF RADIO CONTENT IN POLAND AND UNITED KINGDOM

Albiñska, Karolina
› University of Lodz, Poland

In the age of globalization prevails the opinion that genres are transcultural. On the other hand, for some scholars it is hard to believe that media entities are totally unbound to source cultures where they were born and completely immune to target cultures in which they exist at present. These two contradictory statements have served as a catalyst for my comparative research on the nature of morning shows - the most popular contemporary radio programmes - that are transmitted by radio stations in Poland and United Kingdom. Referring to the Janina Fras's idea of megageneric mass media content units (utterances) and her view on the notion of hybridity -- that have provided me with convenient theoretical framework - this article is an attempt to examine whether this type of radio broadcasts really reflects the postmodern postulates of combining opposites and extremes as well as joining various qualities, styles and functions. However, in contrast to descriptive and qualitative methods that usually are resorted to in context of morning shows, here one of the quantitative measurement tools was used. Namely a survey questionnaire which was specially designed for the purpose of my Ph. D. research. The listener-eye perspective seems adequate because in everyday life -- as Jacek Maziarski claims - people often categorize media texts on the basis of so-called "intuitive criterion of obviousness". Having this in mind, it has been assumed that radio genres are not merely timeless, idealistic constructs that are created by analysts but historically rooted structures defined also -- or maybe first and foremost -- by ordinary listeners, whose understanding of this concept not always correspond to scientific approaches. In so doing David Bordwell's thesis that "the general public made use of their own genre labels (de facto genres) quite apart of academic theorists" has also been supported. Consequently, the main goal of this paper is to demonstrate the results of the empirical explanatory investigation into radio morning show as seen through the prism of media users. To fulfill this aim, this article draws heavily on research carried out between 15.10.2012 15.03.2013 and offers an insight into the listener opinions on this particular (mega)genre in both mentioned countries. Nonetheless this in-depth analysis poses new questions, opens up new avenues of inquiry, and what fallows, makes a crucial contribution to rethinking of genres in general. Of course it highlights mainly an issue of radio programmes but, hopefully, can inspire researches who focus on other media as well.

RADIO AS A SPACE OF PUBLIC DISCOURSE

Wielopolska-Szymura, Miroslawa
› University of Silesia, Poland

I would like to reflect a role of the radio as a space of public discourse. The research will concentrate on several aspects of deliberative democracy and role of the radio in the public debate. The main subject areas refer to: 1. Public discourse as a basic principle of democracy. 2. Radio as a voice of public sphere. 3. Organizational and financial structure of the radio and radio programming policy and its possible impact on representation of different points of view in public debate. 4. Radio formats and its influence on public discourse appearing on the radio -- framing of audience. 5. New media and the radio -- the ways of use of the Internet by radio stations as an empowerment of political and public dialog. The idea of democracy is manifested by the principle of the power emerging from "a will of the people". The "will of the people" legitimates the authority through the elections but also influences decision-making processes during the governance period. The citizens express their will in daily conversations or by self organization activity, by manifesting theirs opinion, by sending the letters to authorities or by participation in social movements. The media are the one of the participants of this process. The media also intermediates between the citizens and the governments. The radio as a medium is a platform for interchanging opinions, articulating the interests of the groups, analyzing political programs and decision-making and legislative practices, comparing different points of view. The radio provides a knowledge about politics, economy, and socio-cultural subject of common interests. The content of the radio programs depends on its organizational structure and different sources of funding -- like in Poland, where the public and the commercial radio stations exist together on the media market. Specific radio format emerging from the financing model of a radio determinate a quality and a quantity of public debates on the air. Radio format affects radio genres selection realized to broadcast -- for ex. interview, commentary, report, feature, publicism, political debate, and listeners call-ing as well. In the other side the radio format is linked with the audience preferences and their media use behaviors influenced by variety of socio-cultural and technological factors. In this context an expansion of the Internet seems to be an important element strengthening the role of the radio. The broadcasters actively use the web to transmit radio content and enrich it with visual forms like video materials, photos, texts, video transmissions from the studio, and interactive communication (blogs, listener's general and thematic forums, chats). The theoretical reflections I would like to enrich with empirical research using the method of a content analysis exploring the programs of some Polish radio stations --commercial and public both. The research will focus on the representation of themes and genres as the result of radio format and also radio interactivity and web content as the forms of communications with the listeners.

FACES KILLED THE RADIO LISTENER'S COGNITIVE PROCESSING

Larrea, Olatz
› Pompeu Fabra University, Spain

Living in a world saturated by images someone would be able to affirm that radio is a blind media with big difficulties to involve listeners' attention because of its lack of image. But far from being old and blind radio has demonstrated that its sound nature makes it a resilient media able to communicate all kind of information effectively. Nowadays new media have reinforced the presence of the image and have reformulated the old radio identity by making public speakers faces. This measure, far from increasing listener's involvement with the message has distorted the cognitive processes involved in the listener's information encoding process. Research devoted to voice perception process has proven that listeners form in their mind a physical and psychological image of the speaker depending on the sound characteristics of his/her voice and that this mental image is determinant encoding messages. A recent study on the perception of the broadcast voice when providing the image of the speaker and without the image, demonstrates that the listeners are able to describe the speaker physically and that differences of perception exist according to the modality: audio-visual or auditory. The aim of this study is to prove that the knowledge of the speakers' real faces is also determinant encoding messages. Thus, the auditory or audio-visual modality also determines the attention and the recall generated by the listener when listening to radio news. Therefore, this experimental study analyses the effect of the faces knowledge on the cognitive processing of the radio listeners in terms of attention and recall. The objective is to ascertain whether or not the actual self-image publication policy is justified. An experimental methodology was designed in order to measure the reactions demonstrated by two groups of subjects after listening to the same message recorded by a group of eight voices, four feminine and four masculine, representatives of the different existing tonal records. A picture of the speaker's faces was provided to the first group. In order to measure the cognitive processing of the message (attention and recall) a quasi-experimental methodology was provided, meaning a laboratory experiment to precisely control the designed variables. Across a questionnaire formed by opened questions and behavioural Likert scales, the information obtained was about what both groups of subjects had recalled and attended after listening to the same message from different voices in two different sound conditions (with pictures, and without them). The results pointed that listeners attended more and recalled better when they didn't know about how the speakers' face looked like.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 15. RADIO RESEARCH (B) - PUBLIC SERVICE

› Room 1.10, First Floor

INNOVATION PROPOSALS ABOUT THE PRODUCT AND BUSINESS MODEL OF TRADITIONAL RADIO IN SPAIN: AN ANALYSIS OF SPANISH GENERALIST RADIO

Amoedo, Avelino; Martínez-Costa, María del Pilar; Moreno, Elsa

› University of Navarra, Spain

The technological environment of radio networks has changed dramatically in the last two decades. These changes have shaken up the content production processes, the business model and the audience's behaviour. In a first stage, these changes --firstly related to the improvement of the digital radio broadcasting systems (DAB, DRM and HD Radio)-- were regarded as an opportunity to lead radio innovations and communication processes in the 21st Century. Despite advances achieved in technology and economic prosperity in Spain during the late nineties, radio networks became reluctant to change. Currently, in the overall environment of economic crisis, radio, as a resilient medium, has an opportunity to improve and grow up among other kind of media. To cope with this adverse scenario, traditional radio should adopt a proactive attitude towards innovation, distribution and production processes, and promote emerging content practices. New structures and marketing strategies would be also welcome. This paper will analyse the innovation processes in the field of content and services taken up by the most important generalist radios in Spain (commercial stations SER, COPE, Onda Cero and public service Radio Nacional de España). According to the traditional typology of innovation processes described by Schumpeter (and recent studies about Media innovations), the authors will study the innovations carried out by these Spanish radio networks through content analysis and semi-structured interviews with executives and practitioners in these stations about the following four aspects: 1. Innovation in products and services. 2. Changes in the field of distribution of the products and services. 3. Changes in the organization of the company and in the newsroom and production teams. 4. Commercialization of the product or service. This study is carried out in the context of the current research project Innovation and Development of the Spanish Cybermedia: Business Models and Multiplatform Coordination (2013-2015), funded by the Ministry of Economy and Competitiveness of the Government of Spain (CSO2012-38467-C03-02). This methodology is being used and applied to the analysis of several cases identified in the field of media and journalism innovation.

TALK RADIO AND TALK ON RADIO: PUBLIC DISCOURSE OR MONOLOGUE? REMARKS UPON RADIO IN POLAND

Stachyra, Gra¿yna

› Maria Curie-Sklodowska University in Lublin, Poland

Although the music still fulfills most of the radio air time the main, the phenomenon of this medium nearly since its beginnings was based on the presence of human voice talking to a listener. Single voice was soon adjoined by another and the monologue was followed by the on-air dialogue. Nowadays, the term 'talk radio' is mostly used to describe stations' format, but to some extend it may be applied also to a radio genre, where discussing chosen matters is the core of the program (therefore term 'talk on radio' is used). Modern technologies enable more ways of 'talk', so it has been evolving during the years. From phone-ins to the social media, engaged in the process of radio communication, there are many ways in which the radio talk may be extended beyond the original circle of interlocutors. But the question is if they really make radio talk more efficient in terms of quality, range and empowerment of the public discourse -- hence the paper's title. The article attempts to analyze different forms of 'talk radio' and 'talk on radio' which are present in Poland. They are situated in the context of some important issues that are being discussed in the public sphere. Theoretical frames consist of Juergen Habermas's notion of 'public sphere', but also utilize concepts of triad 'Access, Interaction and Participation' by Nico Carpentier and 'agenda setting' by Walter Lippman, Paul Lazarsfeld, Maxwell McCombs, Donald Shaw and others. Such theoretical background serves to purpose of placing the textual analyses of radio programs into a broader context of communication theory. Research method is based on qualitative analyses of content. Sample material comes from the following Polish radio stations: TOK FM, Polish Radio Channel Three and Radio Maryja. Each of them represent different sector of broadcasters: private, public and community. The programs chosen for research are the most representative forms of radio discourse for each station. There will be "TOK FM Morning", "Supporting while being against" and "Unfinished conversations" respectively. Tracing the forms of radio talk, its audience's participation and the chosen agenda will give an opportunity to insight into a complexity of public discourse of nowadays Poland, which too often resembles a series of monologues, that seem not to interact witch each other. Despite the fact that since the early 1990s the media are plural and free, there is still a strong belief among many citizens that some voices are excluded from the mainstream. This may be one of the reasons why the level of trust towards media in Poland is amongst the lowest in Europe. The result of the paper will be a map of interactive radio talk and its agenda, which will show the areas of common and / or particular interests of each of mentioned broadcasters.

PUBLIC SERVICE RADIO AND NEW TECHNOLOGIES: THE CHOICES (UNCERTAIN) AHEAD

Jedrzejewski, Stanislaw

› Kozminski University, Poland

Public service radio remains strong and will be a power player in the transformation of radio. The challenge will be to formulate and implement a consistent strategy amidst the uncertainty of choices. Nowaday, public service radio broadcasters are able to be presented on various platforms, especially on new media platforms along with their online and mobile service offers and involvement with social media platforms. Multi-platform distribution is of major importance to most broadcasters, which generally offer radio services on at least four different platforms: the traditional analogue FM platform and the internet are the two dominant platforms for radio content distribution, followed by satellite, smartphone/tablet devices and AM (LW , MW, SW) Internet has become a vital platform for radio broadcasters to provide audio content, both live and on-demand, and it has become increasingly common for public broadcasters to adapt their content to mobile access on devices such as mobile phones and smartphones/tablets. Furthermore, PSB radio companies offer their listeners/users the participation and/or information through external social media sites. The users can easily access radio content, on-demand and/or live via smartphone/tablet applications. Other online services, which are offered by public radio broadcasters, are: RSS feeds, discussion forums, blogs, voting and the opportunity to comment on specific topics or programmes. A the moment, introduction of new standards has occurred as changes in other media are happening; terrestrial television is on track for analogue switch-over in 2012-2015; broadband usage continues to grow and stray into content areas; and new end -- user devices multiply in complexity and functionality. Some years forward would be very important years for new radio and that will likely reshape its development. The paper is able to search which strategies and possibilities are to choose for PSB radio in these circumstances in terms of transmission technology, content, organic structures, financing and audiences behaviours. PSB digital strategies have been driven by their culture of innovation and technical progress. With rare exceptions, public service radio broadcasters has been the driving force for digitalization from technical testing to content provision, to marketing and promoting the platform. Perhaps most importantly, PSBs radio are charged with responsibility to provide the benefits of digitalization to citizens. They must act as a social force to extend coverage and services to social groups or regions that purely advertising-funded radio would tend to neglect, implying higher costs for PSBs. Hence, in many countries PSBs must first create the market before commercial operators will join them. This is the great (and neglected) challenge for PSB radio.

BROADCASTING MEDIA AND DIGITAL TRANSITION: CHANGES OF PRODUCTIVE ROUTINES IN NEWS ROOMS AND JOURNALIST COMPETENCES. ANALYSIS OF TRANSFORMATIONS UNDERGONE BY THE TOP SPANISH RADIO STATIONS

Martí, Josep Maria[1]; Espinosa, Sílvia[2]
› [1]Autonomous University of Barcelona, Spain; [2]Universitat de Girona

Spanish radio is undergoing a transformational stage like the rest of the European sector. This transformation is marked by the productive model transition and the analogical broadcast towards the digital model. Changes affect to all links in the value chain but they are particularly sensitive in the content area and more concretely, in the news programs. Many newsrooms are witnessing how their traditional routines are being altered. Broadcasting journalists are obliged to acquire new competences which require different skills to those classic skills learnt in the old days. As a consequence of all that, new training and recycling needs have arisen. This paper is based on a research conducted in the main Spanish radio stations newsrooms. There have been face-to- face interviews with all head of news departments and we collected a sample of interviews carried on with broadcasting journalists still employed and with those who are looking for a job. The specific goals are focused in the routine aspects and in the newsroom way of working, these are: the relationship with the sources, methods of news verification, change of news selection criteria and new agenda-setting configuration, coverage methods for current affairs, and integration models for content generation aimed for the new platforms: information portals, smartphones and tablets. The research carried out in the section of those competencies required for broadcasting journalists has been made up of three groups: Those instrumental kind (motor and cognitive skills), interpersonal ones (relationship with the news sources and integration inside the news room) and those systematic (the way transmedia content elaboration is assumed) . The outcome allows making a precise estimation of changing parameters experienced. Lastly, this paper also introduces the first systematized repertoire of all skills required for the news production and digital broadcast environment which is going to become the base for, not only the access barriers into the broadcasting labor field, but also to determine the recycling policies carried out by the enterprises and the training program design carried out by the Journalist Training Centers (Centros de Formación Periodística). The findings presented in this paper are part of a research project conducted by l'Observatori de la Ràdio a Catalunya (Radio Observatory in Catalonia (GRISS- UAB).

REFRAMING PUBLIC SERVICE MEDIA AS CROWDFUNDED MEDIA. AN ITALIAN CASE STUDY

Bonini, Tiziano
› IULM University, Italy

The aim of this paper is to test the possibility of integrate crowdfunding models into traditional funding models of PSM. We would like to discover if audiences would be interested in autonomously managing a few percentage (5-10%) of PSM annual license fee and deciding which programme is best suited for being funded. The idea we want to test is the following: Could PSM rise their reputation and increase audience engagement with their brand by opening their funding model and adopting crowdfunding strategies? Since listeners are getting used to choose by themselves, switching from a culture of "sit back and listening" to a culture of "making and doing", they could be interested in taking part, as engaged citizens, in the production and funding decisions of the PSM. European citizens have the right to take some decisions about what they want to listen to and to watch to in the PSM. Media experts are no more the only ones able to decide what is the best content for their audiences. They are no more only producers, but also content curators. Letting citizens partly taking part into the decision process would mean strengthening the bonds between PSM brands and their public and fostering new connections between people and the media. The research project will be based on testing an experimental model of crowdfunding for PSM on a sample of Italian citizens through the dissemination of an online survey. We would ask to the sample to play a virtual game: if they could decide how to use the 5-10% of the license fee they have to pay for PSM funding every year, which programmes they would finance? The sample will be asked to choose among a small and defined set of radio programmes (only programmes recognised as high quality informational ones, like investigative news stories, radio features, storytelling, avoiding mass audience programmes and prime time shows, already well founded) and to decide how much of their personal budget they are oriented to allocate to them. They will be able to choose between different levels of funds. Every level will correspond to a different perk for the listener/backer, as it happens in the online crowdfunding models like Kickstarter.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 15. RADIO RESEARCH (B) - TECHNOLOGIES

› Room 1.10, First Floor

IMPLEMENTATION STRATEGIES OF RADIO APPS IN THE SPANISH MARKET: FROM THE SPEECH TO MOBILE

Monclus, Belen; Ferrer, Iliana; Ribes, Xavier; Gutiérrez, Maria
› Autonomous University of Barcelona

Radio stations have found a way to approach their listeners through mobile devices by reviving almost extinguished old transistor traits, such as individual consumption and portability. On the other side, radio stations incursion in the online environment has pushed them to insert graphic elements into some items that, up to this moment, were exclusively sound products. The first step was made when they developed their web sites, and now, they have to readapt their visual resources to both the current new forms and consumption situations and different screen size and with multiple possibilities. For that reason our research intends to contrast the discourse among the heads of the main radio stations in Spain with the broadcaster's' real strategies in implementing their tactics of presence and the development of mobile apps. The findings presented in this paper are part of a research project conducted by l'Observatori de la Ràdio a Catalunya (Radio Observatory in Catalonia (GRISS- UAB) for the purpose of analyzing, among other goals, their corporate strategies which Spanish and Catalan broadcasters are developing for their content offer and multiplatform services, in order to face the digital challenge in the current economic crisis context. The methodology used in this paper is to be divided into 3 phases. First, several in depth interviews have been conducted with the head of technological and innovation departments from the selected radio stations in the sample. The aim was to spot which is their predominant discourse and how do they explain the strategies related to their presence in the mobile devices. Second, we observed the current radio app offer for the purpose of detecting, among many others, the broadcasting production exclusively made for this support, new ways of exploitation, new ways of alternative consumption and new ways of audience participation. In the third place, we carried on with the analysis and the comparison of radio broadcasting discourse, together with all data collected during the observation with the aim of spotting synergies and contradictions between what it is intended to do, and what it is really carried out. This methodological triangulation was applied to a radio stations sample selection as a result of a combination of a radio station group of channels from the public and commercial service, which belonged to,either a state level (Spanish RNE, Cadena SER) or to autonomous level (Catalan Catalunya Ràdio, RAC1) mainly because these segments have their own needs, obligations and different objectives. Some of the results have already pointed out to different aspects. Due to their presence in mobile devices and through different apps, broadcasting radio stations have the chance to export the nuclear element whose main witty reason to exist was the connectivity. Thus, the relationship listenership - radio station or the relationship among listeners may eventually result reinforced because of the combination of a presence strategy in social media. For that reason, the audience participation is a distinctive radio trait which can be favored by the relationship radio station- mobile.

THE NEW DIGITAL STRATEGIES OF THE RADIO MEDIA: THE ADDED VALUE SERVICES

Ramos del Cano, Fátima
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Abstract The current communicative scenario continues experiencing constant changes in its aim towards the final dissolution of the boundaries delimited between traditional media and their digital equivalents. In this context, the radio media continues its path towards convergence unavoidably associated with the digital era and the multiscreen society. Thus, besides of being focused on the study of the Internet´s impact on the radio media (Dubber, 2013; Ortiz Sobrino, 2012; Black, 2001) or on the transformations of the communicative paradigm of cyber radio (Cebrián, 2007; Sellas, 2012) and its model of consumption, distribution and programming, the academic interest is also headed to the analysis of the possibility of the incorporation of new services that might be the key in the configuration of the digital strategy. The aim of this paper is, precisely, to offer a general outlook able to make us familiar with the radio supply related to the added value services (AVS) of the most- listened radio stations in Spain. By AVS is understood those services conceived with a high grade of correspondence in regard to the informative needs of the users (Valdés, 1999). Following the hypothesis that they are being under-used, the methodology applied is based on two field studies combined. On one hand, it is made a content analysis of the webs of the selected stations that covers three dimensions of study: the convergence, the content and the community. On the other hand, twenty interviews to directors, editors, journalists and web managers of the analyzed media are carried out following a survey of semi-structured questions . The field work is developed in the course of the 2013-2014 radio season. The analysis sample includes the most-listened private and public stations in Spain (EGM, 2013), which are Cadena SER and Radio Nacional de España. The outcome point to a gradual but still deficient implementation of the added value services by radio stations in Spain, above all in regard to interactive content and the community. However, and in consideration of what has been exposed by the media professionals, the delay of its incorporation is more due to a lack of resources than to an undervaluation of the services in themselves. This paper is part of the research project P1*1A2013-12 funded by Universitat Jaume I. Literature Estudio General de Medios (2013): "Resumen general de resultados EGM. Febrero -noviembre 2013". Disponible en: http://www.aimc.es/-Datos-EGM-Resumen-General-.html. [07/01/2014]. Black, D. A. (2001): "Internet radio: a case study in medium specificity". Media, Culture and Society, v. 23. Cebrián Herreros, M. (2008): La radio en Internet. Buenos Aires: La Crujía. Dubber, A. (2013a): Radio in the digital age. Cambridge: Polity. Ortiz Sobrino, M. A. y López Vidales N. (eds) (2011): Radio 3.0: Una Nueva Radio para una nueva era: la democratización de los contenidos. Madrid: Fragua. Ortiz Sobrino, M. A. (2012): "Radio y post-radio en España: una cohabitación necesaria y posible". Área Abierta, 32, pp. 1-16 Valdés Abreu, M. C. (1999). "Consideraciones generales en torno al valor añadido de la información". ACIMED, 7:1, pp. 8-14.

EMBEDDED RADIO: NEW DEVICES, NEW PRACTICES?

Oliveira, Madalena[1]; Portela, Pedro[2]
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Radio studies have always faced a kind of intimidation of discourses announcing the death of sound media. However, as technology evolves and new media are created, more radio seems to have place in our lives. Instead of replacing it, new technological devices generate new spaces for radio. Though not with the same shape, radio is today on Internet and on mobile phones at the same extent it became integrated in cars and some other home appliances before. Its portability is today bigger and bigger, which means radio can still penetrate our lives even if 'tuning' nowadays does not mean necessarily listening to it. In technological terms, radio is now provided of much more opportunities than threats. At least, in terms of formats, products and distribution. In what regards the audience, what kind of new practices does recent online revolution represent? How do people interact with these new devices? Do people listen to or use radio more than they did before? What would listeners/users desire to find on Internet? Is listening to radio still a parallel activity? What kind of content are people really looking for on radio websites and radio apps? Are Internet users taking any advantage of online archives? How often do people listen to prerecorded content/podcasts? These questions express our research concerns on the migration of mainstream radio to online radio. Within the project 'Net Station: shaping radio for web environment', we outlined a questionnaire whose purpose is to analyze people's behavior and new habits in terms of listenership. With about 30 questions, this survey will inquire users of three radio websites: TSF (private news radio), Rádio Renascença (catholic broadcaster) and RDP (the public broadcaster). Available online in these stations websites, this questionnaire is intended to give some insights on the way radio is still part of people's media practices. The main objective is to characterize current listening modes and figure out if sound is still the main plastic element when talking about radio of this new generation. Framed by the audience studies, this paper will explore the results of this questionnaire and examine in what extent radiomorphosis is promoting wider horizons and a more intense sound experience or on the contrary if it is distorting radio nature to such an extent that people are not using radio websites to listen to anymore. In brief, the goal of this research is to discuss the role radio still play in everyday life.

ONLINE RADIO FOR THE EMPOWERMENT OF YOUNG AUDIENCES: FROM CONTEXT ANALYSIS TO RADIO PARTICIPATION

Correia Santos, Sílvio[1]; Brites, Maria José[2]; Jorge, Ana[3]; Catalão, Daniel[4]; Navio, Catarina[5]
› [1]CIMJ, UC, Portugal; [2]CIMJ/UNL and ULP, Portugal; [3]FCSH-UNL, CIMJ, Portugal;[4]ULP, RTP, Portugal; [5]CIMJ/UNL

Digital media, online radio, and generally the web 2.0 have become valuable tools to develop personal competences in non-learning contexts. With enormous educational potential, particularly among disenfranchised communities, these tools have been used in the line of participatory action research (Freire, 1977; Kindon, et al., 2007; Cammarota and Fine, 2008), and are particularly adequate to research contexts where participants take up the role of partners and producers (Ravenscroft et al, 2011). The implementation of PAR projects, especially in communities located in underprivileged contexts and at risk of educational exclusion urban zones, is very relevant since it concerns -- and works against -- the social disinvestment in children and youngsters' education and the social implications that come from more restrict knowledge designations. RadioActive Europe is financed by European Commission's Lifelong Learning Programme and is constituted by a Consortium that integrates Germany, UK, Romania, Malta and Portugal. The main purpose of the project is the promotion of social and technological inclusion of disenfranchised youngsters through the production of an online radio. The theoretical and methodological pillars are thus located in the fields of Media Education and Intervention-Participatory Action. Therefore, to develop RadioActive we had to take into consideration the pre-existing contexts. In Portugal, the project works with young people in two youth centres from the governmental project Escolhas [Choices] in Oporto and one in Coimbra. The research team provides technical and content workshops, as well as the material structure of the radio and support to production, as a way to feed a cascade learning, among young people in each centre and from there to others. We will present (1) a systematic diagnosis conducted in each of the three youth centres where the project is being implemented in Portugal and also (2) an analysis of the production of radio shows that were created by youngsters so far. The systematic diagnosis was crucial to create different strategies to better implement the radio station and empower participants in each one of the three youth centres. Regarding the analysis of the shows, the investigation revealed the significance of the systematic diagnosis findings, which had a direct connection and reflected the differences that were identified in the preparation, production and dissemination of the programs. The use of technology, the voice mastering, text production and the development of communication capabilities have been relevant, also among young people who have school absences, are reluctant to explore digital tools and lack confidence to speak in public.

TECHNOLOGICAL INNOVATION IN RADIO BROADCASTING. THE ROLE OF ENGINEERS, INSTITUTIONS AND AUDIENCES

Lax, Stephen
› University of Leeds, United Kingdom

Radio broadcasting has undergone a number of significant technological changes in past decades, each requiring a degree of accommodation by listeners. Most obviously, the recent emergence of digital radio has prompted discussion in countries such as the UK of the ending of analogue broadcasting, requiring widespread replacement of listeners' analogue radio receivers. Earlier technological innovations also anticipated listeners 'upgrading' receiving equipment: RDS data services in the 1980s, for example; the migration from AM to FM bands in the 1970s; and the emergence of stereo radio in the 1960s. The study presented in this paper examines the role of broadcast engineers and their institutions in the process of innovation. It examines the extent to which technical developments in radio listening may be regarded, on the one hand, as driven by an 'engineering vision' of a 'better radio' or, alternatively, as a considered response by broadcasters to perceptions of audience needs. Interviews were conducted with research and development engineers and managers working from the 1970s onwards in broadcasting companies and with institutions such as the EBU, while internal and published documents, including the engineering and technical press, were analysed. Questions which arose concerned the perceptions amongst broadcasters of the audience's needs; the relative autonomy of groups such as engineers; the relationship between broadcasters and receiver manufacturers; radio's status in relation to other audio and audiovisual technologies; and the role of international bodies such as the EBU in coordinating technological developments. Further questions concern the public response to these innovations and thus the role of users in shaping developments and the history of technologies, such as quadraphonic sound and 'carfax', which failed to emerge from the laboratories.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 15. RADIO RESEARCH (B) - JOURNALISM

› Room 1.10, First Floor

THE RADIO ON THE REVOLUTION OF 25 APRIL, 1974: NEWS FORMATS, FONTS, AND SOUNDS

Reis, Ana Isabel; Lima, Helena
› Universidade do Porto, Portugal

Abstract The importance of the media in the Revolution of 1974 is recognized by military, politicians and journalists, and in particular, it's well known the role of radio broadcast in the course of events. Traditionally, radio had been one of the main propaganda tools during the Salazar's dictatorship. By the end of the regime and under Marcelo Caetano rule, radio was under a more severe scrutiny and suffered an intensification of the censorship apparatus (Vieira, 2010; Ribeiro, 2002; Christ, 2005; Ferreira, 2013). In that period, radio was "more open for life," it had a more protesting stand, and night broadcasts became the new primetime programs, because of their lively approach and irreverence (Christ, 2005). Thus, it is not surprising that the radio was the medium chosen by the Armed Forces Movement to communicate with one another during the coup it was also used to inform citizens of their goals and developments in military operations (Maia, 1999; Ribeiro, 2002). In the dawn of April 25, a well-known popular song was the start signal for the military coup which was followed by the broadcast of another song as a password confirmation (the symbol of the revolution, Grândola vila morena). The first statement of the MFA was issued at dawn, by Joaquim Furtado, a Portuguese journalist from Radio Club. In a country with high illiteracy, radio, within the media universe, still occupied a prominent place in information (Ferreira, 2013), and in particular in terms of today's news values. It gathered the agility of the report and the possibility of direct transmission, which conferred the radio an indisputable centrality in the events of the April Revolution, but also in the subsequent period. This importance is evident, not only in how the military, politicians and journalists understood its role (Ribeiro, 2002; Maia, 1999; Vieira, 2010), but also by changes occurred in programming and information that would result from this awareness. This is a preliminary study on the changes occurred on this particular period in the history of the Portuguese radio and aims to determine how these news events gave way to news formats or if just consist in new forms of propaganda, by establishing a categorization of news formats and the sources involved in this context.

'LOCAL RADIO, DELIVERED NATIONALLY': NEWS HUBS AND THE IMPACT ON NEWS PRODUCTION OF RECENT CHANGES IN REGULATION, OWNERSHIP AND THE LOCAL CONTENT REQUIREMENT IN THE UK COMMERCIAL SECTOR

Starkey, Guy; McDonald, Katy
› University of Sunderland, United Kingdom

This paper discusses the findings of a new survey into current practices in radio journalism in the UK commercial radio sector and their impact on news content. Issues around ownership, consolidation, political economy, technological advance and regulatory expectations of commercial operators will be contextualised within a sector-wide survey of contemporary news production practices. Since the beginning of legal, land-based, local commercial radio in the United Kingdom in the 1970s, various changes in the regulatory environment have combined with lowered expectations around the provision of speech and advances in production and distribution technology to bring about radical change to the ways in which the sector is operated. These are particularly apparent in the provision of news, which now exploits synergies in group ownership and new forms of content sharing that were once unimaginable. The paper will use recently-obtained quantitative and qualitative data gathered through original primary research among the various commercial radio groups in the UK to draw some pertinent conclusions about the ways in which a changing regulatory environment has produced newsroom practices which balance reduced expectations around localness of speech content with the potential of consolidated station ownership and the introduction of news hubs and new technology to achieve economies of scale in commercial radio journalism.

MEDIATIZATION OF POLITICAL COMMUNICATION IN POLAND - THE ROLE OF RADIO ELECTORAL CAMPAIGN IN MARKETING STRATEGIES OF POLISH POLITICAL PARTIES IN THE YEARS 2004-2014

Biernacka-Ligieza, Ilona; Adamik-Szysiak, Malgorzata;
› Faculty of Political Science, Maria Curie-Sklodowska University, Poland

One of the elements of the marketing actions is the positioning of the political entity [Newman, 1994; Bowler & Farrell 1992], which may have hallmarks of the ideological positioning (focusing on the views and values exhibited by the politicians), situational positioning (highlighting the current issues and promoting the proposals of their solutions) or innovative positioning (basing on the creative, original proposals, ideas, forms of communication). The final goal of positioning is the selection by the politician/party of the way to present own political offer, so that it gains acceptance of the previously formed target group. The paper is going to show the cross evolution of radio electoral commercials in the context of Polish elections. In the contemporary world dominated by the audio-visual culture, it will be the attempt to answer the question about the role and meaning of radio electoral spots in the marketing communication of political entities with the citizens. The goal is to present ways of radio advertisement usage in the electoral strategy. The empirical research will focus on the diversity, including the way of advertisement's construction (rhetoric, techniques used for the auto-presentation or "unmasking" the political opponents) of the radio electoral advertisements. The subject of the study will include selected paid electoral commercials on the radio. The analysis will be based on the presentation of the activity in this

area of the selected (the most active) parties and politicians from the Polish political scene. The period of the study will include the Polish nationwide electoral campaigns (including campaigns to the Polish and European Parliament) and the local government campaigns conducted on the nationwide level. In total, the empirical study will include the source material derived from 8 electoral campaigns. The period of analysed sources will cover the 10-year period of the Polish membership in the European Union (2004-2014). Special attention will be devoted to the current trends of using radio electoral commercials by the Polish parties in campaign to the European Parliament in 2014. The basic research method will be the analysis of the content, both quantitative and qualitative. Examining the way of the presentation of specific issues there will be recalled the concept of framing the media messages (framing), understood as Robert Entman [Entman, 1993] in the category of selection and conscious exposure of some aspects of reality, in order to spread the specific recognition of given problem, its causal interpretation, moral evaluation and/or the recommendation of the proper proceeding. Due to methods mentioned above the following hypotheses are going to be verify: H1: Contemporarily, in communication strategies of the Polish political parties the radio electoral commercial is the preferred means of communication. H2: The radio advertisement serves the parties and politicians mainly to maintain the impression of intensity of the media/campaign activities. H3: The dominant tendency in the tactics of political groups is the departure from the communications of a substantive nature in favour of easy-to-remember associatively emotional slogans, evoking interest of specific target groups. H4: The growing role of the leader of the political group in communication strategies, including the radio electoral commercials, proves the progressive presidentialisation and media coverage of politics. Research questions will oscillate around several issues: What form is taken by the contemporary political advertisements?, Are radio commercials constructed as a consequence of audio-visual messages?, Are commercials constructed based on the stock scenarios ("talking heads", testimonial ads)?, Does ideological and situational positioning dominate in the strategies of political parties?, Do radio commercials play a key role in offensive campaigns, requiring the emotional involvement of the recipients?

PORTUGUESE LOCAL RADIO AND JOURNALISM -- HOW JOURNALISTS USE THE INTERNET TO PROMOTE PROXIMITY WITH COMMUNITIES

Bonixe, Luís

› Escola Superior de Educação de Portalegre, Portugal

Local radio has changed the media landscape in Portugal in many ways. One of its major contributions was to bring together media and citizens and to contribute to the promotion of identity in the communities where they operate. Local radio broadcasts news and information directly related to the daily lives of communities (OFCOM, 2012; Chantler&Harris, 1997; Nosty, 1997), creating a sense of sharing and participation, strengthening ties and promoting two-way communication flows (Moreno, 2002). The emergence of local radio in Portugal was spurred by the goal of creating a set of mechanisms that could help citizens to participate in the construction of the local (Bonixe, 2012). However, the path taken by the local radio stations in Portugal has led to a very complex scenario such that in some cases the initial goal has been abandoned. Indeed, a local market exiguous has failed to attract investment, the small size of most local broadcasting companies and the public policies adopted have led many radios to move away from the communities and to transform into musical radio stations. Important too was their contribution to the practice of journalism in Portugal. The number of radio professionals doubled from 1988 to 1989. It should be noted that the period from 1987 to 1991 corresponds to the phase of legalizing formerly radios Pirate (Rebelo, 2011). However, at the beginning of the second decade of this century, in the Portuguese case, there are indicators that may be cause for concern about the future of journalism on local radio stations. We are currently witnessing the emergence of a setting shaped by policies and business strategies that, in accordance to the legislative plan, have been increasing radios' detachment from their objectives of promotion and creation of spaces for discourse and collective memory in the communities where they operate. In the local radio stations that proliferate across the country there are, even today, a great number of newsrooms with scarce human and technical resources and this has a considerable effect on news production. Reports and studies in Portugal mentioned that local radio newsrooms have between 1 to 4 journalists. This is the scenario in which local radio journalists are facing the challenge of Internet. Based on interviews done to 10 local radio journalists, our study intents to understand how Portuguese local radio journalists use Internet in their work, how it can contribute to improve their mission of proximity with local communities and what kind of constraints still exists in the local radio organizations in Portugal towards the use of Internet. The study concludes that Portuguese local radio journalists frequently use Internet as a tool for their work and that it helps them to engage audiences, but they think that local radio organizations are not using Internet, and especially social networks, as they should in order to take advantage of all their potentialities.

15. POSTERS

PERCEPTION OF RADIO PRESENTATION - INTERACTIVITY, PERSONALITY AND IDENTIFICATION FROM THE LISTENERS' PERSPECTIVE

Gebauer, Maria Luise

› Martin-Luther-University Halle-Wittenberg, Germany

Radio presentation is one of the most important elements constructing the individual identity of broadcast stations. In times of changing listener preferences, changing markets and challenges based on the competition between different radio stations, each station has to attract very consistently its target group. My PhD thesis focuses on the description and evaluation of radio presentation from the listener's perspective. According to Lindner-Braun (1998), 74 % of German radio listeners claim to recognize radio stations by their presenters, which indicates that for the audience radio presenters play an important role in the overall appearance of radio stations. Thereby the individual presenter's voice and the way of speaking are probably very influencing factors that support the listeners' identification with their favourite radio station. Furthermore, listening experiences, listening habits and settings, the content and role expectations on radio presenters have a wide influence on the listener's evaluation of the radio presentation. In the context of my PhD study, I surveyed listeners from Germany, Austria and Switzerland in order to investigate the perception of different morning show presentations while listening to them. The stimuli for the interviews contain authentic recordings of morning show presentation in Germany, Austria and Switzerland. Thematic priorities in the problem-centered, focused interviews (cf. Keuneke 2005, Lamnek 2005, Froschauer / Lueger 2003) are the listeners' descriptions concerning the presenters' personality, the interactivity between the presenters (anchor and sidekick/s) as well as the presenters' addressing to the audience (cf. Tolson 2006). Further research themes touch the process of individual identification with a certain radio programme and the effect of radio presentation on the individual mood variation in the morning. To analyse the effect of radio presentation on the variation of the individual mood, Continuous Response Tests complete the methodological approach to the perception of radio presentation (cf. Gregory 1995, cf. Kopiez et al. 2011). Within the interdisciplinary research project Radio Aesthetics - Radio Identities, my PhD thesis points out the recipient perspective on radio presentation. Other studies (e.g. Clara Luise Finke) examine product and production perspectives. In this way, the results can be related to the others for a better understanding of radio in general as an expression of culture and as a shaping force in culture. The Poster presents the current study of my PhD thesis by describing the theoretical background, the methods (qualitative interview, CRDI) as well as the results of the qualitative interviews and Continuous Response Tests. Therefore, the descriptions of interactivity, addressivity (cf. Tolson), radio personality and the individual identification from the listeners' point of view are central points of the poster presentation.

ANALYSING RADIO PRESENTATION - WHAT TELLS THE INTERACTIVITY ABOUT THE CHANNEL IDENTITY?

Finke, Clara Luise

› Martin-Luther-University Halle-Wittenberg, Germany

Radio presentation is one of the constitutive elements in radio programmes. In times of changing listener preferences and technical modifications as well as an offer of a variety of goods (radio stations) every station competes with every other. It is now more important than ever before to have a special profile and to talk to a concrete audience in order to be competitive in the market. To create a channel identity and to forge close links to the listeners, presentation is a vital element. A study by Lindner-Braun (1998) shows that 74 % of the German radio listeners identify radio stations by their presenters. Therefore, it can be assumed a correlation between the long-term audience link, which is striven by the radio stations and the specific arrangement of presentation for a special target audience. When we assume that the radio presenters use a learned technique - in the sense of a 'rhetorical techné' (cf. Gutenberg 1993; 2001) - this technique should probably become visual in an analysis. In my PhD thesis, I analyse authentic recordings of morning show presentations from Germany, Austria and Switzerland. Conceptual and structural design will be examined as well as presentation, particularly with regard to themes, linguistic style and vocal delivery. First results show that directly and indirectly interactivity between presenters and the audience is a leading motive for a presentation, which forge close link to the target audience. This interactivity is described in the literature as adressivity (cf. Tolson 2006). The poster will focus on this adressivity as well as on the interactivity between presenters (anchor and sidekick/s). By comparing the presentations of different radio stations it will be shown how and in what way the channel identity shines through the presentations. It will also be visualized how the analysed radio stations differ from each other and how they are similar to other stations. My study is part of the interdisciplinary research project Radio Aesthetics - Radio Identities. The project has been launched to explore the relations between sound aesthetics, targeting strategies and individual uses of radio (today, in the past and in intercultural comparison). Some aims of the project can be grasped as develop methods, instruments, models, terminologies and theories for the precise description, analysis and assessment of the relation between radio aesthetics and the construction and perception of radio identities across different formats. This contains studies from different perspectives: production, product and reception. Within the project, a link will take place between the results of my product-analysis and the results of reception studies (e.g. the PhD thesis of Maria Luise Gebauer).

ABSTRACTS SECTION 16
Science and Environment Communication

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 16. SCIENCE AND ENVIRONMENT COMMUNICATION - INTERNATIONAL PERSPECTIVES ON A GLOBAL PROBLEM: CLIMATE CHANGE IN THE MEDIA

› Room 1.09, First Floor

CROSS-NATIONAL RESEARCH ON CLIMATE CHANGE COMMUNICATION: STATUS QUO AND THEORETICAL FRAMEWORK

Engesser, Sven; Schaefer, Mike S.; Brüggemann, Michael

› University of Zurich, Switzerland

In the past decades, an increasing number of scientific studies has analyzed the role of the mass media in climate change communication. The presentation outlines the status quo of this research field, identifies gaps in current scholarship, and provides a framework for future analysis. In a first step, it presents results from a systematic, large-scale meta-analysis of the objects and characteristics of the research field. A content analysis of 133 scientific studies on climate change communication (taken from the Web of Knowledge and from review articles) shows that the the number of analyses of climate change communication has risen strongly over the past years; and that the analytical spectrum taken into account in these studies has expanded in several ways: the research field has increasingly encompassed a broader range of countries, types of media, and methodological approaches. At the same time, however, the analysis demonstrates that the most common type of studies on climate change communication is still the case study, and that most studies focus on Western countries and on print media. On the other hand, the presentation observes a lack of studies that assume an international perspective and include different types of media. In a second step, the presentation organizes these studies according to their analytical foci. It identifies a core of five important topics to which most studies in the field can be assigned: (1) studies analyzing the portrayal of risk and uncertainty in the media, which is closely related but still distinct from analyses of media representations of "warners" and "deniers" of anthropogenic climate change; (2) studies scrutinizing the accuracy of information about the science of climate change provided by the media, which is influenced by the high complexity of the matter and the disputed scientific knowledge of climate journalists; (3) analyses of the public representation of industrialized countries vis-à-vis emerging economies, the balancing of views from the "Global North" and the "Global South", and the distribution of power which manifests itself in these representations; (4) scholars analyzing how the media deal with, and negotiate, the legitimacy end efficacy of supranational governance structures aiming to tackle climate change, such as the UNFCCC or the IPCC; as well as (5) studies focusing on different modalities of climate change communication, i.e. on the schemas, narratives, and frames - both textual and visual - that are embedded in audiences or national cultures, and the question of how they are instrumentalized by different actors within society. In a third and final step, the presentation maps the status quo of research for each of these topics. It shows that while some strands of research are still in the process of being established others have significantly advanced and accumulated knowledge. The presentation suggests that the former continuously rely on descriptive studies while the latter are ready to move to the next epistemological level and should increasingly try to provide explanations and prognoses for the observed phenomena.

SUSTAINABLE MEDIA EVENTS? MEDIA COVERAGE OF THE UN CLIMATE CONFERENCES IN DEMOCRATIC COUNTRIES

Wozniak, Antal; Lück, Julia; Wessler, Hartmut

› University of Mannheim, Germany

The study investigates the mediated representation of the annual UN Climate Change Conferences (COPs) in opinion-leading quality newspapers and online news websites in five democratic countries around the world (Brazil, Germany, India, South Africa, and USA). We understand the COPs as communicative moments in climate change debates which trigger media attention for the issue. Climate change is an issue of global concern but with distinct impact levels and effects on different locales. An international comparative content analysis of the COP-induced periods of "discourse densification" in media coverage will contribute to our understanding of the relative strengths of national con-text factors (such as vulnerability to consequences of climate change, climate policies, issue cultures, economic development) on the one hand and global similarities in news content on the other. Our research interest specifically focuses on the interplay of two communicative modes of media coverage on climate change: text-based issue framing and visualization. We argue that a concurrent and systematic analysis of these different communicative modes on the textual and visual levels will get us closer to understanding the complete picture drawn by news reports on climate change. By conducting a large-scale comparative content analysis of media coverage of four successive COPs - starting with COP16 in Cancún 2010 up to COP19 in Warsaw 2013 - we aim at measuring and describing multi-modal discursive repertoires present in media debates. A smaller number of studies combine analyses of verbal-textual and visual elements of media coverage (DiFrancesco & Young, 2011; Dotson et al., 2012; Nielsen & Schmidt Kjærgaard, 2011; Roosvall & Tegelberg, 2013). We build upon this stream of research and develop a standardized coding instrument that allows for reliable measurements of the respective elements and is applicable to large-scale media content analyses. In our analytical approach to news frames we follow the notion by Entman (1993) that a news frame consists of up to four functional elements: problem definition, causal interpretation, moral evaluation, and treatment recommendation. The definition of distinct frame features allows for an analytical operationalization that is theoretically valid and facilitates reliable and reproducible empirical analysis (Matthes & Kohring, 2008). We complement this framing analysis by investigating news images that we regard as concrete visual content elements of media presentations, which are either used to illus-trate a written text or are presented as stand-alone visual images. In our approach we specifically look at the depicted content as well as the formal and basic stylistic elements of news photographs. The paper focuses on differences between text-image repertoires in the five countries studied and their development over time from one COP to the next.

RISK AND UNCERTAINTY: MEDIA COVERAGE OF THE IPCC REPORTS IN INDUSTRIALIZED AND EMERGING ECONOMIES

Painter, James

› Reuters Institute for the Study of Journalism, University of Oxford, United Kingdom

The effective communication of the uncertainties around climate change has long been both a challenge to scientists and a subject of scholarly research. Most of these uncer-tainties are epistemic (uncertainties that are not known in practice,

but could be known or reduced), and include how much warming will take place over what period, how ro-bust are climate models and how the Earth will respond to warming temperatures. More recently, there has been increased media debate about climate sensitivity, which is normally taken to mean how much the Earth's temperature will increase in response to a doubling of CO2 in the atmosphere. The role that the media plays in portraying these uncertainties has also been subject to considerable scrutiny. Much attention has been paid to the way different types of sceptics play up the uncertainties to gain traction in the media and influence over public opinion (particularly in the USA, the UK and Australia). For its part, the IPCC has provided detailed guidelines for its authors on how to present the uncertainties. The IPCC uses calibrated language to grade both the likelihood of something happening from 'extremely likely' (more than 95%) to 'extremely unlikely' (less than 5%), and the confidence levels it has in those assertions about likelihood. There is also an active debate in both academic and policy circles as to whether in some cases, framing climate change as one of risk (particularly for decision makers) is more helpful than framing it as uncertainty, or whether emphasizing the opportunities from addressing greenhouse gas emissions can be more helpful than the strong (media) narrative of catastrophe or disaster. This presentation will reflect on the recent findings of an empirical study by the Reuters Institute of the reporting of IPCCs Fourth Assessment Report (2007) in the print media of six countries, namely Australia, France, India, Norway, the United Kingdom and the USA. This study examined the relative presence of four common framings of the climate change narrative, 'disaster', 'uncertainty', 'explicit risk' and 'opportunity'. The same methodology and focus is also being applied to the parts of IPCCs Fifth Assessment Report (2013/14), but with the difference that the focus is on television reporting on popular news channels in six countries (Australia, Brazil, China, Germany, India and the UK, which give an important contrast between industrialized and emerg-ing economies). There are only a few studies which have concentrated on cross-country comparisons of television coverage of climate change. Yet for many publics, television news is still the main way information about climate change is received, and is often the most trusted source of information compared to other media. Preliminary results will be provided as to the country differences in the amount and type of reporting of the IPCC reports, and the prevalence of the different framings of the climate change narrative with a particular focus on uncertainty and risk.

MEDIA COVERAGE OF THE IPCC REPORTS IN THE "GLOBAL SOUTH" AND "GLOBAL NORTH": COMMONALITIES AND DIFFERENCES

Eide, Elisabeth [1]; Kunelius, Risto [2], Yagodin, Dmitry [2]

› [1] Oslo and Akershus University College, Norway; [2] University of Tampere, Finland

In September 2013 the IPCC presented the first part of its Fifth Assessment Report, the remaining three to be launched in 2014. The scientific certainty on the prospects of an-thropogenic climate change has increased since the last report in 2007. A recent poll including 39 countries demonstrate that an average of 54 % perceive global climate change as a major global threat but in the US and Europe this threat is not ranked on top, unlike Asia and Latin-America (Pew, 2013). A global search on climate change media coverage (Boykoff, 2013) shows a (partly) downward trend. Previous research has shown that academics tend to trust the UN climate scientists more than other groups (Duarte, 2010). This paper presents results for the first three parts of IPCC's Fifth Assessment Report from 20 countries, equally distributed between the "Global South" and "Global North", which gives us an excellent opportunity to study how the journalism profession in a variety of countries works to frame and communicate science about future risk (Beck, 2009; Hulme, 2009), when the issue at stake is an unevenly distributed global threat. Focusing on the global coverage of three sub-reports (I: physical science base, II: impacts, adaptation, and vulnerability and III: mitigation) the paper will look at 1) the amount of media attention given to the various reports, 2) the prescribed credibility of the reports, 3) the diversity of voices and comments linked to interpretation of the reports, 4) the main frames of interpretation mobilized in the coverage. By providing a broad, global comparison of these aspects and by looking at the global variations and similarities across news media that operates in very different con-texts (in terms of climate politics but also in terms of media systems and traditions) the paper tackles the intersection of debates related to global journalism and climate jour-nalism. Previous and ongoing research on the COP coverage in the same variety of coun-tries (Eide, Kunelius, & Kumpu, 2010; Eide & Kunelius, 2012) will serve as a back cloth to this study.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 16. SCIENCE AND ENVIRONMENT COMMUNICATION - CLIMATE CHANGE COMMUNICATION AND PUBLIC ENGAGEMENT

› Room 1.09, First Floor

FRAMING THE TWO-DEGREE-TARGET. A CONTENT ANALYSIS OF THE TWO-DEGREE-DEBATE IN GERMAN NEWS COVERAGE FROM 2009 TO 2014

Rhomberg, Markus; Kaiser, Jonas

› Zeppelin University Friedrichshafen, Germany

The aim of this study is to explore media frames in the German debate from 2009 to 2014 on the climate change issue with a focus on the Two-Degree-Target. Climate change is a hotly contested issue: scientists, industry lobbyists, policymakers, non-governmental organizations or journalists all struggle to establish their particular perspectives in the public debate. Therefore, the public discourse on climate change is a mixture of very different streams of knowledge consisting of expert knowledge as well as lay knowledge. To make sense of these rather complex policy debates, audiences use frames provided by the media as interpretative shortcuts (Nisbet 2009). Our study focuses on a special aspect of the climate issue. The debate on a Two-Degree-Target is both a political and a scientific debate. It has "emerged as a central element of international climate policy" (Shaw 2013, p. 563) and as such is especially challenged by public frame-making of various actors within the public discourse. In order to find these frames we are going to conduct a two-step content analysis of the print and online coverage on the Two-Degree-Target in 10 major German media outlets from 01.12.2009-31.01.2014. The first step consists of an explorative analysis of a representative sample (20%) of the articles (N= approx. 1300) to identify clear statements and then interpret and cluster them into groups with similar content. Working step by step, idea-elements will be identified in the media, then aggregated to frames, which will be abstracted in a third step to media-packages and afterwards systematically coded and analysed for all articles. With this design we are seeking to answer the following research questions: 1) Discourse structure: What is the focus of the debate? Is the debate driven by political actors, scientists or the media? Is the Issue-Attention-Cycle event driven? 2) Discourse producers: Central for this dimension is the concept of Standing (Ferree et al., 2002). Only actors, who get covered by the media, have the chance to articulate their topics and arguments, thus gaining standing. The central question is: Who is allowed to talk? Which actors dominate the debate? 3) Framing: In public debates, each actor is likely to be actively seeking to establish his particular perspective on the issue. Therefore, we ask: Which frames can be placed with what frequency by which actors? What reviews of these frames can be found? In which social contexts are which frames discussed? With this theoretical and empirical approach we seek to find answers on the questions how the Two-Degree-Target is covered by the media and which frames are especially prevalent.

Literature

Nisbet, M. (2009). Communicating Climate Change: Why Frames Matter for Public Engagement. Environment: Science and Policy for Sustainable Development, 51(2), 12-23. Shaw, C. (2013). Choosing a dangerous limit for climate change: Public representations of the decision making process. Global Environmental Change-Human and Policy Dimensions, 23(2), 563-571. doi: Doi 10.1016/J.Gloenvcha.2012.12.012

JUMPING FROM CLIMATE SUMMIT TO CLEAN POWER? THE DYNAMICS OF ATTENTION AND ISSUES REGARDING CLIMATE CHANGE COMMUNICATION IN DIFFERENT DIGITAL COMMUNICATION ARENAS

Schaudel, Ines; Taddicken, Monika; Neverla, Irene
› University of Hamburg, Germany

Online communication offers various modes of communication featuring characteristics of both mass media and interpersonal communication (Bruns, 2008; Höflich, 1998). Barriers to communicate in digital public spheres are partly low, allowing even lay people multiple possibilities not only for information, but also for participation and interaction -- even regarding science issues such as climate change. Thus, online communication has been ascribed high relevance for the public discourse on climate change (Brossard & Scheufele, 2013; Schäfer, 2012; Taddicken, 2013). But so far, little attention has been paid to these online discourses (Koteyko, Jaspal & Nerlich, 2013). However, to examine how climate change is discussed online by lay people it is necessary to conceptualise the enormous variety of digital communications first. To differentiate between digital public spheres, Schmidt (2013: 41) introduced online communication arenas which represent "specific constellations of actors (communicator and audience) (...), who offer information on the basis of particular rules of selection and presentation as well as a specific software architecture". Based on this, four arenas can be distinguished: 1. Mass media arena (e.g. news websites), 2. Expert arena (e.g. scientific journals, expert blogs), 3. Personal arena (e.g. SNS) and 4. Discussion arena (an extension of Schmidt's concept). These can be differentiated into the mass media discussion arena (e.g. user comment platforms of news websites) and the alternative discussion arena (e.g. discussion forums). By deducing different constellations of actors in these arenas, arena-specific issue-attention cycles can be assumed (Downs, 1972; Waldherr, 2012). It is to be expected that the discussion and personal arena (1) provide longer passages of attention to issues because the constellation of actors facilitates a dialogue and therefore more controversy can emerge (Nisbet & Huge, 2006). Furthermore, the discussion and personal arena (2) creates opportunities for new interpretations, frames and issues because the access barriers are low, which provides a greater plurality of communicators (Baden & Springer, 2013). This paper examines the specific differences in the dynamics of attention and issues regarding climate change communication in different online communication arenas. For this, a quantitative online content analysis of German climate change communication is conducted. The sampling is determined theoretically by choosing at least one case for each relevant communication arena (mass media arena: spiegel.de, welt.de; expert arena: blog "Klimazwiebel", blog "Klimalounge"; discussion arena: discussion forum "Wetteronline", Facebook group "Klimaschützer", user comments on spiegel.de and welt.de). The full data inquiry via different climate change-related key words was realised one week before until one week after the release of the 5th IPCC report in autumn 2013 as well as the COP 19 in 2013. On the basis of the manual coding of a stratified random sample, an automated content analysis via machine learning is conducted. Initial results show that communicated issues vary between different arenas. In general, climate change is a science topic -- except in the mass media arena, where it is also a political topic. Furthermore, there are arena-specific differences regarding the interpretation of climate change. Climate scepticism exists more in the discussion arena compared to other arenas.

SOCIAL REPRESENTATIONS OF CLIMATE ENGINEERING: EXAMPLES FROM SWEDISH LAY PEOPLE'S FOCUS GROUPS

Wibeck, Victoria
› Centre for Climate Science and Policy Research, Linköping University, Sweden

Climate engineering, or geoengineering, is one of the newest and most controversial arrivals on the agenda for international environmental policy making, but also one of the most complex set of technologies that scientists, policy makers, the media and various publics will have to make sense of -- and this within another incredibly complex issue, namely climate change. Climate engineering refers to technologies for large-scale, deliberate manipulation of the Earth's climate by either removing green house gases from the air or by applying solar reflective approaches in order to avoid an escalating global warming. Climate engineering includes a wide range of proposed methods such as simulation of volcanic eruptions, cloud whitening or direct engineered capture of carbon dioxide from the air. These methods vary greatly in their technical aspects, scope in time and space, potential environmental impacts, timescales of operation and the legal, ethical and governance issues that they pose. As domestic and international policies fail to deliver substantial reductions of greenhouse gas emissions, climate engineering is increasingly called for by some researchers and opinion-makers. Others, however, point to environmental side effects, ethical problems and governance challenges which may result from development of these technologies. It is likely that the near future will see a vivid debate on climate engineering, where proponents may argue that research into such technologies is needed to avoid disastrous consequences, while opponents may argue that if climate engineering technologies are developed this will have disastrous consequences. In both cases catastrophic effects are foreseen for our planet and used in the argumentation for or against the technology. Another dilemma is related to the fact that climate engineering technologies are presently available only as ideas, prototypes or models. Despite the large knowledge gaps, these technologies are approaching the political agenda, and thus many societal actors need to form opinions and standpoints with regard to climate engineering. This paper aims to analyze the formation of social representations of climate engineering; more specifically how Swedish lay people make sense of climate engineering. In Sweden, climate engineering has only recently begun to enter the public debate and is still unknown to many lay people. Thus, it is a relevant case for analyzing meaning making processes. The paper presents preliminary results from a focus group study encompassing eight focus group discussions with Swedish lay people, conducted in May-September 2013. The study takes its point of departure in the theory of social representations, which offers tools for illuminating the joint construction of representations about the surrounding world. Social representations theory is regarded as particularly suitable when studying what happens when "new" topics and problem fields are emerging and when different types of knowledge meet. This paper will discuss sense-making and the formation of social representations. Specifically, it will present results from analyses of communicative strategies used by the focus group participants to anchor the unknown technologies in more familiar categories e.g. by the use of analogies, distinctions and metaphors.

CLIMATE ACTION AND ENGAGEMENT: THE NEED FOR EFFECTIVE CLIMATE COMMUNICATION

Howarth, Candice
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As the concept of climate change has matured, increasing focus has been placed on the interconnections between its economic, political, cultural and social aspects. However the urgency of the issue is not reflected in action where there is a lack of concrete decision making where awareness and intention to act on the issue rarely result in climate action. Where action has taken place (e.g. adaptation and mitigation), failing to communicate this means action stagnates and risks failing to lead to long term, sustained change. A better understanding is needed of how (and if) communication about the causes, impacts and solutions of climate change enables further climate action. Climate change communication methods primarily rely on the premise, defined by the Deficit Model, that providing people with more information will automatically lead to action. However people are made up of a web of values, beliefs, attitudes, norms, cultures, perceptions and habits, all of which affect the communication of climate change, its interpretation and resulting action. Climate communication must therefore adopt a multi-disciplinary approach, incorporating key elements from climate science (e.g. causes, impacts, adaptation, mitigation, economics, resources depletion etc.), sociology and psychological theory (e.g. the Deficit Model's, Theory of Planned Behaviour), psycho-analysis (e.g. denial, anxiety, apathy, uncertainty, feelings etc.), as well as behavioural economics (e.g. 'nudge' theory), to facilitate climate action now and in the future. This paper addresses how communicating climate change can influence climate action. It presents results from quantitative and qualitative research on the use of climate change messaging for behaviour change and how

to link perceptions of climate change with infrastructure support to facilitate action. The paper presents a framework on how to best deliver information to facilitate dialogue between the research, policy and public spheres and address perceived and actual barriers to climate action.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 16. SCIENCE AND ENVIRONMENT COMMUNICATION - BEYOND THE POST-POLITICAL ZEITGEIST IN SCIENCE AND ENVIRONMENT COMMUNICATION

› Room 1.09, First Floor

THE RISK CONFLICTS-PERSPECTIVE: IDEOLOGY, DE/POLITICIZATION, DEMOCRATIC DEBATE AND CITIZENSHIP

Maeseele, Pieter

› University of Antwerp, Belgium

In public discourse, techno-environmental controversies are generally characterized by a specific storyline in which the assumption of an established scientific consensus is used with the dual aim of naturalizing a specific course of action and distinguishing between the "sound science" of institutional actors and the epistemically-vacuous concerns of those who resist (institutional risk definitions). In that respect, the politicization of these controversies is generally interpreted as the problem to overcome. However, this storyline conceals what is stake: a democratic struggle between conflicting sustainable futures. Therefore, a framework is called for which not only improves our understanding of the political dynamics at work but also yields the appropriate tools to evaluate public discourse regarding its contribution to democratic debate. First, drawing from social theory and recent sociology of science (Baskaran and Boden, 2004; Beck, 1992; Böschen et al., 2010), this storyline is shown to be based on invalid assumptions regarding the role of science in the context of late modern risks, by focusing on the heterogeneous nature of scientific disciplines and the commercialization of science. Second, drawing from radical democratic theory, environmental geography and political ecology (Goeminne, 2010; Mouffe, 2005; Swyngedouw 2010), this storyline is also found to be deeply characterized by the exclusionary mechanisms inherent in processes of de-politicization: legitimate, responsible actors and demands are distinguished from illegitimate, irresponsible actors and demands, excluding the latter from democratic debate (and, resultantly, citizenship). From this we conclude that, from a perspective of democratic politics, the problem lies not in the politicization of these controversies, but in their de-politicization or capture in a post-political consensus. In response, the risk conflicts-perspective is put forward as an analytical framework which allows us to evaluate public discourse on the extent to which democratic debate and citizenship are facilitated, and resultantly, on how to communicate more effectively from the perspective of democratic politics. Since this implies the systematic identification of processes of politicization and de-politicization, it will be explained how its respective conceptual and methodological characteristics are aimed at accommodating research designs to function as spaces for conflict and dissent to be expressed and registered. The empirical aim is to reveal the ideological culture(s) at work in the discursive (re)construction of a risk conflict. To that end, four subsequent steps are needed, involving the identification of (i) ideological preferences on the ideological fault lines at stake, (ii) politicizing or depoliticizing discursive strategies, (iii) a respective ideological culture by grouping the related ideological preferences and discursive strategies, and (iv) the hegemonic ideological preferences by deriving these from the ideological culture characterized by de-politicizing discursive strategies. Furthermore, to allow for the combination of an in-depth examination of discursive strategies and ideological preferences, qualitative content analytic methods are preferred over quantitative methods, with critical discourse analysis appearing as most adequate in this respect. We conclude by discussing the potential transformative impacts of this perspective for academic research, public discourse, as well as the directly involved social actors, in relation to the controversies in question.

DE/POLITICIZATION AND DEMOCRATIC DEBATE. THE WETTEREN FIELD TRIAL CONTROVERSY (2011) IN TRADITIONAL AND ALTERNATIVE MEDIA

Pei Lee, Yeoh; Raeijmaekers, Daniælle; Reul, Robin

› University of Antwerp, Belgium

After a direct action by the Field Liberation Movement against a GM potato field trial in Wetteren in May 2011, an intense social debate erupted in Belgium. Culminating in criminal charges for vandalism, assault and conspiracy and the dismissal of an academic for publicly declaring her sympathy for the activists, the action provoked a debate on the freedom of expression and scientific research in the context of the growing commercialization of science and industrialization of food practices. Starting from the risk conflicts-perspective, the aim of this paper is to investigate the extent to which news media discourses on these events are found to facilitate democratic debate and citizenship, by distinguishing between politicizing and depoliticizing discursive strategies on the one hand and ideological preferences on the other hand. A critical discourse analysis of the coverage by two traditional media (elite newspapers) and one alternative online news outlet reveals the debate to take place on three ideological fault lines. On the techno-environmental fault line, a Promethean discourse in which there are no limits to the mastery and exploitation of nature for material development or economic growth is distinguished from a discourse of harmony with and respect for nature and other species. On the socioeconomic fault line, a non-regulatory approach driven by values of market liberalism, individual freedom and profitability is distinguished from a public accountability approach in which political action is warranted. And lastly, this study also reveals the existence of a democratic-institutional fault line, in which free speech is either guaranteed by the existing channels of institutional decision-making or by forms of civil disobedience against the undemocratic nature of institutional decision-making. The central research question of this risk conflicts-perspective is: do we find news discourses facilitating democratic debate by framing the controversy as involving key political choices between alternative futures, or to the contrary, impeding democratic debate by framing it as a matter best left to technocratic decision-making and market forces? In that regard, we find the ideological cultures of the newspaper De Standaard and the online news outlet De Wereld Morgen to be diametrically opposed, being characterized by depoliticizing and politicizing discursive strategies, respectively, on all fault lines. While the former frames the marketing of GM food as an inevitable, natural form of scientific and economic progress serving the public interest, the latter frames it as a deliberate political choice driven by specific values and interests. These values and interests then directly refer to the hegemonic ideological preferences we are able to derive from De Standaard's ideological culture. While the ideological culture of the other newspaper De Morgen is found to challenge these hegemonic ideological preferences on the techno-environmental and socioeconomic fault lines, we find a shift throughout the reporting from depoliticizing to politicizing discursive strategies on the democratic-institutional fault line. We conclude by relating these and other differences between traditional and alternative media to their (non-)commercial nature and the protest paradigm.

WHAT THEY TALK ABOUT WHEN THEY TALK ABOUT CLIMATE CHANGE: THE DE/POLITICIZATION OF NEWS DISCOURSES IN TRADITIONAL AND ALTERNATIVE MEDIA (2000-2012)

Pepermans, Yves

› University of Antwerp, Belgium

Climate change has offered new ways and new vocabularies for contesting society's relationship with the economy and nature and is as much a scientific as a political issue (Hulme, 2009; Machin, 2013). However, a recent review of the

literature on climate change in public discourse by Pepermans & Maeseele (2014) has revealed that most studies evaluate discourses on the extent to which these either accurately reflect a scientific consensus or contribute to achieving social consensus. As a result, they are not only incapable of analyzing the political nature of discourses about climate change, but also reproduce the exclusionary, depoliticizing discursive categories which preclude the possibility of a democratic debate on climate change. Focusing on processes of de/politicization, this paper aims to address this shortcoming by evaluating mediated discourses on climate change on the extent to which democratic debate and citizenship are encouraged. This paper discusses the results of a critical discourse analysis of the coverage by two traditional newspapers (De Standaard & De Morgen) and one alternative news website (DeWereldMorgen.be) in the Dutch speaking region of Belgium during three international climate summits (COP 6, 12 & 18) and two IPCC Assessment Reports between 2000 and 2012. The main results support previous findings that ideological standpoints about society's relationship with nature and the economy are internalized in climate change coverage: we find this in the representation of the events, the selection and positioning of involved social actors and the evaluation of associated policy goals. Furthermore, these ideological standpoints are found to coincide with paradigms of international relations, such as the realist, liberal and critical paradigm, which are found to have crucial explanatory value in understanding the differences and similarities in journalists' framing of (international) climate politics. Finally, by presupposing the climate as a political category which grounds ideological conflict between alternative futures based on competing analyses of an existing and ideal state of affairs, the analysis revealed the existence of depoliticizing and politicizing ideological cultures which, respectively, aim at closing or opening the space for legitimate contestation and dissent. The ideological cultures of both newspapers, although distinct in their preferences on the role of government and assumptions about international cooperation, preclude democratic debate over the organization of society, separating rational, moral, scientific and affordable futures from irrational, immoral, unscientific and unaffordable ones. By doing so, climate change is transformed into a technical or moral issue amenable by consensual, technocratic decision-making and/or market forces. Only in the case of the alternative news website DeWereldMorgen.be (but exceptionally also in the opinion section of the newspapers), discourses are found to politicize climate change. Starting from a critical paradigm of international relations, this news outlet frames climate change as a political issue about which legitimate conflict between alternative futures and equally legitimate social actors is possible. These results suggest that alternative media can play a crucial role in broadening the scope of discursive interpretations on climate change, and resultantly, the space for democratic debate.

COMMUNICATING ETHICAL CONSUMPTION: BETWEEN INSTRUMENTALISM, IDEOLOGY AND (RE-)POLITICIZATION

Van der Steen, Laurens
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Ethical consumption, as one of the more recent iterations of consumer activism, has received ample attention in different academic disciplines. We can distinguish three broad currents in the analysis of ethical consumption: a social-psychological, social theoretical and human geographic/sociological current. However, there seems to be no well-established field within the social sciences studying the communicative aspects of ethical consumption in any detail. The aim of this paper is to present a critical reading of the literature and the argument that a politicized reading of discourses by different actors involved in ethical consumption could overcome some of the fundamental problems underlying the contemporary study of ethical consumption. We start with arguing that these three fields seem to include latent ontological assumptions about what the communication of ethical consumption is and/or should be: namely, instrumental (social-psychological), ideological (social theoretical) or cultural, in the sense of 'talking about' ethical identities (human geographic/sociological). We criticise in detail the essentialism inherent in these three fields. These analyses lack the recognition of the struggle in which different actors (retailers, consumers, etc.) come to define ethical consumption differently according to their specific interests, values and rationalities. We further suggest that one can understand these interests, values and rationalities as individual or collective political projects, futures that have to be attained, and which are expressed and made through different discourses and practices of ethical consumption, which we call the communicative approach. Examples are shown how such an articulation of ethical consumption remains latent, and why social-constructivism is (unfairly) seen as an unpromising approach for ethical consumption. In contrast, we show how such a communicative approach can provide (i) a solution to the problematization in the literature of the differences between ethical consumption, fair trade, 'political consumption', etc., and how this decreases the potential of a strategic communicative or instrumentalist-communicative approach to ethical consumption; (ii) a reflexive frame in which we can understand the political content of social theoretical analyses as a discourse about an alternative political project; and (iii) an ontology and rearticulated research program for the incomplete analysis of depoliticization and politicization of ethical consumption by some recent human geographical studies. As a general discussion, we attempt to show how a politicized analysis of ethical consumption would empirically look like, what concepts should be used and what research questions should guide it, focusing on the production, circulation as well as reception of discourses. In the conclusion we call for a (re-)politicization of the academic study of ethical consumption, while indicating how to avoid the prevalent pitfall of depoliticizing our own academic discourse vis-à-vis other, opposed readings of ethical consumption in both academia and society at large.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 16. SCIENCE AND ENVIRONMENT COMMUNICATION - ENERGY FRAMES AND ALTERNATIVE FUTURES

› Room 1.09, First Floor

TOO URGENT FOR A DEMOCRATIC DEBATE? AN ANALYSIS OF THE DISCURSIVE CONSTRUCTION OF 'A SENSE OF URGENCY' WITHIN THE DEBATE ON THE ENERGY ISSUE.

Deneckere, Karel
› Vrije Universiteit Brussel, Belgium

Just as in many debates on global environmental risks, 'urgency' is seemingly a constant in the media representation on the energy issue. The suggested consensus on the need for urgent solutions, however, tends to obfuscate the need for real democratic debate on the issue. This paper analyzes how a 'sense of urgency' is discursively constructed in the newspaper coverage on the debate on energy in Flanders and how its application has evolved since the early 1970s, to which the state of crisis can be traced back. Media researchers have demonstrated an increasing interest in the media representation of the energy issue. Their approaches to the topic were, however, predominantly quantitative, focused on increasing the public acceptance or/and a rapid market introduction of energy-technologies. Applying critical discourse analysis (Fairclough & Wodak, 1997; Wodak, 2004) and discourse theoretical analysis (Carpentier & De Cleen, 2007) on two critical discourse moments (i.e. the Belgian debate about the oil crisis in 1973 and the Belgian debate on the nuclear phase-out in 2003), we scrutinize the construction of a 'sense of urgency' in the coverage about the energy issue in four Flemish newspapers (De Standaard, De Morgen, Het Laatste Nieuws and De Tijd). We investigate, firstly, how newspapers create a 'sense of urgency' and, secondly, how this facilitates or obstructs real democratic debate, i.e. a debate in which alternatives, based on different horizons of imagination about how to organize society that go beyond the current consensus, are confronted with each other. This 'sense of urgency' manifests itself in obvious ('urgent') and less obvious ('meeting targets', 'looming deadlines') formulations. We compare the coverage over a diachronic axis, providing us with insights in the

evolution of the application of the concept. Comparing the newspaper coverage also over a synchronic axis allows us to find differences in its ideological use between different media as well as between different voices present in the media (Carvalho, 2005, 2007). The discourse on 'urgency' constructs an apparent consensus, sometimes even rejecting disagreement as 'immoral'. Until today, however, neither has any significant progress on the matter been made, nor has the 'crisis' become less dramatic. This suggests that this apparent consensus might be contributing to the continuation of the status quo. Using Mouffe's (2000, 2005a, 2005b) theory on radical democracy, we consider 'a sense of urgency' as a rhetorical instrument in a discourse contributing to unifying 'humanity' against the 'energy-challenges'. In doing so, it diverts our attention from the need for a real democratic debate on the matter. Whilst the challenges are widely recognized, the political way to interpret and meet them is often -- possibly deliberately -- left unarticulated. The consensual approach is mostly taken for granted and radically differing alternatives are not even taken into consideration. This obviousness suggests that a politicized democratic debate is inefficient, because it is needlessly time-consuming, and therefore not desirable.

TOTAL MELTDOWN OF ATTITUDE? MEDIA FRAMING OF NUCLEAR ENERGY AFTER CHERNOBYL (1986) AND FUKUSHIMA (2011)

Nienierza, Ângela
› University of Munich, Germany

After the Fukushima Daiichi disaster the long lasting debate about the safety of nuclear power in Germany revived again and led to substantial changes in nuclear energy policy (Brössler, 2011; Dempsy & Ewing, 2011). Notwithstanding the very similar Chernobyl disaster of 1986 had a lot more and especially direct physical effects on the Federal Republic of Germany, the political consequences haven't been as remarkable as the fundamental shift in 2011. In order to find the reasons for this different political response, arises the question to what extent the media coverage following the two accidents conveys diverging perceptions of the issue. Therefore the aim of this study is to determine which frames dominate the media's portrayal of nuclear power and to what extent this framing differs between the two periods. The mass media play an important role in the public debate about nuclear energy. For most people, what happens inside a nuclear power plant is not part of their direct experience. The media attempt to make this complex scientific issue understandable for the public, take up different point of views and offer various actors space to present their arguments and deliver certain interpretation patterns. In sociology and communication science such patterns of interpretation are commonly referred to as frames (Entman, 1993, pp. 52 -- 53; Reese, 2007, p. 150). Depending on which aspects of a topic are emphasized (e.g. benefits or harm) and which are ignored, particular conclusions are suggested regarding e.g. the cause, evaluation, and possible solution of a problem (Matthes, 2007, p. 17). The media play an important role in conveying frames. The framing of nuclear energy in Germany was analyzed in the six weeks after the respective disaster by means of a quantitative content analysis (N=240) of two renowned and Germanys largest quality newspapers, Frankfurter Allgemeine Zeitung (FAZ) and Süddeutsche Zeitung (SZ), and the weekly news magazine Der Spiegel, one of Europeans most influential publications of its kind. Frames were determined on the basis of Entman's (1993) frame definition and the theoretical and methodological implications of Matthes and Kohring (2008). Hence, categories of the content analysis include mainly variables of the different frame elements (problem definition, causal interpretation, moral evaluation, and treatment recommendation) and were finally grouped together by cluster analysis. The results show that in spite of the high complexity of the topic, only a few media frames dominate the presentation of nuclear energy in news media after the two major accidents. Furthermore the identified frames show a distinct polarization of positions and a strong politicization of the topic. Interestingly the framing is in both study periods very similar and only differs by a few modifications due to changing political and social conditions. Thus the media debate on nuclear energy seems to contain very stable patterns of interpretation on which the two different key events apparently had no discernible impact.

CCS AS A TECHNOLOGY FOR EXPORTING OVERSEAS? THE CONSTRUCTION OF TECHNOLOGY OPTIMISM AND TECHNOCRACY DISCOURSE IN THE JAPANESE MEDIA

Asayama, Shinichiro; Ishii, Atsushi
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Carbon capture and storage (CCS) has often been argued to be a key option of climate change mitigation. In recognizing the necessity of large CO2 emissions reduction in order to "prevent dangerous anthropogenic interference with the climate system" (the article 2 of UNFCCC), many actors in climate policy community -- explicitly and implicitly -- see CCS as an "inevitable" choice. On the other hand, CCS has been enthusiastically supported by the interest groups in fossil fuel regime. It is because that CCS can have the benefits of continued reliance on fossil fuels even in a carbon constrained future. CCS has "interpretative flexibility" (Pinch and Bijker 1984; Hansson and Bryngelsson 2008) that different actors can adopt different meanings of technology, and as such, CCS functions as "political glue" of different interests between the climate policy community and fossil fuel interest groups (e.g. Tjernshaugen and Langhelle 2009). In Japan, the government and industries have conducted research and development of CCS technologies from early 1990s, placing it as an emerging "innovative technology" for climate change mitigation. Especially after the publication of the IPCC's Special Report on CCS and the entry into force of Kyoto Protocol in 2005, CCS came to the fore of national climate policy discussions. However, policy debates regarding CCS has been largely confined within a small circle of policymakers, industries and experts so far, and therefore the general public has little knowledge on CCS. To envision the way CCS will be framed in wider public debate in Japan, studying news media reporting is pivotal not only because the news media can influence social acceptance of nascent technology such as CCS but also because the news media can articulate different public discourses. In this paper, we explore how the news media discourses construct the dominant "storylines" (or narratives) of CCS in the Japanese context by applying discursive analytical approach (e.g. Hajer 1995). We analyze the four most circulated Japanese daily newspapers -- Asahi Shimbun, Yomiuri Shimbun, Mainichi Shimbun and Nihon Keizai Shimbun -- in the period from 2006 to 2012. Our analysis identified three dominant storylines that exhibit high expectation and optimism toward CCS development and deployment: 1) CCS is promising technology for high potentials of CO2 storage, 2) CCS is compatible with current fossil fuel regime and 3) Japan as an "advanced technology nation" can contribute to CO2 emissions reduction in the developing states by exporting Japan's CCS technology. Three storylines are mutually complementary and forge the "discourse coalitions" that underlie the Japanese news media's enthusiasm for CCS. In particular, third storyline embodies technocracy discourse, and thereby legitimizes technology transfer ("export") of CCS to the large emitting states (e.g. China, India) as an effective and efficient means for mitigation in the world wide while it implies the criticism that the Kyoto approach without participation of such states is an ineffective. News media's optimism discursively neglect the significant uncertainties involved in CCS development/deployment such as the leakage risks of stored CO2 and potential "carbon lock-in" (Unruh and Carillo-Hermosilla 2006).

ENVIRONMENTAL GOVERNANCE AND MEDIATED PARTICIPATION: NEWS MEDIA AND THE NORDSTREAM BALTIC SEA GAS PIPELINE

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Environmental risks transcend traditional boundaries and raise a need for new governing and communication strategies. This transformation has among other things made the concept of governance relevant for describing a new situation for governing environmental policies and risk. Various actors seem to agree that for societies to be able to manage and govern global risks there is a need for multi-stakeholder participation and an increased involvement of citizens -- sometimes described in terms of a 'good governance' As a normative model this good or reflective governance shares several characteristics with ideas of a deliberative democracy and the public sphere ideal. For one thing the Aarhus convention

(1998) regulates the rights for the wider public to be involved in environmental decision-making. Concerned publics have a right to be informed and involved in the planning process. News media is here seen as a central part of the public sphere and as an arena for public discourse. How the public is constructed and represented in environmental news are thus important aspects of a deliberative democracy and any ideal of a public sphere. Thus, making decision-making and risk regulating processes more inclusive, should also mean inclusive media. Using a theoretical framework combining the concepts of environmental governance, public participation, and. framing, the aim of this paper is to draw conclusions on the role of the public in the mediated public sphere in the case of the NORDSTREAM gas pipeline in the Baltic Sea, discussing this in terms of mediated participation. This is done trough an content analysis of framing and different forms and levels of public participation in the news media, here represented by the Swedish newspapers Dagens Nyheter and Gotlands-Tidningar. More precisely the paper look into a) themes and frames, b) actors and participation, in public discourse mainly focusing the news media but also including a short presentation of deliberative processes and activities in relation to the pipeline plan. The results among other things show that the gas pipeline is framed in several different ways. It is for example clear that the proponents emphasize economic arguments while the opponents prefer to discuss the project in relation to security issues and environmental risks. Much of the debate is about the role of Russia and its position in the energy market and relations to the EU. A general conclusion based on this study is that the media discourse on the Nord Stream gas pipeline is an elite discourse and thus mainly public in the sense of being public, but not really being a discourse for and with the public as citizens.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 16. SCIENCE AND ENVIRONMENT COMMUNICATION - ENVIRONMENTAL COMMUNICATION, VALUES AND RISKS

› Room 1.09, First Floor

COMMUNICATING ANIMAL EXPERIMENTATION: EFFECTS OF ANIMAL IMAGES AND EXPERT STATEMENTS ON NEWS AUDIENCE ATTITUDES

Emde, Katharina[1]; Link, Elena[2]; Klimmt, Christoph[2]

› [1]Hanover University of music, drama and media (IJK), Germany; [2]Hanover, University of Music, Drama and Media, Germany

The use of animals in scientific research has steadily increased during the last years. But in public opinion, the purpose and meaningfulness of these tests is controversial. While the medical research community insists that animal experimentation is necessary for successful research, animal right NGOs take a critical view. The acceptance by the population varies and declines in the comparison over time. This poses a key challenge in contemporary and future science communication because scientists depend on public trust to advance their research and enable its effective transfer into (medical) application and patient welfare. Although the debate of animal experimentation is frequently addressed in the mass media, communication research on media effects on citizen's thematic attitudes is scarce. The current study thus investigates the processes through which news audiences form their attitudes towards animal experimentation. We argue along the lines of the dual-process models of persuasion such as the heuristic-systematic model that especially lay audience might rely on cues provided by mass media to make a judgment (Brosius, 1995; Eagly & Chaiken, 1993). Following Paivio (2007) we differentiate between heuristic cues based on a) visuals and b) argumentative information. From present research it is known that expert comments and emotional images have the potential to influence the persuasion process (e.g. Nabi, 1998). Especially disgust-eliciting visuals can prompt message avoidance responses. We report an experiment designed to enhance the understanding of the individual and joint effects of visual image and argumentative information in news messages on audience attitudes towards animal experimentation. This study employed a 2 (image of animal: disgusting vs. neutral) x 2 (argumentation: cited expert declares animal experimentation necessary vs. unnecessary) between-subjects design. A sample of 103 students (age M=21.3 years; SD=3.8; 45% female) from different disciplines participated in the study. The four different stimuli were fictitious newspaper articles, which differed only by the type of image and the concluding expert remark (animal experimentation is "necessary" or "not necessary any more"). ANOVA results revealed the expert comment as important factor: In line with our hypotheses, audience acceptance (including general acceptance, moral concerns and policy support) was significantly higher if the expert citation indicated the necessity of animal experimentation than if the cited expert declared it unnecessary. A disgusting image of an animal as part of the news article affected emotional audience responses, and further results suggest an effect of text-image-consistency: The acceptance is especially high when animal experimentation is presented as necessary and illustrated with a neutral (not disgusting) animal image. Besides, the effects of argumentation and image may be moderated by readers' values (traditionalism and universalism). In sum, our study illustrates the role of expert judgments cited in the media as important heuristic cues for attitude formation towards animal experimentation. Images, and especially disgust-eliciting visuals affect emotional pathways of attitude formation. These results have interesting implications for NGO strategies (that often include visuals of animals used inexperiments) as well as for dialogic, transparent communication strategies of science institutions conducting animal experimentation.

EU CITIZENS AND NEW TECHNOLOGIES: TRUST AND EMPOWERMENT?

Vesnic-Alujevic, Lucia; Guimaraes Pereira, Ângela

› Joint Research Centre, European Commission, Italy

he new and emerging technologies redefine our everyday life raising a series of (equally emerging) ethical and social issues in contemporary societies. Techno-scientific imaginaries of the future introduce those technologies to people, often being (re)presented by both traditional mass media, as well as online media. The storylines have many things in common; they contain justifications based on current ideas about innovation, appeals to grand narratives of progress and well-being, claims associated with their goodness to resolve grand (and minor made grand) challenges, etc. In this paper we are looking at the rhetoric and persuasive discourse of governments, business and industry by which they try to influence citizens to adopt new technologies and consequently get their trust and support for their actions. We focus on the narratives around new technologies such as smart grids and wearable sensors in the European Union and the justifications given for their implementation through EU policies in citizens' lives, analysing relevant documents and material (e.g. policy documents, NGOs websites, industries' website, blogs), as well as in-depth interviews with stakeholders (including citizens). Our working hypothesis is that often only benefits are communicated to the public, while the wider negative implications of the technology remain concealed or not debated and that citizens' role in influencing public policies about new technologies remains minor, ultimately dis-empowering citizenry by concealing or misinforming and confusing citizens with rhetorical storytelling. Therefore, on one hand we are exploring the possibilities for the empowerment of citizens through new technologies of participation and on the other hand, the origin of citizens' resistance to these technologies.

THE ACCOUNTABILITY DEFICIT?: HOW POLITICAL RESPONSIBILITY AND ACCOUNTABILITY ARE CONSTRUCTED IN ENVIRONMENTAL NEWS FROM THE 1960S TO THE 2000S.

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This paper reports an extensive study on the role of journalism in ensuring

democratic accountability in the area of transnational environmental issues over a period of 40 years. It examines and compares the accountability work performed by journalists when reporting on acid rain and acidification in the 1960s, 1970s, and 1980s and climate change in the 1990s and 2000s. Holding elected leaders to account is fundamental to democratic governance. It is also a cornerstone of the professional role of journalists, performing the classic watchdog function in democratic society. However, globalization, multilevel governance, and the overall neoliberal "turn" in politics have entailed several significant problems associated with the assignment of political responsibility and the enforcement of political accountability. These complexities are particularly evident in the context of global environmental issues. Climate change is one of the most salient and complex issues facing world leaders today. The complexity of this cluster of issues is exacerbated by leadership and accountability issues. On the one hand there is a strong need for resolute political leadership. Politicians at the local, national and transnational levels of government are expected to respond to the climate challenge. There is also a call for 'global governance' to stimulate concerted international policy initiatives. On the other hand, ecological modernization induces environmental policymakers to refrain from obtrusive legal and administrative measures and instead favor market-based solutions that put the responsibility for action on individual consumers. The responsibilities of political actors and institutions at different levels are thus becoming less clear-cut and unambiguous. From a democratic perspective, it is essential that the causes and consequences of significant environmental problems are comprehensively addressed by the news media and that responsible actors are held to effective account for their actions or inactions. However, the multi-leveled and globalized character of environmental problems poses a number of challenges to journalism when pursuing political accountability. The assignment of responsibility for environmental problems is an increasingly contested issue in the space of mediated visibility. Within this realm, there is a potential for the evolution of a 'global outlook' in journalism that manages to interconnect and scrutinize power relations across the globe. At the same time 'domestication' is a persistent and pervasive aspect of the news media logic where news is typically adapted to the outlooks and interests of national audiences. Against this backdrop, the main question explored in this study is how political responsibility and accountability in relation to transnational environmental problems are constructed and negotiated in the news media. To what extent, how, and for what actions are actors at the local, national and international levels identified as responsible for causing or solving/mitigating environmental problems, and to what extent are these actors also held to account, i.e. requested to explain, justify and defend their actions or inactions in the news? The study combines quantitative and qualitative analyses of the media coverage of acid rain and acidification and climate change in Swedish news media over a forty year period. The analysis draws from an extensive material collected from the largest Swedish newspapers, Dagens Nyheter (political affiliation: liberal) and the daily tabloid Aftonbladet (political affiliation: social democratic), and stories in the national daily news shows in public service television (Rapport and Aktuellt).

REPRESENTATIONS OF RISK TECHNOLOGIES IN THE DANISH PRESS: TOWARDS A RISK CULTURE

Roslyng, Mette Marie; Fugl Eskjær, Mikkel
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This paper looks at how the Danish media presents and represents technological risks by analysing news reports of four contemporary risks presented on three different media platforms. It includes news stories on national and global risks, long-term and short-term risks as well as general and more particular man-made risks. Conceptual foundation: Risk discourses are often investigated by looking at particular individual risks such as GMO pollution, food scandals, risks of nuclear fall-out or global climate change. However, in public communication technological risks are rarely confined to a single risk event. They circulate and develop among a variety of technological risks, of which some are rather momentous (e.g. risks of explosions), others local (e.g. toxic depots) and yet others global in scope and consequences (e.g. climate change). In other words, public risk communication is part of a broader communicative risk culture in which individual risks add to, build on, or perhaps even neutralizes each other. For that reason it becomes important to consider how the media discursively makes sense of risk technologies. Moreover, the aggregate risk picture that emerges from the increasing mediatization of risk shows how omnipresent representations of risk permeate the public mind-set. Data and methodology: The research design is based on a comparative perspective that takes into consideration the nature and constraints of the media system. Risk coverage reflects news values, technological media platforms, professional norms, organisational routines and media institutional practises. As a result, media coverage of risk technologies constitute a particular discourse that differs from risk discourses in other public arenas. The study's methodological starting point is a quantitative content analysis, which forms the basis for a subsequent qualitative analysis. The quantitative part compares risk coverage in terms of general media exposure, relations to news values, risk actors, and the distribution of content variables like domestic/foreign news. The study is based on a sample (n=344) covering four month of Danish media coverage of technological risks (01.01.2013 to 31.03.2013). It is assumed that such a period provides enough data for capturing both discursive patterns and variations. Based on an initial pilot-study and a principle of maximum variation sampling, the sample contains news reports on four technological risks: * Climate change * Nuclear waste * Swine and/or avian influenza * Insulin medicine Analysis & findings: The sample has been subject to a mixed quantitative content analysis and qualitative media analysis. The quantitative part compares risk coverage in terms of general media exposure, relations to news values, risk actors, and the distribution of content variables like domestic/foreign news. Based on these findings the study looks at qualitative differences in how the media presents various technological risks. The analytical aim is to (1) identify and discuss competing risk discourses and "risk alignment processes" in the media coverage of technological risks, and (2) provide a picture of the overall risk culture that emerges from the various mediated risk discourses circulating in the press.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 16. SCIENCE AND ENVIRONMENT COMMUNICATION - SCIENCE COMMUNICATION - NEW FORMS AND FUNCTIONS

› Room 1.09, First Floor

EVERYBODY LOVES THE FIRST ESTONIAN SATELLITE: THE MEDIATIZATION OF A RESEARCH GROUP

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Mediatization is a term to describe the adaptation of different social fields or systems to the institutionalized rules of the media, the so-called "media logic" (Couldry & Hepp 2013, Plesner 2010). In science, the orientation towards the media manifests itself for instance through organizing press conferences and other media events and the occurrence of scientific media stars (Weingart, 1998, 2005). Not only in Estonia, the scientists have been encouraged to communicate more to the public due to the perceived crises of legitimity of science, lack of public acceptance and STEM students. National science communication programs, like TeaMe in Estonia, contribute to the mediatization process of science through media trainings. The "legitimation discourse" of science is seen taking place primarily in the media (Weingart 2005, Rödder 2009) and scientists are encouraged to adopt media logic to achieve their strategic goals. The first Estonian satellite EstCube-1 has been a public darling from the beginning. Announced in summer 2008, the satellite was finally launched in May 2013 with much media interest throughout the process and the emergence of scientist media stars. In the end of 2013 the project was awarded several high public recognitions such as Estonian Person Of The Year by national newspaper

Postimees (to the project leader) and Deed Of The Year by Estonian Public Broadcasting. There are several components to their success such as novelty of being Estonia's first satellite. However, elements of mediatization are easily detected in the activities of the research group and can account for the wide attention the project received. According to their own words, the project team, comprising mostly of undergraduate and graduate students, knew very little about media work at the beginning of the project. Based on the interviews with team members, this work-in-process paper studies the process of mediatization. Through which formal and informal channels did the team members learn about media logic? Which experiences changed their mode of action in respect to media? What modes of action did they adopt during the project? In addition, the study looks at the possible impact of the mediatized modes of action for the press coverage. Analysing the media coverage of the satellite project, it compares the frames presented in the press releases and the frames adopted by the media. Preliminary analysis shows that media not only framed EstCube-1 as a scientific project but also a novel and important educational innovation, following the agenda set by the satellite project team.

ONLINE VIDEO AS A SOURCE OF INFORMATION ON SCIENCE AND TECHNOLOGY

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According to the most recent survey on science social perception in Spain, internet is the most popular medium for science information, even ahead of television. Among the tools used in the internet, video is increasingly important, since it concentrates more than half of the overall traffic in the net. The new communication paradigm created by the internet opens new fascinating possibilities for social communication of science, since new and totally different relatioships are established among scientists and the public. Furthermore, the net makes it possible to create multimedia texts, in which video plays a key role, and makes it possible to develop new narrative form,s which may become tools of great efficacy to communicate science. This paper --whis is part of a larger research project-, focuses on the level of popularity of science and technology online videos. Through a content analysis of the most popular science videos in Youtube, carried out in 2014, it analyses the extent to which science is a popular audiovisual content, compared to other topics, as well as which scientific disciplines are most popular. Results indicate that science is more relevant a content on Youtube than it is on traditional television news. We also identify some new narrative trends and patterns used in online science video, which may be useful to present scientific concepts, in a

EXPLORING THE ‹SCIENCE NEWS TWITTERVERSE›

Büchi, Moritz

› University of Zurich, Switzerland

For most people, media are their main source of scientific information. The web has impacted the representation and diffusion of knowledge (Weinberger 2012; Hyman & Renn 2012; Brossard 2013) -- services such as Twitter offer potentially new ways to disseminate, consume, and debate science news (Puschmann 2014). How are scientific topics being discussed on Twitter? And in traditional news outlets? Who are the central players? What does the network structure tell us about the diffusion of knowledge? How are web resources and other users referenced in tweets with scientific content? The interface between the science community and the public is shifting from traditional news outlets and their websites to originally web-based services (Brossard & Scheufele 2013). The substantive interest lies in the way new media may enhance the dissemination of research-based knowledge. For the empirical analysis, the old and new web are represented by a selection of traditional news websites and the dominant microblogging service Twitter, respectively. Others have stressed the importance of Twitter for «science 2.0» (e.g. Darling et al. 2013). Since the functional status of Twitter is not entirely solidified (van Dijck 2012), its role in knowledge diffusion is analyzed based on the structure of tweets and the network constellation of users. The websites of traditional news outlets are selected based on a classification by Weber & Monge (2011). Related Twitter research has for instance been conducted by Bruns & Burgess (2012) and Veltri (2013). The unique feature of this analysis however, is the dynamic linkage between tweets and online science news -- this avoids having to ex ante restrict the analysis to a specific issue such as nanotechnology. Regarding methods, this work focuses on the adaptation and application of tools and techniques appropriate to research an emerging and shifting web-based knowledge space (see e.g. Karpf 2012; Boyd & Crawford 2012). A dynamic setup automatically collected online science news articles, extracted topic key words using latent Dirichlet allocation (Blei 2012), and scraped the Twitter API for matching tweets over the course of five weeks. The data comprise 965 news articles and 72,469 tweets. Methods include topic modeling, bag-of-words based co-occurrence analysis (Grimmer & Stewart 2013; Scharkow 2012), multidimensional scaling, social network analysis, and sentiment analysis. Major topics in the period of data collection are space (NASA, water on Mars), the Nobel Prizes (e.g., Higgs), the U.S. government shutdown, breast cancer, and climate change (global warming). The prevalence of mentioning other users and linking to Web pages in tweets points to a recommender role of Twitter. The mention network of users shows some conversational aspects but a pronounced and unidirectional focus on big traditional players such as The New York Times. Traditional science news are on average more positive in tone than tweets, which in turn experience much greater sentiment variation. The contextualization of science issues (term co-occurrences) differs for some topics while it is essentially the same for others. The empirical results and the literature review insights are synthesized in a big pic-ture Web knowledge model to foster future research.

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EXCHANGE OF SYMBOLIC CAPITAL ON THE KNOWLEDGE MARKET -- THE USE OF THE NOBEL PRIZE AT UNIVERSITIES WITH LAUREATES

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Universities today are very much part of a global competitive knowledge market and structurally forced to compete for staff, students and external funding. The branding of higher education and the selling of universities are becoming an integral part of everyday activities, not only of information officers and PR staff, but also of faculty members and their students. Academics are expected

to develop entrepreneurial skills in their work alongside with steadily improved research performance. Even if this development is widespread and not new, we would argue that the knowledge base about its impact on research practices, higher education and universities as organisations, is still weak. Slaughter and Rhoades (2004) use the concept 'academic capitalism' to capture this reshaped relationship between higher education and society where academic knowledge is understood as a commodity that can be capitalised, used and traded by universities in order to maximise the amount of external funding etcetera. The Nobel Prize, widely acknowledged as the ultimate sign of scientific excellence, is frequently used as such capital by universities with laureates and therefore used as our case. The aim of this paper is to discuss how universities with Nobel Prize laureates make use of the symbolic capital that this event generates both in research and strategic communication. Most research to date has been looking at the process leading up to a prize and the individual per se, while we are interested in the process after and the university as organisation. In this research we are inspired by Bourdieu's field theory of capitals and seek to combine perspectives from the STS-field (cf. Star & Greimer, 1989 on boundary object/work) with critical PR research (eg. Ihlén 2009 also using Bourdieu) when studying the laureate's research environment/lab and the university's PR and communication department. We apply a case study methodology and have selected two universities representing different types, times for the award and areas of research. One case is Gothenburg University, Sweden with Professor Arvid Carlsson who was awarded the Nobel Prize in Medicine in 2000. The other case is Manchester University, United Kingdom and its latest Nobel Prize in Physics from 2010 awarded to the Professors Andre Geim and Konstantiv Novoselov. Our empirical material consists of interviews with university staff (researchers and communication professionals) and texts collected from universities webpages, mass media coverage and social media. As expected, the preliminary results indicate an intense process of exchange of symbolic capital between different social worlds, both within and outside of the university, not least in Manchester since the hopes associated with the 'miracle' material graphene are exceptional. Less predictable however is a university also facing problems relating to global competition, patent issues and the ability to commercialise new ideas derived from research results.

16. POSTERS

TOMORROW'S CLIMATE AND YESTERDAY'S NEWS. THE IMPACT OF NEWS MEDIA ON KNOWLEDGE AND ATTITUDES TOWARDS CLIMATE CHANGE

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Contemporary communication research has increasingly investigated the media coverage on climate change and its social consequences. Some content analyses show a high consonance of the media coverage on climate change (e.g., Maurer, 2011). This would result in a collective media impact on the society as a whole. Contrary, other content analyses indicate that the representation of climate change differs among the media (e.g., Arlt & Wolling, 2012), which would in turn result in a varying impact of climate change media coverage depending on the media content consumed by the single individual. At the same time, media effect studies show that the frequent use of climate change media coverage (1) increases knowledge about climate change (Taddicken 2013), (2) reduces knowledge gaps between the lower and the higher educated population (Cacciatore, Scheufele & Corley, 2012), and (3) influences attitudes towards climate change (Hmielowski et al., 2013; Zhao, 2009). But most of these effects are rather small and inconsistent. Furthermore, these studies usually ignore the specific media content and, instead, examine the influence of media use on knowledge and attitudes. Moreover, these studies use one-time surveys that do now allow conclusions on the cause-and-effect-relationship between media use, knowledge and attitudes towards climate change. Therefore, this study examines (1) how findings on climate change from the 5th IPCC world climate report published in September 2013 are distributed in different German news media, und (2) what consequences the media coverage has on knowledge and attitudes towards climate change. To answer the research questions, a content analysis of the media coverage on climate change about the first part of the 5th IPCC report was combined with a two-wave panel survey. In a first step, the report was decomposed into 130 single information units. In a second step, the appearance of those information units in about 30 wide-reaching German online and offline media channels, one online news portal and the websites of the six German political parties represented in the federal parliament was coded. In a third step, in a two-wave telephone panel survey 554 adults were interviewed shortly before and after the release of the report about e.g., their knowledge of some of the information units and their attitudes towards climate change. As well, we enquired their media use in detail to connect content analysis and panel survey on an individual level. First results show that the media mainly covered on the man-made causes, negative impacts, and negative consequences of climate change the day the report was released as well as the day before and after. First analyses from the panel survey show an increase in interest in climate change and problem awareness, marginal increase in climate change knowledge and willingness to climate-friendly behavior. Multivariate analysis will be used to examine whether the differences in knowledge and attitudes result from different online and offline media use.

APOCALYPTIC MOVIES AND THE MORAL DIMENSION OF CLIMATE CHANGE

Bilandzic, Helena; Sukalla, Freya; Maleckar, Barbara; Schnell, Cornélia
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Climate change or global warming is recognized by most people as an important human-caused problem with severe consequences; yet it is an on-going challenge to motivate citizens to engage in mitigation behaviors (Gifford, 2011). Those who actually engage are likely to consider the ethical implications of climate change (Markowitz, 2012). Therefore, as Markowitz and Shariff (2012) argue, raising individuals' awareness of the moral dimension of climate change -- that is, the moral obligation or personal responsibility to take action -- should increase their motivation for ameliorative behavior. However, the issue of climate change is not per se a moral one (Markowitz & Shariff, 2012). We argue that narrative entertainment, especially fictional movies, is capable of increasing viewers' perceptions of moral obligation. They make the severity and burden of potential consequences more palpable, reduce the social distance of the issue, and evoke intense moral emotions such as guilt, which generally serve as motivators for action. We suggest that the process that makes movies especially effective is the vivid experience of a narrative world and intense engagement with the plot and its characters. A strength of fictional films for promoting certain behaviors is that people usually do not associate them with persuasive intent; they are usually watched for entertainment purposes. Thus, fiction is well suited to evoke changes in audiences that are usually hard to reach with factual climate communication. The study presented here investigates the ability of movies to convey supportive attitudes and action tendencies towards climate change. Specifically, we test the influence of narrative engagement in the process and the role of explicit references to human responsibility. We assume that prior attitudes interact with these two factors.

In an experiment, we show the German movie Hell (2011) to a sample of 200 participants. Narrative engagement is decreased in one group and increased in another; one group receives information about human responsibility prior to watching the movie and another watches the movie without this reference. Participants receive a questionnaire with questions about prior knowledge and trait coping styles before exposure, and narrative engagement, moral emotions (guilt, fear, anger, hope), climate change beliefs (incl. problem awareness, response and self-efficacy concerning mitigation, and moral disengagement from the issue), behavioral intentions and policy support after exposure. The results are discussed with regard to their implications for research about climate change communication.

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BEWARE OF THE COMMENTS - A COMPARISON OF SKEPTICAL FRAMES WITHIN THE GERMAN ONLINE NEWS MEDIA'S REPORTING ON CLIMATE CHANGE AND THEIR RESPECTIVE COMMENTS

Kaiser, Jonas
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When looking at the issue of Climate Change skepticism scholars often focus on the news media's reporting as a mirror of public debate. Research however indicates that the online news media's comment sections have a significant impact on how readers perceive complex and/or scientific issues, especially when the comments are negative in nature (cf. Anderson et al. 2013). This study's aim is to build upon this finding and to shed light into the German climate discourse by focusing on how the online news media's reporting on the recent IPCC report is reacted upon, evaluated and continued in the associated comment sections - and what role skepticism (i.e. questioning anthropogenic Climate Change) plays in it. Even though Climate Change is scientifically widely accepted as a dangerous multi-faceted problem on a global scale (cf. IPCC 2013) it is still hotly contested in the public discourse with different actors struggling for frame dominance. This holds especially true for the online news media's comment sections which are theoretically open for everyone - including skeptics. This study's approach is thus two-fold: first, an explorative content analysis is conducted to identify skeptical frames (both in articles and the comment section) upon which two specifically tailored codebooks are created with which, second, both the articles and the comments are systematically coded so that following research questions can be answered:
1) Frame usage: What are the similarities and differences of the news articles and their respective online comments with regards to the usage of skeptical frames?
2) Reciprocity/connectivity: What role does the initial article serve for the continued discussion?
3) Evaluation/tone: How are the articles as well as the other comments being evaluated?
In order to answer these questions the four most prominent as well as actively used German online news outlets were chosen (Bild.de, Spiegel.de, Welt.de, Zeit.de). As a contextual frame the IPCC report's (WG2) publication in March has been picked (inquiry period: 11.02.-12.03.2014) due to it being a key event in which Climate Change will be reflected broadly. Germany is a specifically interesting case as the phenomena of skepticism is almost non-existent in the news (cf. Grundmann & Scott 2012) but is more common within the general public (Engels et al. 2013). This difference is creating an area of conflict between media discourse and public discourse which might reflect in the comment sections in which skeptics may seize their chance and voice their opinion.
Literature:
Anderson, A. A., Brossard, D., Scheufele, D. A., Xenos, M. A., & Ladwig, P. (2013). The "Nasty Effect:" Online Incivility and Risk Perceptions of Emerging Technologies. Journal of Computer-Mediated Communication. doi: 10.1111/jcc4.12009
Engels, A., Hüther, O., Schäfer, M., & Held, H. Public climate-change skepticism, energy preferences and political participation. Global Environmental Change(0). doi: http://dx.doi.org/10.1016/j.gloenvcha.2013.05.008
Grundmann, R., & Scott, M. (2012). Disputed climate science in the media: Do countries matter? Public Understanding of Science. doi: 10.1177/0963662512467732
IPCC (2013). Climate Change 2013: The Physical Science Basis, Summary for Policymakers. Contribution of Working Group I to the Fifth Assessment Report.

KNOWLEDGE COMMUNICATION IN SUSTAINABLE UNIVERSITIES: APPROACHING TO PARTICIPATORY DISCLOSURE MEDIA

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GOALS. This presentation analyses a participatory and sustainable approach to the communication of research-based knowledge. Nowadays, this approach is especially important at universities in order to improve knowledge communication, networking outreach and students' commitment to research. The aims are to: 1) describe how universities involve students to disclose research activities through new media; 2) explore discourses and narratives used by students in knowledge communication, and 3) evaluate students' engagement in participatory media on campus. The THEORETICAL FRAMEWORKfocuses on three concepts. First, the concept of Sustainable University (Sterling, Maxey & Luna, 2013), an objective related with sustainable development that promotes interdisciplinary research, service-learning and knowledge communication. Secondly, the Epistemic Discourse Analysis (Van Dijk, 2014) provides a new multidisciplinary approach to understand how knowledge is acquired by discourse. Lastly, spreadable media (Jenkins, 2013) is a key concept to explain participation environments, audience engagement and meaning value in new media. METHODOLOGY uses a sociocultural approach through some combined qualitative methods in order to combine a clear view about communication processes and products: Action Research (Ivankova, 2013) is a powerful tool to reconstruct social practices and discourses, and especially useful to improve learning activities through reflection and practice. Also, Visual Ethnography (Rose, 2012) allows for making a thick description about audiovisual documents in their cultural context, summing up a conceptual analysis of categories and a narrative explanation of social meaning. THE RESEARCH CONTEXT is an innovative communication project taking place at the University of Alcalá since 2012. In this project, Communication undergraduate students are responsible for producing audiovisual reports for the Univerity's Digital Daily. The most common reportages are about knowledge outreach, research groups and academic activities. Students organize themselves to write scripts, record and edit stories. Finally, those reportages were uploaded to YouTube and then published with the news written by the university journal department. DATA ANALYSIS focuses on audiovisual reports produced during academic year 2013-2014. The evidence is collected by combining some qualitative research techniques such as observation, conversation and descriptive analysis. "Nudist Vivo" is the tool to process any kind of multimedia document in order to describe audiovisual product and transcribe verbal discourse. Then, these texts are categorized to interpret discourse and explain processes. Results provide a cultural practice reconstruction, a conceptual analysis of students' discourse and a narrative understanding of audiovisual reports. REFERENCES IVANKOVA, N. V. (2013). Mixed methods applications in action research. London: SAGE. JENKINS, H. et Al. (2013) Spreadable Media: Creating Value and Meaning in a Networked Culture. New York: NYU Press. ROSE, G. (2012). Visual methodologies: an introduction to researching with visual materials. London; Thousand Oaks, Calif.: SAGE. STERLING, E., MAXEY, L. & LUNA, H. ed. (2013) The Sustainable University: Progress and prospects. Oxford: Routledge. VAN DIJK, T. A. (2014) Discourse and Knowledge. Cambridge: Cambridge University Press.

EMPOWERMENT, EXPERTISE, ARBITRATION: CIVIL SOCIETY IN WATER CONTROVERSIES.

Pascual Espuny, Céline
› Aix Marseille University, France

Environmental health issues and crises are nowadays under the media spotlights. We have focused our communicational research in an essential needs' debate: the quality of water, sometimes linked with the quality of air. We propose to analyse the empowerment of citizens through the specific role that stakeholders play by mobilizing public opinion, building and opening scientific controversies in the public space. Water questions show a new face of civil society. This one not only overpowers technical and specialized subjects, but can act as whistleblower. It demonstrates its control of communicative tools and logic, using an opened

informative palette. At the same time, the media seem to be listening to it more easily. Are the stakeholders a new kind of experts of scientific controversies? Are they just catalysts of a new step in the consciousness of public opinion? Who pass on the torch? To whom? Our analysis leads us to see a new interaction between civil society and its representatives, allowing the emergence of public problems, which are part of the political and media agenda. Callon and Rabeharisoa (1999) put in perspective the action of these social groups of civil society, who can intervene in the proceedings that intersect, collect data, or may seek expertise. We can add that they are now also formed in collective protection for whistleblowers (Ex: Health Environment Network), in a highly publicized "risk society" (Beck, 1992). Finally, the very recent developments of the different crises show civil society being more organized and credible (Lascoumes, 2002). The notion of opinion leader (Katz, 1973) seems here essential and the phenomena of "rise in generality", fundamental. Here the ability to disseminate new information but also the anticipation and the co-construction of public knowledge are particularly acute. We also analyse the specific use of media, particularly social media, the construction of multinational strategies with national declination, the construction of a legitimate content, the ability to identify "blind points of instrumented and routinizes devices of expertise" (Chateauraynaud, Helou, Lemieux, Torny, 1997). We analyse at least the role they play as vigils, post controversies. The article reports on primary research findings based on content analysis, following communicational strategies of stakeholders in water controversies in European countries and in different public spaces (blog, social media, press) during the three last years. We mobilize the central notions of expertise (Keck, 2009), of controversy (Lascoumes, 2002, Callon, 2001), of rumors (Morin, 1999, Boltanski & alii, 2007,) of event (Quéré, 2006, Lemieux, 2000, Champagne, 1984) and of public space (Habermas, 1992, Schudson, 1995). We propose a communicative replay of the analyses offered by the literature in sociology and political science on the dynamics of controversies (Boltanski & alii, 2007, Callon, 1981, Quéré, 2005) and we want to broaden notion of expert mobilizing the theory of personal influence (Katz, Lazarsfeld, 1955). Finally we open our comments to the concepts of crisis and risk, taking into account the powerful communicative scope of empowerment that we have highlighted before..

ABSTRACTS SECTION 17
Television Studies

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 17. TELEVISION STUDIES - NEW PERSPECTIVES ON TV DRAMA SERIES

› Room 1.13, First Floor

LOCATIONS IN TELEVISION DRAMA SERIES THEORETICAL AND METHODOLOGICAL APPROACHES

Waade, Anne Marit

› Aarhus University, Denmark

I will take the popular Scandinavian crime series and the Danish television drama series as the starting point, and reflect analytical, theoretical and methodological approaches to location, setting and landscape in television productions. E.g. 'Nordic noir' has become a trademark for Scandinavian television series and include both stylistic and narrative characteristics, in which the regions' landscape, climate, nature and provincial culture play a significant role in the series' plot and cinematic style beside the region's gender and welfare specific cultures (Jensen & Waade, 2013). In my paper I will emphasise three different but interrelated perspectives: a) How can we theoretically understand locations in drams series, both as aesthetic, economic and praxis elements? b) How can we study the production of locations empirically? And finally, c) How can analyze the significance of locations -- in regard to visual, narrative and dramaturgical concepts. I will suggest 'location studies' as a new approach to the analyses of television series and production study, both factual and fictional. Location studies represent an interdisciplinary perspective, including media, aesthetics and geography, and reflect the growing academic and business interests, respectively, on places in a global media and consumption culture (Falkheimer & Jansson, 2006). Based on location studies of three crime series, Wallander (Yellow Bird, 2008-2012), The Bridge (SVT1 & DR1, 2011-2013) and Dicte (Misofilm/TV2, 2013-2014), respectively, I will illustrate how location in television production has been undergoing a transformation from 'location to destination' - from insignificant 'non-places' to significant places with certain production values. E.g. the regions' landscapes and climate are emphasized in the extra bonus material (Gray, 2010; Waade, 2013), and film tours and film apps become part of the television series' trans-media franchise (Reijnders, 2011; Thompson, 2007). Location has so far been a practical term describing the place where the series is shot. Ellis (1992) used to see location in television series -- in contrast to film - as subordinate to the talking heads. Caldwell is arguing against Ellis in his Televisuality (1915), and during the last decades, the relation between television production and places has been reflected in elaborated ways, e.g. Couldry & McCarthy's MediaSpace (2004), Falkheimer & Jansson (2006) on media geography and more recently Roberts (2012) where he suggests the concepts 'cinematic geography' in which the distinction between film and television is subordinated to the general idea that film and television series are representing, branding and producing means o places (in his case Liverpool). The difference between setting and landscape is also of relevance in this case (Lefebvre, 2006: Waade, 2011).

EXPORT PATTERNS AND GLOBAL IMPACT OF DANISH DRAMA SERIES

Jensen, Pia Majbritt

› Aarhus University, Denmark

Danish drama series -- in particular originating from Denmark's main public broadcaster DR -- have experienced an unprecedented boom in non-Nordic exports of late. Series such as The Killing and Borgen have been sold for subtitling and dubbing in countries as diverse as Australia, Brazil, Germany, Great Britain, Italy, Japan, Spain, Russia, South Korea and Turkey. Through an historical analysis of importing countries and, importantly, importing channels of five DR drama series -- Unit One (Rejseholdet, 2000-2004), The Eagle (2004-2006, Ørnen), The Killing (Forbrydelsen, 2007-2012), Borgen (2010-2013) and The Bridge (Bron/Broen, 2011-2013, coproduced with Swedish SVT) -- this paper will identify the series' export patterns around the world presently as well as historically. This analysis points to the fact that the recent series (The Killing, Borgen and The Bridge) have been exported more or less globally, whilst the older series (Unit One and The Eagle) were mainly exported regionally in a 'geo-linguistic' sense and to countries with democratic-corporatist media systemic features in their broadcasting systems. Also, there are clear indications that the further the series move away from Denmark (both in regards to 'geo-linguistic' regions and media systemic models) the more 'niche' the importing channels become. Finally, the paper will discuss the global impact of this international export increase of the Danish series in relation to the wider popularity of Nordic/Scandinavian TV and film and to the increased global exports of other 'smaller' audio-visual markets and countries such as Israel and Columbia.

THE COMMERCIAL STANDARDISATION OF TELEVISION PRODUCTION - A CASE STUDY OF BRITISH AND GERMAN PRODUCTION CULTURES.

Zoellner, Anna

› University of Leeds, United Kingdom

This paper explores the way in which economic, political and cultural conditions impact on national television production cultures. In particular, it focuses on factual television production in the British and German independent sector and discusses their particularities and similarities with regard to production structure and practice. Although television production, distribution and consumption increasingly transcend national borders, nation states remain - for now - a useful analytical category for studying the relationship between structure and agency in television production. They draw attention to cultural distinctiveness as well as international influence, and facilitate a comparative approach. This paper discusses two cases of European television production and highlights, on the one hand, comparable consequences of commercialisation, neo-liberal policy and internationalisation in the two production cultures and, on the other hand, influential pockets of cultural distinctiveness. It presents findings based on an ethnographic study of German and British production companies for factual/documentary programming, combining participant observation and interviews. The industries in both countries are similarly organised, including a broadcaster-publisher system, a competitive independent production sector and the dual existence of public service and commercial broadcasting. Both have experienced changes in the context of digitalisation, marketisation and internationalisation of the television industries with significant consequences for programme production. The paper analyses the consequences of these

systemic features on everyday production culture and describes overwhelming parallels regarding observed practices, values and opinions. Structural factors, such as dependency on broadcasters, general undercapitalisation and financial precariousness, and the high level of competition that independent production companies are subjected to, lead to a similar focus on commercial success at the expense of creative autonomy among programme producers and suggest a growing standardisation of media production processes as well as media content. Fairly few national specifics emerged with regard to programme content and form although a difference in degree became apparent that is linked to cultural values, concerning for example levels of entertainment, construction and celebrity culture. Nevertheless, significant differences became apparent with regard to international production priorities and activities. Cultural and regulatory particularities proved influential with regard to the case studies' positioning in the global television market. Focusing on matters of international collaboration and programme sales, the paper examines the effects of differences in licensing legislation, cultural reputation, and language on the two production cultures. It thus draws attention to the persisting cultural and structural differences that co-exist parallel to the dominant tendencies of international commercial standardisation in television production.

MIDSOMER MURDERS IN COPENHAGEN: THE PRODUCTION AND RECEPTION OF NORDIC NOIR-INFLUENCED UK TELEVISION DRAMA

Redvall, Eva Novrup; Bondebjerg, Ib
› University of Copenhagen, Denmark

Paper proposal from Professor Ib Bondebjerg and Assistant Professor Eva Novrup Redvall, University of Copenhagen With series like Wallander (2005--), Forbrydelsen/The Killing (2007-2010) and Bron/The Bridge (2011--) finding success on BBC 4, Scandi Crime or Nordic Noir has emerged as a popular brand among certain UK television audiences in the 2010s (Redvall 2013). In Denmark, a UK crime series such as Midsomer Murders (1997--) has been incredibly popular on the main public service channel DR 1, running for 12 years with an impressive 30-40 per cent audience share on Saturday nights (Batty 2013). In many ways, it thus seemed like a match made in heaven, when ITV announced that they would be partly shooting episode 100 of the series in Denmark. Based on qualitative interviews around the production, textual analysis of the episode and data on the reception of the series in the UK and Danish press and social media, this paper analyses how this UK-Danish collaboration came about, focusing on the economic and cultural arguments for The Danish Broadcasting Corporation DR and The Copenhagen Film Fund supporting a British production on Danish soil. The paper explores how the Danish setting and context ended up being presented on screen in the episode -- entitled The Killings of Copenhagen -- and how what can be understood as the national markers of the episode (Hjort 2000) were discussed in the press and social media in the UK and Denmark. In relation to wider discussions of the state of European television drama in a forthcoming chapter on the reasons behind the recent success of Danish drama series (Bondebjerg and Redvall 2014), the paper ends my discussing the production and reception of this specific detective episode in terms of how European fiction creates certain types of cultural encounters on the small screen. The paper builds on research conducted as part of the European research project Mediating Cultural Encounters Through European Screens (mecetes.co.uk). References: Batty, David. 2013. "Midsomer Murders keeps Danes glued to TV." The Guardian, 2 May. Bondebjerg, Ib and Eva N. Redvall. Forthcoming 2014. "Breaking Borders: The International Success of Danish TV Drama.' In Ib Bondebjerg, Andrew Higson and Caroline Pauwels (eds.): Being European: Media, Culture and Everyday Life. London: Palgrave Macmillan. Hjort, Mette (2000). "Themes of Nation." In Mette Hjort and Scott MacKenzie (eds): Cinema & Nation. London: Routledge, p. 103-117. Redvall, Eva N. 2013. Writing and Producing Television Drama in Denmark: From The Kingdom to The Killing. Basingstoke: Palgrave Macmillan.

09:15 - 10:45

PARALLEL SESSION 4 - 17. TELEVISION STUDIES - PBS, GLOBAL TELEVISION AND INNOVATION

› Room 1.13, First Floor

BUILDING BRIDGES ACROSS BORDERS: BRONIBROEN VS. THE TUNNEL

Agger Gemzøe, Lynge
› Aarhus University, Denmark

My case for this paper is BronIBroen (2011 -) compared to the English-French remake The Tunnel (2013-). Provided that both productions address the question of national stereotypes, the key question is: How does Danish/ Swedish culture translate into English/French? Which corresponding national stereotypes prevail, and how are they negotiated? It is a compelling case because it is multicultural or at least bi-cultural in its original form, exploring differences and teamwork across the Danish-Swedish border, negotiating ethics. When you also account for the remakes, The Bridge-franchise encompasses negotiations between Danish, Swedish, French, British, American and Mexican national cultures, making it one of the most culturally diverse cases in TV-drama ever created. The metaphor of the bridge has proven itself worth exploring in very different contexts that do have one thing in common: the border and an urge to find out what the border means to the people living on both sides of it. The similarities and differences between the original BronIBroen and the American remake The Bridge (2013 -) are the object of an analysis I am undertaking just now, and this work will be part of the background for the present suggestion. In this comparison I argue several key points: That the original multicultural or bi-cultural form of BronIBroen is one of the reasons why it travels so well. The idea is transnational and this opts for transnational funding and thus easier production and distribution. I also touch upon what adjustments are absolutely necessary to make the narrative work in a Mexican-American context - like accounting for the crime and corruption in Mexico by making the real life problems with disappearing women a part of the narrative. My theoretical framework focusses on the transnational remake as a medium for cultural exchanges (including theory of national identity), of national vs global TV production, and TV drama theory targeting questions of format, genre and aesthetics, cf. the references below. References Bielby, Deniuse D. & Harrington, C. Lee (2008). Global TV. Exporting Television and Culture in the Global Market. New York: New York University Press. Gemzøe, Lynge Agger. 2013. Brødre vs. Brothers -- The Transatlantic Remake as Cultural Adaptation. In Academic Quarter volume 7. http://www.akademiskkvarter.hum.aau.dk/ Nestingen, Andrew and Elkington, Trevor G. (eds.).2005. Transnational Cinema in a Global North, Detroit: Wayne State University Press. Verevis, Constantine. (2006). Film Remakes, Edinburgh University Press, Edinburgh. Waade, Anne Marit and Jensen, Pia Majbritt. 2013. "Nordic Noir Production Values -- The Killing and The Bridge." In Academic Quarter volume 7. http://www.akademiskkvarter.hum.aau.dk/ Weissmann, Elke. (2012). Transnational Television Drama. Basingstoke: Palgrave Macmillan.

FROM TELEVISION FLOW TO PROGRAMME CURATION: BBC FOUR AND THE NEW FRONTIERS FOR 'OLD' PUBLIC SERVICE GENRES?

Goblot, Vana
› Goldsmiths College, University of London, United Kingdom

One of the defining features of television in the "age of plenty" (Ellis, 2000) is the overwhelming prominence of repeats, while the growing number of platforms also emphasise archival properties the medium. The BBC's own digital and multiplatform strategy increasingly depends on "doing fewer things better" (BBC Trust, 2011), so that one of the outcomes of this strategy is the growing dependence on archives and repeats. This is particularly evident in the case of arts television, which, while remaining one of the key genres representing core public service values, is also under continuous threat of disappearance due to the fragmentation of a multichannel environment (Bergg, 2002). Using the case study of the digital channel for arts, culture and ideas, BBC Four, I posit

that this far-reaching trend of reliance on programme repeats and audiovisual archive, while signifying problematic and acute underinvestment in original arts programming, is also paradoxically reanimating the channel's creative and cultural output. This is demonstrated through analysis of three inherent characteristics of the channel, each calling for rethinking of the concept of Williams's "flow": firstly, it is demonstrated through BBC Four's multi-platform programming strategy, in particular, the channel's role as a "custodian" of the BBC television archive and curator of BBC Four's collections. Secondly, it is exampled by archives and repeats requiring innovative scheduling and broadcasting activities, with BBC Four seasons and themed evenings being one of the unique features of this channel. Finally, the increased number of creative an reflexive uses of audiovisual archive is evident in programme making, demonstrating that television archive can no longer only be seen as the site of preservation initiatives, but also as the site of new production activities. All three aspects are essential to BBC Four and its branded platforms, urging for academic enquiry into cumulative and lasting modalities of television programmes. As the concept of "flow" is mainly characterised by the notion of television as ephemeral cultural form, the main conclusion drawn from the research that informs this paper is that the case of BBC Four emphasises the necessity of rethinking William's concept of "flow" by taking into account the "relocation of television" into the digital and multiplatform arenas (Gripsrud, 2010). In particular, archival and permanent values of television call for the importance not only of the notion of temporality but also that of spatiality as fundamental to understanding television as simultaneously "technology and cultural form" (Williams, 1974) in the digital, multiplatform age.

A NETWORK OF AUDIENCES? EXPLORING GLOBAL TELEVISION FORMATS FROM AN AUDIENCE PERSPECTIVE

Stehling, Miriam
› University of Bremen, Germany

This paper deals with audiences of global television formats. The main argument is that global television formats are appropriated as 'localized' adaptations within a certain 'locality', while at the same time they are 'globalizing' audience reception by constituting a network of audiences. This network of audiences is characterized by similar decodings of the adaptations of a format in different cultural contexts. As a theoretical framework, I will use the concept of communication networks, as proposed by Hepp (2013) following the approach of networks by Manuel Castells (2000). This concept is based on the idea of communicative connectivities that can be produced either by reciprocal communication (email, telephone) or by media communication (WWW, TV) (Hepp 2013, p. 83). Translating Castells' description of social networks, communicative networks can be defined as open structures, able to expand without limits, integrating new nodes as long as they are able to communicate within the network and share the same communication codes (ibid., p. 84). Communication networks are constituted by flows of communicative practice. While the conception of communication networks refers to communications structures, communication flows describe the processual consequences of communicative actions (ibid., p. 84). A node is a point where communicative connectivities cross. A node can be a person or a group, or another social form (ibid., p. 85). In this paper, I will apply the idea of communication networks to global television formats by drawing a network of their production, text and reception. I will identify the structures and nodes of the network and in particular describe the communicative flows of audiences of a format. I will show that audiences of different adaptations of the format constitute a communication network produced by similar readings and the global character of the format. The communicative flows between audiences of the format in different contexts are constituted by connectivities or proximities in audience readings on multiple levels. First, whereas there is no direct connectivity between the audiences in terms of a reciprocal communication, similarities on the discursive level are observed. This means that similar readings of the adaptations exist in the audience reception in different contexts. Second, on the level of practice global television formats not only are produced within a network of production and distribution companies (Lantzsch, Altmeppen & Will, 2009), but similar practices can also be found in the reception of television formats across different contexts. Methodologically, the paper is based on a reception study of young female viewers of the global television format Top Model. 12 focus groups with 50 viewers of Top Model in Germany and the US have been conducted in order to investigate similarities and differences in the audience reception of the format. The material was analyzed with qualitative content analysis as well as an approach of transcultural comparison. It is concluded that television formats can be described as communication networks that possess an integrating structure that rely on similarities and proximities between audiences, albeit without direct interaction via communication technologies.

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 17. TELEVISION STUDIES - SOCIAL TV AND MULTIPLATFORM TV

› Room 1.13, First Floor

LIVE TELEVISION AND LIVENESS IN A MULTIPLATFORM CONTEXT

Sorensen, Inge
› University of Glasgow, United Kingdom

Multiplatform broadcasting, portable media devices like smart phones and tablets, and the proliferation of time-shifted and on-demand viewing are reshaping the ways that TV networks programme, schedule, and deliver programmes and audiovisual content. These changes impact on how audiences/viewers access, consume and interact with TV content and, pertaining to this paper, live televised events. Today, 51% of viewers in the UK are using two or more devices simultaneously at least once a week, and, for example, browse the internet, shop or social network whilst they watch TV. 23% of the UK population habitually 'media mesh', and interact with the content they watch on TV as they watch it though another device, for example via social networks, texting, or apps. To illustrate, the 2013 Wimbledon Men's tennis final was watched by 17.3 million people in the UK, tweeting 2.6 million times about the match. This paper will examine the notion of live television in an online, multiplatform context. Focussing on the UK's two publically owned, public service broadcasters, the BBC and Channel 4, it explores how TV networks in the UK are redefining and reemphasising the notion of liveness and live television across platforms and devices. Analysis will take place on two levels. On a theoretical level, the paper will examine the BBC and Channel 4' strategies for live television as outlined in their annual statements and reports, in the light of current data of media use from Ofcom. On an empirical level, the paper will investigate the BBC and Channel 4's coverage of the Sochi Winter Olympics and Paralympics 2014 and the corresponding viewing figures, in order illustrate how these channels implement their strategies across four platforms. This paper will suggest that rather than seeing live TV as a thing of the past, BBC and Channel 4 are viewing live TV as a key part of their multiplatform strategies. Live television is seen precisely as one of the factors that will give the TV networks a competitive edge over the online content providers in the future. Today, therefore, television stations are combining live coverage of events with facilitating and encouraging real-time interaction across four screens -- TV, tablet, mobiles and laptops - and are incorporating these interactions (tweets, comments on social networks and audiences' footage and photos) as part of the live coverage of the event. In this way TV stations are seeking to recreate the feeling of being part of the event, be it the Proms, Glastonbury, Wimbledon or the Olympics. With Web 2.0, traditional broadcasters have faced increasing competition from the rise and proliferation of online audiovisual content providers (e.g. Vimeo and YouTube) as well as VoD services (like Netflix and Lovefilms). However, recently developments indicate that TV brands and networks have more, not less power in the multiplatform mediascape. This paper will outline some of the ways that TV stations are using liveness and reach, two of their traditional traits, to fight back and gain ground on online content providers across platforms and devices.

MAPPING THE EMERGENT SCENARIO OF SOCIAL TV: OBJECTS, AUDIENCES, BROADCASTERS.

Cuman, Andrea; Cuman, Andrea; Colombo, Fausto; Colombo, Fausto; Murru, Maria Francesca; Murru, Maria Francesca; Carlo, Simone; Carlo, Simone
› Università Cattolica di Milano, Italy

The recent developments of social media platforms have profoundly influenced the television industry, both on the broadcaster's side and for the audiences, who find themselves within a socio-tecnical environment defined by new subjects with interests at stake. This contribution discusses the findings of a research that studied the emergent phenomenon of so-called Social Tv as a field of encounter (and struggle) between the performative media consumption practices of au-diences, the broadcasters' exploitation strategies and the service providers' interests. In order to map this complex scenario, this research used three different methods: the secondary data analysis of academic and market research on Social TV, online questionnaires to key informants and experts (both academics and broadcasting professionals from the European context) and empirical data from an ethnographical research on Italians and social media during big media events such as Sanremo (the most important Italian popular music contest), and the national political elections of 2013. Starting by outlining the blurred boundary of what is defined as social Tv in different contexts (academic, professionals, audiences), the research shows that Social TV is shaped by three different dynamics. The first is mainly tecnological and regards the evolution of the objects: on the one side the convergence of multiple services and platforms on single devices enables the consumption of multiple services, on the other side the multi-plication of devices enables multi-screen consumption practices. Moreover, the continuous advancement of second screen apps and content delivery platforms make this technological landscape far from being stabilized. This directly impacts the viewership practices (second dynamic): television becomes an occasion of typical social media chatter with different conversational styles and aims. Moreover, social media have become the typical implementation of fandom activity and a mean to act directly on the content or storylines of programmes. As for the third dynamic, that involving broadcasters, the television system is being transformed in at least three ways: firstly social media become a powerful tool to monitor audiences, both from a quantitative and qualitative point of view. In the former case it is possibile to use quantative flows of social media discourses to complement and enrich traditional viewership statistics, in the latter social media become an evaluation tool for broadcasters that use users feedbacks to make changes in schedules, programmes and contents. Secondly, broadcasters are increasingly compelled to use social media to increase affective engagement of audiences within saturated competitive environments and audiences' complex media diets. Lastly, broadcasters are able to use online environments as revenue generation and commercial exploitation tools, struggling at the same time with unprecedented threats, such as YouTube, in which the economical exploitation strategy is significantly different.

THE UPS AND DOWNS OF TRANSMEDIA ENJOYMENT: RESULTS OF A TWO-MONTH CASE STUDY OF "DEFIANCE"

Pietschmann, Daniel; Liebold, Benny
› Chemnitz University of Technology, Germany

Subjective experiences with a given transmedia product can be favorable in the first days after reception, but may vary strongly over a given period of time. Transmedia experiences are often designed to work over a longer time frame and steadily establish a high user involvement towards the product, aiming for an emotional long time engagement. Observational studies usually provide just a cross-sectional snapshot of users participation in transmedia experiences. Longitudinal studies on the other hand provide deep insights into the process of transmedia experiences over time. With the release of the science fiction transmedia franchise "Defiance" (Universal Cable Productions/Trio World Network, 2013) in April 2013, we conducted a small size case study, recruiting two different user types to watch the "Defiance" television series and play the video game over a two-month-period. Both participants filled out questionnaires before and after each game and television session. The gaming questionnaire included game motives, planned playing time (administered before the game session) as well as actual playing time, enjoyment and subjective game experience (using the Game Experience Questionnaire, Poels et al., 2009), conducted activities in the game and levels of narrative engagement (Narrative Engagement Scale, Busselle & Bilandzic, 2009; administered after the game session). Additionally, occurrences of transmedia references to the series were recorded. Results show a diverse range of activities tied to specific points in time over the duration of the study: In the first sessions, novel stimuli result in a very high overall enjoyment, game experience and narrative engagement. Data show a spike in narrative engagement (but not game experience) in gaming sessions following each new television episode watched. Over time, players become habituated and effects begin to align with mean values. At the end of the study, the participants had completed all narrative content of the game and the lack of new content manifests as reported boredom and a drop in narrative engagement as well as gaming motivation. The presentation will visualize the development of the user's enjoyment over time and address identified shortcomings in the "Defiance" transmedia strategy.

THE ENTERTAINING QUALITIES OF NON-CONVERGENCE: USER INVOLVEMENT IN POLITICAL JOURNALISM IN PSM

Bruun, Hanne
› Aarhus University, Denmark

In cross platform PSM-television the viewers are routinely invited to participate by using an institutional online website and/or social network media. However, there are huge differences in the amount of participation that the individual shows are able to generate. This paper argues that the success that some cross platform shows or phenomena (Lotz 2007) achieve in turning the empirical viewers into users is not only a result of the interactive platforms and social network media used by the producers. Rather, genre and format seem paramount to platforms, and this might be important to take into account in future creative development of PSM in a digital and competitive media environment. The paper is based on results from an analysis of the genetic development of political talk shows in Danish PSM in general (Bruun 2013, 2014), and it presents the results of a CA-informed analysis of the Facebook-activities of the users in a case study of a cross platform political talk show called Debatten [The Debate]. Debatten is hugely successful at generating Facebook-participation compared to other political talk shows with much higher shares and ratings also using program websites and social network media. However, the written commentary produced is not put to use in the television part of the show during the live broadcast, even though the interaction is initiated by invited political celebrity 'friends', carefully follows the political debate going on in the live broadcast, and generates high quality and relevant commentary. Instead the television broadcast and the Facebook-interaction run parallel during the live broadcast. The paper aims to sheed light on what seems to be a paradox of 'non-convergence' of content. The main findings show that the 'non-convergence' produces a lucrative and entertaining positioning of the implicit viewer-user (Vorderer et al. 2006), which seems to be attractive to the empirical viewer-user of the show. This is done by the management of the intentionality and communicative qualities of the talk show genre involved (Scannell 1996; Livingstone & Lunt 1994; Bruun 2001) in combination with a coherently staged ethos in the specific format. First, the paper will show how this ethos fits Facebook as a communicative genre, and second, that the ethos frames the political debate among the Facebook-debaters in three important ways. Based on these findings, the paper will finally discuss the entertaining qualities of this kind of journalism (Schrøder 2007, 2010), and how 'non-convergence' of spoken and written talk and of para-social and online social interaction offers new possibilities for PSM television journalism. Special attention will be given to discussing the emerging conceptualization of the audience in not only multiplatform PSM but also multi-channel PSM.

COLLECTIVE CRIME INVESTIGATION - COMMON TV EXPERIENCE IN FAN-PUBS AND SOCIAL WEB

Hallermayer, Michael; Grießhammer, Lena
› University of Augsburg, Germany

Being a public service production the weekly TV crime series "Tatort" reaches 10 million viewers and is one of the best known crime series in Germany. Its concept includes several investigation teams in different cities rotating on a broadcasting schedule at Sunday evening.The particular episodes portray specific milieus and broach the issue of social or political topics. Due to their popularity, crime series are a relevant research object for the mediated everyday life, so it seems worthwhile to look at the viewers of the series "Tatort". They view the series not only alone in front of their TVs but also as a collective experience watching the series together in a pub or discussing about it in social media. These specific forms of receiving a television series and communicating about it are in the focus of our interdisciplinarily research project. As fans are seen as people who have a long-term and emotional relationship to their fan-object and invest time and/or money, we describe these behaviour of the "Tatort" viewers can be characterized as fandom. Being a fan becomes manifest in various actions that are driven by an emotional affection to the adored object. According to Schmidt-Lux (2010), actions of "Tatort"-fans (collective viewing, online-conversations about the content in Social Media) can be summed up in the two categories: consuming and informing as well as protesting and participation. The joint experience is one of the main elements a fan community consists of (Krische-Ramaswamy 2007). The "Tatort"-fans meet together in "Tatort-pubs" which are pubs that show the episodes regularly live and public. This kind of viewing experience is well known in context of soccer games. Comparable to this real life experience is the exchange with others in social media like facebook or twitter during the broadcasting. The fans comment on the plot, the actors and address their ideas of the accurate and typical "Tatort" to the filmmakers. The fans' behaviour can be assigned to the concept of interpersonal communication about the regarded media content. It means that there is an interpersonal exchange about mass media content, in this case before, during and after the broadcast. The conversation covers the topic of the actual episode as well as the context of the whole series. Our paper explores how viewers of the TV series create a common experience of fandom and how this manifests offline in the fan-pubs and online in social media. The interdisciplinarily methodological approach to answer our research questions is a combination of ethnological fieldwork and quantitative content analysis. To handle the big amount of fans' comments in facebook the content analysis is an efficient method. Exploring the fans' behaviour and the setting of watching their crime series in pubs, we chose a direct observation, supplemented by interviews. Our results identify the topics of the fan conversations and the structures of the communication while viewing the series. We portray how fandom of a TV series is expressed in online and offline space.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 17. TELEVISION STUDIES - TV DEPICTING REALITY OR REALITY TV?

› Room 1.13, First Floor

CHILDREN'S NEWS: A CONFRONTATION WITH REALITY THROUGH TELEVISION

Narberhaus, Marta; Figueras-Maz, Mónica
› Universitat Pompeu Fabra, Spain

Media have become a natural part of children's everyday life in the Western World, and both television such as computers and mobile phones are entering the lives of children and young people in new ways and exponentially, playing a significant role in helping to make sense of their life experiences and turning real tools for the construction of new reference frames. However, children's news programmes have been studied little regarding to its content. There have been studies on how kids learn through the news and about their cognitive process, but most in the form of experiments on the effects in terms of understanding and memory retention. On the other hand, there have been described numerous case studies of the effects on children caused by audiovisuals, which have led various authors to consider the importance of adult mediation as responsible for the integration of media in the process of understanding and construction of children's knowledge. Most studies, however, focus on audiovisual fiction, especially serials or advertising content. To study the news content will allow to analyze the social construction of reality, which is a concept developed by Peter Berger and Thomas Luckmann, according to which reality is socially constructed, and where the processes of symbolization play a role for humans. Berger and Luckmann say that people consider as objective realities subjective processes, their perceived social reality is something independent of their own. These authors claim that people are product of a society that they have self-created. Given the importance, firstly, of the role of language in the creation of social reality, and secondly, of how people understand society, media play a crucial role in this process. What we don't know does not exist; it is not part of reality. As we know largely through the media, they have a great responsibility in the process of social construction of reality. This paper proposes a comparative study of the content of three children's news programmes, Newsround, from the British Broadcasting Corporation (BBC), Logo, from the German channel Zweites Deutsches Fernsehen (ZDF) and Info-K, of the Catalan public television TelevisiÃ³ de Catalunya (TVC). All examples are unique in their states and are characterized by a specific audience: children. Through an empirical content analysis, the news topics of these information spaces for children will be described objectively and systematically. It will be based on a random sample of a programming month. Language will be also analyzed, describing how news are written and presented, based on indicators such as understandability, adequacy of linguistic register, style and omission of foul language. The tool to perform this analysis will be a template for structured observation of the news. The proposed research will provide new knowledge regarding the way in which the children's news programmes confront his audience with reality and audiovisual and educational resources used to achieve it (graphics and narrative coherence with respect to the image, music and effects with respect to sound).

REAL SUFFERING: VALUES OF HUMANITARIAN IMAGERY IN REALITY TELEVISION

Nikunen, Kaarina
› University of Tampere, Finland

The paper explores affective economy (Ahmed 2004) in the making of humanitarian reality television shows. The case study in question explores an international reality/documentary format focusing on understanding the experience of refugees and asylum seekers. The research investigates Australian originated series Go Back to Where You Came From (Australia, SBS) with formats sold to nine other countries. "Go Back to Where You Came From" follows the experience of six members of the society, most of them critical towards refugees and asylum seekers, who are sent to refugee camps to encounter refugees and their situations. The international television format is created as global commercial television format and in co-operation with humanitarian organizations such as UNHCR. The paper focuses on the ways in which the reality series combine emotional address with humanitarian objectives and commercial success. The research material consists of textual analysis of the show, its reception in mainstream media as well as corporate statements, interviews and press releases by the production company. The research examines the moral claims attached to the affective imagery and the conditions of commercial television production for creating politically challenging humanitarian imagery. The case study highlights how media industries adapt and seek economic value in affective humanitarian imageries, and how on the other hand, humanitarian organizations, in the era of so called new humanitarianism (Joachim & Schneiker 2012; Barnett & Snyder 2008) seek new ways to draw attention to their cause. The paper demonstrates also the limitations to these strategies. The Australian version of the series gained high ratings, international awards and strong

participatory response whereas the European versions in Germany (Auf Der Flucht: Das Experiment, ZDF) and in Italy particularly (Mission by Raiuno) were met with strong resistance and public debate. Clearly the combination of reality format and humanitarian objectives were seen too contradictory in the European context partly due to ways in which the series were marketed and produced, whereas the same combination capitalized Australian political situation in ways that conjoined the series with social weight and prestige.: Ahmed, S. (2004) The Cultural Politics of Emotion. Edinburgh: Edinburgh University Press. Barnett, M & Snyder, J. (2008) The Grand Strategies of Humanitarianism. In M. Barnett and T. Weiss (eds.) Humanitarianism in Question: Politics, Power, Ethics. Ithace: Cornell University Press, 143-171. Joachim, J. & Schneiker, A. (2012) New Humanitarians? Frame Appropriation through private Military and Security Companies. Millenium -- Journal of International Studies 40:365-388.

REALITY TV AND THE SELFIE -- REALITY TV AS SELFIE

Jerslev, Anne

› University of Copenhagen, Denmark

Abstract for ECREA 2014 Anne Jerslev, PhD, Professor University of Copenhagen, Reality-tv and the selfie -- reality-tv as selfie Nick Couldry underlined in his article about Big Brother as ritual event that what he called a process of celebrification was the very idea of the program: 'it was precisely the transition from ordinary (non-media) person to celebrity (media) person that was the purpose of the game. This was the master-frame without which the game made no sense' (2002: 289). The spectacular finale, constructed as a media event, celebrated the winner's transition from the periphery to the social centre of society by letting her be praised by a large crowd, standing in the spotlight on a platform. Hence, the finale at once confirmed and orchestrated the idea of what Nick Couldry (2003) called our culture's pervasive 'myth of the mediated centre'; the idea, as Couldry understands it, so insistently repeated by reality game shows that it is better to be in the media than to be outside the media and that media exposure has turned into a token of identity. Contrary to what Couldry argues, though, even though Big Brother almost 15 years ago staged a kind of rite of passage from non-media/ordinary person to media/extraordinary person, one could hardly at that time and one can certainly not today talk about a transition from a position which is outside the media. There is no outside anymore. To a certain extent Big Brother's game logic has been surpassed by a media culture where being in the media is a non-exclusive occurrence and processes of celebrification are ubiquitous. The so-called selfie, the photographic self-portrait, is one of the most recent technologies of celebrification and an obvious example of identity(construction) as always inside the media. In my paper I want to discuss a recent Danish public service television broadcast reality-TV/documentary series called "Selvoptaget" (which translates as both self-exposed, self-recorded and self-absorbed) where former reality TV participants are filming themselves and reflecting upon their career as reality-celebrities. I want to ask how the act of self-recording may contribute new meaning to reality TVs first person performances (Dovey 2000), and make us understand more fully the affective underpinning of the genre. Furthermore, I want to discuss whether the program's audio-visual celebrity selfies may be understood as an improved technology for the construction of authenticity or another example of a culture in which, as Eva Illouz (2007) put it in her book about Emotional Capitalism, 'emotions have become entities to be evaluated, inspected, discussed, bargained, quantified, and commodified (p. 108). References Couldry, Nick (2002). "Playing for Celebrity: Big Brother as Ritual Event". Televison & New Media, vol. 3, no. 3, August, pp. 283-293. Couldry, Nick (2003). Media Rituals: A Critical Approach. London: Routledge. Dovey, Jon (2000). Freakshow: First Person Media and Factual Television. London & Sterling, VA: Pluto Press. Illouz, Eva (2007). Cold Intimacies. The Making of Emotional Capitalism. Cambridge, UK & Malden, MA: Polity Press

READY, STEADY, COOK! GERMAN TV COOKING SHOWS AS A MIRROR OF SOCIAL CHANGE -- A CULTURAL-HISTORICAL ANALYSIS

Herbers, Martin R.[1]; Kohler, Sarah[2]; Middendorf, Hannah[2]; Volpers, Anna-Maria[2]; Zaynel, Nadja[2]

› [1]Zeppelin University, Germany; [2]University of Muenster, Germany

In an interview Christopher Walken stated: "The thing about cooking is it's so interesting to watch." (Walken, 2010) And he is right: Cooking is an essential part of our culture (Lévi-Strauss, 1971), an integral aspect of our everyday lives and entertaining to watch (Kaufmann, 2006). Thus, it is not surprising that cooking shows have played a pivotal role since the early days of television. Over time, these shows have differentiated into a range of formats and narratives, fulfilling different functions for society. (Voigt, 2008) Not only do they offer orientation and convey values, they also refer to cultural developments, thereby revealing cultural and social change. Based on the theoretical assumptions of Fiske and Hartley (1978), we argue that cooking shows reflect cultural reality and transmit a sense of cultural membership to the audiences. In this respect, they change their format according to the dominant socio-cultural paradigm. This explorative study analyses the evolution of cooking shows in Germany in relation to both social change and the history of TV formats. Based on a historical source analysis, our research discloses four phases in the development of cooking shows:(1) In the 1950s, Clemens Wilmenrod hosted the first cooking show on German television. He presented simple and easy to prepare meals that are nevertheless suitable for guests. The show offered information and tips for the "traditional housewife" (Hallenberger, 2001). (2) Since the 1970s, changing family ideals were reflected in cooking shows. Firstly, children starred as protagonists, secondly, the shows featured dishes for "working wives". Convenience food was increasingly integrated in the shows. (3) In the 1990s, the format underwent a radical makeover, adopting the style of talk and game shows. The televised kitchen served as the setting, whereas the act of cooking itself provided the situational framework for light entertainment (Voigt, 2008). Competitive game shows featuring "cook-offs" between "hobby chefs" became a popular element of early-evening television programming. At the turn of the century, celebrity chefs fostered their image as media celebrities. (4) The new century showed a wide spectrum of cooking shows, some of which were attractive enough for the prime-time hours. As younger audiences and men were identified as potential audience groups, the tutorial character of the program experienced a renaissance. Furthermore, TV producers recognised the potential of cooking for reality TV: Cooking as lifestyle and adventure. This paper takes a critical stance towards the televised portrayal of cooking as a multisensory experience and enjoyable social event vis-à-vis the audiovisual character of television. Apart from the entertaining appeal, do the shows further attempt to inform the audience about healthy nutrition? How do the shows represent gender roles as well as the transformation of traditional family values? With regard to the history of television, the paper argues that cooking shows not only embrace current TV format trends but also reflect socio-cultural change.

DEAL WITH THE REAL -- THE LANDSCAPE OF REALITY TV IN GERMANY

Knop, Karin

› University of Mannheim, Germany

Reality TV -- here understood as a format claiming to depict reality in the sense of everyday lifeworld and by the example of events interrupting usual everyday routine -- is a hybrid genre which at the beginning of the 1990s started changing the landscape of German TV. Until today, the hybrid format of Reality TV has quantitatively much expanded and increasingly become more differentiated. Meanwhile, some German private-owned TV channels offer up to eight hours a day of this kind of programme (Klaus 2009, 158). Thus, we must agree with Annette Hill (2005, 2) who states: "reality TV is here to stay". In a really classical way, this format reflects on social developments, and one or several programmes are offered on almost any field of life (looking for a job, furnishing a flat, raising children, paying debths and much more). The genre -- as is the conclusion of various studies on reception -- is perfectly suitable for discussing norms

and values. Most current research works analyze Reality TV programmes by their reception, qualitative reception studies on individual programmes with high ratings being predominant. Here, the focus shall be on the offer, and a representative analysis of the overall offer shall be presented. Based on the analysis of TV magazines from the years 1992 to 2009, all broadcasts of ARD, ZDF, Pro7, Sat.1, Kabel 1, RTL, RTL II, Super RTL, VOX, Viva, MTV were investigated (four weeks of broadcasting per year) which must be subsumed under the hybrid genre of Reality TV. Then, the investigated broadcasts were made subject to a category-guided content analysis. Existing suggestions for classification (e. g. Klaus/LÃ¼cke 2003 classify according to violence-oriented programmes, real life comedy, law court shows, personal aid shows, relationship shows, relationship game shows, programmes on problem solving, talent shows, docu-soap, reality soap) were taken up and further developed as well as provided with detailed information on how frequently each of them was broadcasted. The result is a checklist which informs in detail about the development of the genre in the course of time. This way it was possible to investigate and weigh predominant topical and problem fields. Furthermore, the collected data inform a. o. about how frequently individual groups of people and topics appear, about the quantity and quality of specific staging strategies and formal elements as well as about dramaturgical aspects. But it was also possible to make statements on negotiated norms and values as well as on classical meta-messages. For developing the system of categories, the relevant topical fields of existing studies on reception were taken into account, just as the analytical points of view of rather non-empirical studies on the genre which predominantly refer to works by Michel Foucault and Pierre Bourdieu. Based on content-analytical results from an extended stock of data, it was possible to newly reflect on the frequent accusations of the genre, stating that it represents most of all uneducated groups of the population, communicates neoliberal values, supports rather a traditional or outmoded gender image and works as a kind of disciplining TV. Klaus, Elisabeth (2009). Fernsehreifer Alltag: Reality TV als neue, gesellschaftsgebundene Angebotsform des Fernsehens. In Tanja Thomas (Hrsg.), Medienkultur und soziales Handeln (157-174). Wiesbaden: VS. Klaus, Elisabeth, & LÃ¼cke, Stephanie (2003). Reality-TV -- Definition und Merkmale einer erfolgreichen Genrefamilie am Beispiel von Reality Soap und Docu Soap. Medien und Kommunikationswissenschaft, (2), 195-212. Hill, Annette (2005). Reality TV. Audiences and Popular Factual Television. London/New York: Routledge.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 17. TELEVISION STUDIES - TV AND NARRATIVE

› Room 1.13, First Floor

"I THINK I'M DEFINITELY A CARRIE AT HEART": SATC, GIRLS AND IDENTITY FORMATION

Gusmag, Jacqueline; Scherer, Helmut; Schlütz, Daniela M.

› Hanover University of Music, Drama and Media, Germany

Girls (HBO, 2012 --) is an US-American TV-series by Lena Dunham. Like its famous predecessor Sex and the City (SATC, HBO, 1998-2004) it deals with the life of four young, New York based women and their private and professional life. As it does this in a much more realistic manner than SATC it seems to be the ideal blueprint for identification for female viewers. Thus, we want to explore empirically the series' capability to prompt reflection and analysis of one's own self-perception (values, identities, roles, etc.). Theory: Drawing on Mead's Symbolic Interactionism (1959) and Taifel and Turner's Social Identity Theory (2004) we understand identity as being socially constructed. Furthermore, we distinguish between personal and social aspects of one's identity. Agents for identity construction discourses are significant others but also by the appropriation of media content and media personae one can identify with. Method: In 2013 we conducted a qualitative study with 12 female (former) viewers of Girls and SATC (age 24 to 33 years, from different city sizes and with varying relationship and job status), recruited via Facebook. We used guided interviews to explore the question whether viewers use both series to reflect on their personal identity, their social roles and positions. Furthermore, we looked into their self-concept of being a 'Girls or SATCviewer'. Results showed that both series were relevant for identity construction: They served as supplementing socialization agents by offering material for an internal identity debate. Viewers perceived both similarities and differences between the fictional characters and themselves, grappled with these and drew conclusions for their own identity. Perceived differences that were assessed as negative were used to distinguish oneself from the presented self-concept or role and, consequently, to feel better. Differences rated as positive, on the other hand, served as a substitute for personal experiences. Perceived similarities were used affirmatively to legitimize one's personal characteristics, attitudes, roles and social positions. If these similarities were judged as being negative, they were the starting point for the analysis of one's own character. Moreover, especially watching the quality show Girls boosted the participants' feeling of self-worth by distinguishing themselves from viewers of TV content perceived as more conventional. Overall, the results of our study show the suitability of (fictional, serial) TV content for identity construction, the appropriation strategies of female viewers and the importance of a heterogeneous cast that provides a broad range of behavioral patterns and options for female social roles that viewers can draw on. The presentation will discuss theoretical and practical consequences of these findings. Mead, G. H. (1959). Mind, self and society: From the standpoint of a social behaviorist. Chicago: University of Chicago Press. Tajfel, H. & Turner, J. C. (2004). The social identity theory of intergroup behavior. In J. T. Jost & J. Sidanius (Hrsg.), Political psychology: Key readings (S. 276-293). New York: Psychology Press.

DEVELOPMENTS AT EUROPEAN FILMSCHOOLS - THE SUCCESS OF US-AMERICAN TV-SERIES AND THEIR IMPACT ON TEACHING WRITING AND PRODUCING TV-SERIES IN EUROPE

Gamula, Lea

› Hochschule für Film und Fernsehen "Konrad Wolf", Germany

The success of the American High Quality TV-series has an impact on many different areas: The European Series landscape, the reputation of European series, the modes of writing and production and so on. Due to the consequence of trying to counter local TV-series to the American ones with changing the modes of writing and producing -- such as writing in Writer´s Rooms (which can be found successfully already in Scandinavia) -- even the education at Filmschools in Europe changes. Filmschools all over Europe start to setup new studies in writing and producing. The figure of the showrunner as well as for example writing in teams becomes more and more important to the students and the filmschools, whereas it is not secured yet if the industry -- e.g. in Germany -- is ready for new ways -- mostly, they are too expensive. Changes in production and education regarding TV and especially TV-series reflect interesting discourses: The thought, that with changing the modes of developing and producing content, to the -- apparently more successful - American model, the European one gaines sucess, raises questions: Is changing the ways of developing and producing TV-series really a possibility to change the content in itself? How will cultural specifics form the new European way of US-American patterns, how will they get adapted and used in the own national specific way? Scandinavia already shows how it could work: DR adapted ways of the American system such as Writer´s Rooms in a Danish way and conformed it to the needs and specialities of the Danish public broadcast system. In this presentation I am going to talk about the new studies at European filmschools, the needs and efforts to find an European way of coping with the complex narratives and dramaturgy structures and local content, the series nowadays demand. Important as well are the consequences for the young writers and producers in their education and the professional career. What does it mean, if the educational filmschool system in Europe tries to change the education in some ways to a new one? What does the globalization and internationalisation of education means for the product, the TV-series? As an interesting side-effect it is going to be analysed how the public opinion towards

television changes: The High Quality TV-series seem to justify the existence of television in the public view. A development you can observe if you look at the newly established TV-courses at the settled European filmschools, which mainly focused on film in the last decades.

INVESTIGATING CREATIVE (?) PROCESSES IN ENTERTAINMENT TELEVISION PRODUCTION -- METHODOLOGICAL CHALLENGES

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This paper describes a concept of investigating processes of entertainment TV production and focuses on methodological challenges resulting from this research aim. Entertainment television is part of our popular culture. Fathoming the relevance and (possible) meaning of this popular culture content presupposes analysing its origination; i.e. research has to focus on the entertainment TV workers. In doing so a crucial element of (media) production has to be kept in mind: creativity. Pertinent literature on media production suggests creativity to be essential to the production of media content. These thoughts are embedded into a practice theory perspective that draws both on Anthony Giddens and Pierre Bourdieu. From this perspective entertainment television production has to be understood as a field constituted by social practices. Thus, analysing the field of entertainment TV production actually means analysing the social practices of the field. Thereby, creativity -- being a central element of analysis -- is understood as being "field-specific". Creativity in entertainment TV production is defined as a social phenomenon evolving through and explicating itself within the social practice(s) (of the field). Consequently, the field itself is a starting point to generate an understanding of creativity in this specific field. The central research questions corresponding the argumentation above are: Which social practices constitute the process of entertainment television production? Which of these practices are to be called creative? Research aiming at an analysis of social practices ideally applies case study research including observations. Identifying social practices presupposes an in-depth analysis of what the agents in the field do, how and why they do it. Practices frequently are characterized and defined as routinized/iterative bundles of activities and/or actions. The study described here therefore aims at identifying patterns of such bundles of activity to be able to sketch central practices constituting entertainment television production. Consequently, the empirical research includes structured and at the same time open, passive observations. The observations will last about two weeks per case and are complemented by interviews with entertainment TV workers. These interviews will refer to their working activities and their understanding of creativity. The research will include 4 to 5 cases. The case study research is supposed to take place in spring/summer 2014. The presentation will focus on problems that might emerge during the field work. A central problem other researchers in the field of television production have faced, too, is the field access. Further problems adhere to the research instruments. Questions on their understanding of creativity to some interviewees are easily manageable -- to others they are not. As the media workers' answers are supposed to be a starting point for the observations, unclear answers might complicate the decisions on how practices observed have to be interpreted. Another methodological challenge results from the fact, that it is not clear if the set of categories -- which has been developed for the observation -- is applicable: Activities of entertainment TV workers might differ significantly. These methodological challenges as well as the experiences from the field work will be presented and discussed at the conference.

PRODUCTION AND CONSUMPTION OF PORTUGUESE TELENOVELAS: SPECIFIC MODES OF PRODUCTION AS INDICATORS OF TEXTUAL DIFFERENTIATION

Paixão da Costa, Jorge Manuel
› Lusófona University, Portugal

A specific formulation of the Portuguese mode of production of the so called "telenovela" emerged in Portugal in the late decades of the past century and initial decade of this century due to a specific economical, regulatory and market context that is clearly distinct from other manifestations of the same genre. That specificity results from a particular local mode of production that became consolidated around 2005, that, besides other particularities, we claim having resulted in a distinctive textual organization of the televisual discourse and a specific mode of appropriation of that same text by audiences. Like in many other European countries, the most popular telenovelas exhibited in Portugal are locally produced in the country. These telenovelas are broadcast through 3 television networks, RTP (the public television), SIC and TVI (private broadcasters) and reaches 90 per cent of the households. Some of these productions have in the past been exported abroad, namely to other Portuguese speaking African countries or countries where a significant population of Portuguese origin exists. Telenovelas began being aired in Portugal in the 70´s. In the beginning all productions came from Brazil, mostly being produced by Rede Globo de Televisão. In 1984, the first locally produced soap was aired by the public service RTP, at that time the only broadcaster in the country. Since then, the production system has generated hundreds of titles. With the emergence in Portugal of private broadcasters, the production mode started to develop a unique set of features that resulted in its differentiation from other soap operas production modes. Unlike U.S. soap operas, which feature story arcs that run across multiple seasons, telenovelas are self-contained stories that rarely continue beyond their initial six-month broadcast. The Portuguese producers of telenovela create around 3 productions a year since 2002, with between 160 and 200 episodes per telenovela. From a production point of view, the production quality of the Portuguese telenovelas as improved a lot during this period, namely in the technical areas, but the texts, themes and areas such as acting and production design, have also depicted a significant improvement. Two core questions arose from this process: how has a specific production model develop itself and what are the reasons for this specific format success when other locally produced audio-visual formats show very low appreciation figures, namely when we consider film production. Survey of existing secondary information for the period, namely audiences' ratings and other data, along with content analysis of the most recurrent themes and their formal treatment in the text, shows there might be a clear relation between the production mode and the materialization of the format. Our work will relate both these two forms of analysis and the results of an exploratory study conducted amongst several former and current production directors, broadcasters and project leaders, in order to identify the specificities of the local format and establish an articulation between production modes and textual materialization of television discourses in local contexts. Outcomes seek to specify, expose, systematize and illustrate different aspects of the evolution of the Portuguese soap opera texts, methods and modes of production, specifically focusing on the development of cultural structures that might explain positive audiences' responses and cultural specificity.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 17. TELEVISION STUDIES - TV AND INNOVATION

› Room 1.13, First Floor

MEDIA REPRESENTING DIFFERENT CULTURES ANALYSED FROM A PRODUCTION PERSPECTIVE: THE CASE OF THE DUTCH DOCUMENTARY PROGRAMME METROPOLIS

te Walvaart, Marleen

› University of Antwerp, Belgium

This contribution seeks to understand motivations and ideologies that guide media producers in their production of programmes to represent people in other cultures. It further analyses how they deal with their position of power to construct an 'imagined world'. The Dutch documentary programme METROPOLIS functions as a case in point because the programme presents stories from people around the world produced by local journalists in collaboration with Dutch journalists and editors. Its main aim is to confront Dutch audiences with diverse worldviews on a given topic. Theoretically this study is based in critical cultural studies and production studies as well as anthropology and gender studies, and starts from the notion that every person has a particular view of other people and cultures in the world. According to anthropologist Appadurai (1990) this worldview is constantly changing and shaped by different cultural flows, including the mediascape and ideoscape. Media are seen to have the power to represent a certain view of another culture while presenting it as truth. The concept of an 'imagined world' and of representations created by media, can help explain how people from different societies develop different worldviews while each believing that their perspective is the truth. This theory is widely discussed in social sciences and cultural studies. The current study wishes to add a cultural industry and production studies perspective to this in order to better understand the position of media producers in this process. Against this theoretical background, this study critically investigates the question of power and representation of cultures through the case of METROPOLIS. It combines a textual analysis of four episodes with in-depth constructivist interviews with eleven TV-producers and journalists. The textual analyses focus on the narrators' perspective, looking at how the arguments brought up in the interviews are expressed in the programme. The interviews are conducted with open, both constructivist and critical questions based on the grounded theory approach, that enquire after the motivations and ideologies the media producers use when producing their programme. Analysis reveals that while the programme's goal is to show different cultural perspectives on a given topic, the diverse worldviews of the correspondents are overshadowed by a dominant Dutch worldview because of the way in which the programme is produced. By means of the choices the Dutch producers make during the production process, they use their power to give their own perspective of the world. However, they do not seem to be aware of this, as they believe that their approach constitutes a sincere way of showing the truth about other cultures. As such, the study provides insights into the decision-making process of media producers, showing how media producers construct truth claims from their own perspective about people in other cultures. It aims to bring a new piece to the constantly changing puzzle in order to understand how the media industry is working when representing others.

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(UN)FAMILIAR SPACES OF TELEVISION PRODUCTION

Lundgren, Lars

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Sharing of expertise and know-how was an important practice already in the early days of television production (Hilmes 2012). A concrete example of this was when delegations from national broadcasters visited each other's sites of production in order to reach bilateral agreements concerning co-production and transnational programme exchange. One such occasion was when a delegation from the BBC visited Soviet Central Television and their production facilities in Moscow, Leningrad and Kiev in spring 1956. When visiting the studios of Soviet Central Television the delegation took great interest in, among other things, the setup of cameras, lightning and studio layout, engaging in discussions regarding how technologies are best put to use in production. Similar discussions were voiced in relation to outside broadcasts; for instance the state of outside broadcasting vehicles and the televising of theatre performances and the May Parade from the Red Square. The observations made during the visit, and the discussion following from them, reflects the way in which the BBC was confronted with alien (Soviet) production techniques. The aim of this paper is to analyze production values and professional ideologies in relation to material spaces of television production. The material spaces are analyzed on two levels. First, by examining the infrastructural space of television production. Here, focus is on infrastructure as the "technological hardware and processes in dispersed geographic locations" and its consequences for television production (Parks 2013, p. 288, cf. Star 1999). Second, the analysis examines production technologies and ideals of the televisual (Caldwell 1995). This part of the analysis is closely linked to observations of how production technologies (cameras, lightning, dollies, etc.) are put to use by the Soviet broadcasters, and the opportunities and constraints they have on television aesthetics in the eyes of the BBC delegation. The paper argues that the encounter with (un)familiar spaces of television production forced the delegation to articulate their own production values and how they related to matters of infrastructure and production technologies. The paper relies upon what could be described as a secondary observation: Soviet Central Television seen through the lens of the BBC delegation. It is based upon documents from the BBC Written Archives, ranging from initial contacts between the broadcasting organizations, preparations of the visit, to the official report and follow-up discussions after the visit. References Caldwell, John T. 1995. Televisuality. Style, Crisis, and Authority in American Television. New Brunswick: Rutgers University Press. Hilmes, Michele. 2012. Network Nations. a Transnational History of British and American Broadcasting. London & New York: Routledge. Parks, Lisa. 2013. "Earth Observation and Signal Territories: Studying U.S. Broadcast Infrastructure Through Historical Network Maps, Google Earth, and Fieldwork". Canadian Journal of Communication 38(3): 285-307. Star, Susan Leigh. 1999. "The Etnography of Infrastructure". American Behavioural Scientist 43(4): 377-391.

RETURN OF THE TALKING HEADS - NARRATIVE TENDENCIES IN TV JOURNALISM AT THE DAWN OF ON-DEMAND VIEWERSHIP

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In most of the western world, TV journalism has long been dominated by a strong convention of telling the news in narrative formats with distinct storylines and visuals, cf. the principles of visual storytelling. These news stories has typically been researched and told by one narrator, the journalist. In this regard, the talking heads format that dominated early days television, has been considered low quality or, at best, a workaround solution to delivering the news. However, changed viewer behavior as a consequence of the increased competition and on-demand viewership is pressuring the traditional TV news. In Denmark, the largest public service TV station, Denmark's Radio (DR), has faced this burning platform by introducing a new workflow, framed The News Engine, corresponding roughly to the BBC's somewhat more adequate metaphor, News Gathering. In this paper we're analyzing the most essential part of The News Engine, DR's TV news program at 6.30 pm, called 'TV-Avisen' (TVA). While journalists used to be individually responsible for various steps in the production process, DR's news division now comprises ten 'live-teams' that are responsible for interviewing, shooting on-location, etc., while other journalists edit the news stories and prepare them for different platforms, and still other journalists do live stand-ups. From the management's point of view, the purpose of this News Engine is efficiency, content sharing and geographical diversity. In our preliminary questionnaire, however, the journalists of DR largely compare The News Engine to an assembly

line that undermines their self-conception as original, creative, generalist and autonomous. Moreover, a vast majority of the journalists, interestingly, think that the quality of the news they produce, has decreased. At any rate, our preliminary content analysis of TVA from the period 2008-2013 does show that the quality has changed significantly, suggesting that the conventional news program containing preproduced news features in a strict prioritized order seems to be disappearing and replaced by more short news and more live elements -- especially live interviews -- guided by a more prominent anchor. Thus, TVA now contains of a more fragmented flow of elements, carefully orchestrated, planned, and choreographed by the anchor and presented live. The storyline with its (aim of) narrative coherence moves -- so to speak -- from the news feature to the anchor. This paper conducts in-depth narrative analysis in order to investigate what dramaturgical consequences The News Engine has had on the form of TVA. The News Engine is presumably better at delivering up-to-date news, immediacy, presence, and -- by its very nature -- liveness, and thereby adapt to the scenario of on-demand TV news. But at the same time, it 'reintroduces' the much-criticized talking heads format which in combination with the shorter segments are at risk of working against the 'nature' of TV -- being narratively and visually dull. Thus, the narrative coherence is at stake. One important implication is that TVA compensate by becoming more interpretive. In all, this challenges our conceptions of the form and function of TV journalism.

DIGITAL...BUT STILL TELEVISION. LESSONS FROM THE EARLY (HISTORY OF) INTERACTIVE DIGITAL TELEVISION ADOPTION AND USE IN THE UK.

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This paper focuses on the intersection of TV as a media technology and TV as a lived experience drawing on diffusion of innovations and domestication theory respectively. Based on both quantitative and qualitative findings deriving from a UK-wide survey and in-depth interviews with early interactive digital television users in the UK the paper discusses the early diffusion, adoption and use of interactive digital television when it was first introduced and seeks to understand how, in becoming part of our increasingly converging culture, television and its audience are changing. It proposes that, in our post-broadcast era where television or video content is delivered to our TV sets over the internet (for example, over-the-top TV), there are some lessons to be learnt from examining television and new media histories, from a media evolution perspective. It discusses these lessons taking into account the many 'faces' of television (TV as technology, as an innovation, as content, as a domestic activity, as a cultural form) so as to reflect on its longevity, adaptability, and staying power, despite challenges. Specifically, the research discussed in this paper examined the adoption process, decision-making steps and reasons why digital television was taken up by its early audience, and the uses it was put to. It shows that early interactive digital television was taken up because of its multichannel offering and its thematic orientation and, thus, was approached and appreciated as a television content provider. Users approved of greater choice, and individualisation of viewing but were unimpressed by the most innovative internet-like features of this, then, new medium in the decision to 'go digital'. It is suggested that, on a first level, this was because at the time the interactive internet-like features offered on TV were technologically crude, but importantly also because users who wanted interactivity already had access to it through the technologically more efficient internet. Crucially though, it is suggested, this behaviour is also related to the staying power of television, the power of screen entertainment and of habit. It is related to the fixed ideas about the role of television as a programme and content provider which -regardless of the delivery mechanism- for the first generation of digital TV adopters under study, and for following generations of audiences as it seems, were and are still very much persistent.

WATCHING TV IN THE FUTURE -- NEW DISTRIBUTION MODELS

Göritz, Anett[1], Mikos, Lothar [2]

› [1]Alexander von Humboldt Institut für Internet und Gesellschaft, Germany;[2] University of Film and Television, Germany

The question of the definition of "media convergence" has been widley debated in the field of media and communication studies, with scholars such as Dwyer (2010) and Jenkins (2008). In the area of convergence research our paper adresses two main issues "What effects does the media convergence have on classical television-viewing?" and "What kind of distribution models will be important for TV broadcasting companies?" with a special attention to Internet-based business models. We argue that convergence processes have significant consequences for the audio-visual media sector, because the TV broadcast companies and the TV producers will be compelled to adapt to the new technological conditions and to conform their production contents to the media convergence criteria (e.g. various platfoms and devices). In conclusion, this paper by closely examining market data, structures and case studies, sheds new light on the rarely acknowledged issue of new business models in the television industry. The Internet, as convergent carrier medium, is increasingly taking on a central role for additional media. In view of the parallel usage of additional reception devices, this has been accompanied by a change in the TV usage behaviour (cf. for Germany Eimeren 2013: 386 ff.; Frees/Eimeren 2013: 373 ff.). Classical TV has increasingly been developing from a primary medium to a secondary medium (Lotz 2007). Owing to the growing melding of classical-linear TV contents with online offerings (e.g. Web-TV, media libraries or HbbTV), a great dynamic can be seen which has triggered numerous discussions about the future of TV for some time now. We will summarise various convergence processes and levels in the television sector. The advancing digitalisation and media convergence means for the TV broadcasting companies that they have to adjust their content to various platforms and distribution channels. With regards to the digitalization of the transmission networks and the expansion of the transmission capacities, the market entry barriers for new providers are being reduced. Thus, the market for televisual content is becoming fragmented: Platform operators and network operators are playing an ever-greater role as producers and suppliers of new contents. Thus, the competitive intensity is increasingly substantially and the economic pressures are increasing for the classical TV broadcasting companies. For the players in the TV industry, the convergence processes have in part had significant effects which will increasingly influence both the existing business models and value-creation processes. Based on a case study of VoD platforms in Germany the paper will outline some aspects of new distribution models and value chains for the television industry. References: Dwyer, Tim (2010): Media Convergence. McGraw-Hill International. Eimeren van, Birgit (2013): „„Always on" -- Smartphone, Tablet & Co. als neue Taktgeber im Netz". Media Perspektiven 7-8/2013. Frees von, Beate; Eimeren van, Birgit (2013): „Multioptionales Fernsehen in digitalen Medienumgebungen". Media Perspektiven 7-8/2013. Jenkins, Henry (2008): Convergence culture: where old and new media collide. Revised edition. New York; London: New York University Press. Lotz, Amanda (2007): The Television will be Revolutionized. New York & London: New York University Press

15:00 - 16:30

PARALLEL SESSION 10 - 17. TELEVISION STUDIES - TV AND HEALTH: NEW INTERSECTIONS

› Room 1.07, First Floor

A GENTLE CURE? THE AUDIOVISUAL FRAMING OF COMPLEMENTARY AND ALTERNATIVE CANCER MEDICINE IN TELEVISION COVERAGE

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Television is one of the most important and widely used media for information (Bucy & Grabe, 2007). Considered particularly trustworthy, it plays a crucial role in forming opinions (Hameed & Zubair, 2011). Accordingly, television coverage of medical treatments shapes people's interpretation of them and is an important source of information for patients in making "informed decisions" for/against

treatments (Clarke, 2008). Here, the theoretical concept of audiovisual framing describes the accentuation of certain aspects of a treatment over others by means of verbal and visual communication, thereby suggesting certain patterns of interpretation (i.e. audiovisual frames) which may then influence information processing, interpretation and evaluation (comp. Entman, 1993; Coleman, 2010). How treatments are framed on television is particularly relevant in areas with little empirical evidence like in the field of complementary and alternative medicine (CAM) in oncology. CAM comprises "medical products and practices that are not part of standard medical care" and refers to treatments that are used with or instead of standard treatments, such as acupuncture or homeopathy (National Cancer Institute, 2014). While 35.9% of cancer patients in Europe use CAM (Molassiotis et al., 2005), there is a controversial debate on its status among medical experts for whom, due to little evidence-based information, it is often difficult to guide patients in making treatment decisions (Dooley et al., 2004). This makes television coverage on CAM as a trustworthy source of information for patients even more influential. However, there are currently no studies investigating the portrayal of CAM on television. We hence ask: How is CAM in oncology audiovisually framed in television coverage? In a standardized content analysis, we studied 359 broadcasts on CAM that were selected by conducting a keyword search via a speech recognition software on all German-speaking programs from November 2012 to April 2013. In a first step, we coded certain frame elements for each mentioned CAM treatment that, in their respective combination, constitute a verbal frame for the treatment. Therefore, we theoretically related to Entman's (1993) frame elements and inductively adapted and elaborated them in a qualitative analysis of a subsample: 1) treatment definition (e.g. attributions like "alternative" or "supportive"), 2) treatment evaluation (e.g. benefits like "curing cancer" or harms like "causing side effects"), and 3) treatment recommendation (e.g. statements on complementary or exclusive use). In a second step, we then identified visual frames by analyzing the motifs of shots sharing at least one single image with a respective verbal frame. By aggregating motifs with a high internal consistency and, at the same time, high external difference (comp. Grittmann, 2007), we identified "moving picture types" that are associated with a certain socio-culturally shared pattern of interpretation (e.g. "talking doctors in white suits" implying medical knowledge and evidence). In a final step, we then analyzed the multimodal relations between verbal and visual frames constituting overarching audiovisual frames for the treatments. We reflect our methodological procedure with regard to the specific challenges of multimodal television analysis and discuss our findings with regard to the suggested interpretations and potential influences on patients.

SENIORS' EVALUATION OF DIGITAL INTERACTIVE TV HEALTH APPLICATIONS: HOW DOES HEALTH LITERACY INFLUENCE THEIR OVERALL SATISFACTION?

Quico, Celia; Veríssimo, Iolanda; Henriques, Rui; Damásio, Manuel
› Lusófona University, Portugal

Healthcare delivery faces new challenges in developed countries, as their population is increasingly ageing, combined with the increased pressure to reduce the costs of public healthcare systems. Self-management by patients is seen as one possible solution to these challenges, to which e-Health interventions can surely contribute. Yet, in the case of seniors, e-Health interventions have to take into account the particular conditions of this population, such as their access and usage of technologies, as well as their health literacy, among others. In this paper, we shall present the first findings of the qualitative evaluation studies of the IDTV Health project, whose main objective is to evaluate the potential of digital interactive television (iDTV) to promote original services, formats and contents that can be relevant to support personal health care and wellness of individuals over 55 years of age in the Portuguese territory. During these qualitative studies, seniors had the opportunity to view and experiment the IDTV and mobile applications and video contents produced in this realm. The IDTV Health project deals with the relation between media technology and health, the role the second performs in IDTV adoption and diffusion as a health and wellness promotion tool and the factors influencing users' engagement with this particular technology. We understand health literacy as a core element in the development of new technological solutions. We ground our theoretical approach on the Uses and Gratifications (U&G) theory and on the assumption that prior knowledge users' have of their actual needs informs their attitudes and moulds the activities they conduct when resorting to IDTV health applications. In order to address these and other issues, we conducted a series of qualitative evaluation studies, namely, 4 focus groups with a total of 20 participants, aged 55 and more years of age and, also, we carried on formal usability tests with a total of 16 participants. To attempt to determine the levels of health literacy of these participants, we applied the Newest Vital Sign (NVS) instrument in all qualitative studies performed. In more detail, for the usability studies the objective was to evaluate the effectiveness, efficiency and satisfaction generated by the IDTV application, as well as the mobile application. Regarding the qualitative exploratory evaluation of attitudes and perceptions towards developed services and content, we resorted to focus groups and think-aloud with a sample of target-users, in which we also tried to understand whether the interactive applications were more appreciated than the linear video contents, and also fictional content was more appreciated than the factual contents, this way exploring to what point is storytelling an effective device for health communication. In this paper, we will offer a first account of the main results gathered in these qualitative studies, focusing of the health literacy influence upon seniors' evaluation of these contents and applications.

USING STORYTELLING AND INTERACTIVE APPLICATIONS FOR HEALTH COMMUNICATION: SENIORS' EVALUATION OF LINEAR TV CONTENT AND INTERACTIVE TV AND MOBILE APPLICATIONS

Veríssimo, Iolanda; Quico, Célia; Damásio, Manuel José; Henriques, Rui
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Health and wellness services provision via digital technology (e-Health) have been studied in the past, with several authors suggesting that digital interactive television (IDTV) has the potential for delivering health and social care to people in their homes. The IDTV Health project deals with the relation between media technology and health, the role the second performs in IDTV adoption and diffusion as a health and wellness promotion tool and the factors influencing users' engagement with this particular technology. The main objective of the research project is to evaluate the potential of digital interactive television (iDTV) to promote original services, formats and contents that can be relevant to support personal health care and wellness of individuals over 55 years of age in the Portuguese territory. The applied component of this research encompasses the development of two TV pilots -- a short fictional entitled "Amélia" and a news report -, as well as two interactive applications -- one for Smart TVs and the other for Smartphones. These TV pilots and interactive applications allowed the users to obtain more information and access to health services related to a specific disease -- in this case, Diabetes, which is particularly prevalent among Portuguese senior citizens. In the paper, we shall present the findings of a small-scale study focused on the individual qualitative assessment of linear video contents and interactive applications for digital interactive television, with a sample of 50 seniors with 55 and more years of age. This study took place at the Associação Protetora dos Diabéticos de Portugal (APDP) -- a national association for the support of diabetics in Portugal -, from 9th to 13th of December 2013 and from 6th to 10th January 2014. More specifically, we tried to understand whether the interactive applications were more appreciated than the linear video contents, and also if fictional content was more appreciated than the factual content, exploring this way to what extent storytelling is an effective tool for health communication. This small-scale study -- which is a part of the evaluation being conducted in the realm of the IDTV Health project - allowed us to conclude that, overall, the various contents and application pleased and interested the study participants. The significant aspects that influence the participants motivation to view or access contents and services connected with their health condition are the possibility of identifying themselves with a story, a character and an interview; the usefulness of the information given in a context of the disease's daily controlling; the variety and profoundness of the information given; the comic quality of the content; the possibility of consulting useful and current information about the disease; and the possibility of recommending and sharing contents.

THE HEALTH VOICES ON PORTUGUESE TELEVISION AND PORTUGUESE PRESS

Fernandes, Luciana; Lopes, Felisbela
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TV and print media present substantial distinctive features (different treatment of content, different informative speed and different target-audiences). Considering the recent quantitative data, there is still a decrease in the sale of newspapers along with a growing preference for television, recognized by the audience and highlighted in several national and international studies. Restricting ourselves to the media coverage of the health field, we find a different treatment in the two media, including the information sources. While the press values official and specialized voices speaking on behalf of groups, television prefers expert sources speaking individually and common citizens. In this research, we compare the health news coverage in the first half of 2013, exploring the most notable differences in the analysis of the news sources. Identifying the sources, their status, their geographical origin or gender, we want to identify clues to the characterization of the information brought to the public. To reach this purpose we combine the outputs of the project "The Disease News" (PTDC/CCI-COM/103886/2008), with the results obtained in the PhD project in Communication Sciences, entitled "Health in the Informative Screens of Portuguese TV" (SFRH/BD/89566/2012), both funded by the Foundation for Science and Technology. For this analysis we gathered all articles published on the newspapers Público, Jornal de Notícias and Expresso. On television we chose to gather a sample in three periods of the day, on several Portuguese generalist channels (RTP1, SIC and TVI) and their information channels (on cable). For the morning period we analysed the news on health broadcasted on Bom Dia Portugal, Edição da Manhã and Diário da Manhã. For the afternoon periods we studied the news broadcasted at 13:00 on FTA channels and the 14:00 news in information channels. Finally, in the primetime we selected the newscasts of 20:00 on RTP1, SIC and TVI, and the 21:00 news information channels. The results marked profound differences in health voices that speak to newspapers and television. On the print media, official sources alongside institutional specialists (who speak on behalf of an institution) account for almost half of the total sources. However, these sources, and those who are specialized and speak individually, appear on television in a smaller proportion. But the most pronounced distinction is the use of patients by television, revealing a percentage of cases that, with that of the common citizen or family of the patient, is almost four times more expressive than the values of the same groups presented by the press. Considering the gender, although men remain, in both cases, privileged sources, the TV percentage of women is bigger than the one presented by newspapers. Given this results, we witness a health journalism that brings close TV cameras to common citizens, gives voice to heath specialists speaking on their behalf, while print media prefer sources close to the central power or with institutional positions.

15:00 - 16:30

PARALLEL SESSION 10 - 17. TELEVISION STUDIES - TV, CULTURE(S) AND ECONOMY

› Room 1.13, First Floor

INSIDE THE PITCHING SESSION - RITUALIZATION OF PRODUCTION CULTURAL VALUES IN DANISH TELEVISION.

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In 2013, the independent production sector in Denmark had its 25th anniversary. Since the beginning, the workload of independent producers has depended on the public service broadcasters DR and TV 2, which still hold 70 % of the Danish viewers. Therefore, the relationship between the producers and the television editors is still an important factor in television production in Denmark, and how this relationship is performed and tended to by the independent producers becomes a symbolic act in the production culture. This paper argues that values of this cultural practice are historically founded in a pre-digitalized media system and are reproduced in the social relationship between independent producers and television editors (Broe Sørensen 2014). The current production culture in Denmark is based on conventions of television that has not changed radically in 25 years. This becomes evident in the pitching session where the producers present new television programme ideas to the television editors. Drawing on symbolic organizational culture theory (Schultz 2002; Smith & Eisenberg 1987), this paper will present initial findings from empirical fieldwork in pitching sessions at both DR and TV 2 carried out in the Fall of 2013. The initial findings show that the pitching session has the characteristics of a social ritual within the production culture that specifies the relationship between producers and editors. The pitching session is characterized by being a presentation of programme ideas using genre and programme conventions. However, the pitching session is not where producers actually sell the final programme, as the talk of money and cost remains absent. The pitching session is performed as an initial mutual brainstorm of new trends and ideas, where the producers also perform them selves as collaborators and contractors. The main function of the pitching session is therefore not a practical part of the production process but a social confirmation of the relationship and power structure between the producers and editors. In this way, the pitching session becomes a central cultural ritual in the production culture due to the social meaning it has to its members. Apparently, it remains unaffected by changes in technology and the development in new distribution platforms for television content. These findings specify the importance of the actor/structure relationship in production culture analysis and suggest a dependency on interpersonal relationships. This case study illustrates the motivation of the individual as a key cultural value in Danish television production, and this paper therefore intends to discuss the centralization of the individual as a founder of ideas and innovation in the understanding of television production culture.

CULTURAL TRANSLATION OF BALKAN BETTY: A FAIRYTALE WITHOUT THE HAPPY ENDING

Popovic, Zorana
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The notion of "cultural translation" considered outside the linguistic context and applied to the field of television as primarily 'national' category opens up new perspectives for understanding television texts. In particular, transposition of television formats and their local remaking has already been examined in prior work from the cultural translation perspective. This article proposes an expanded cultural translation model to understand fiction adaptations, recognizing the multiple levels of influence on any media production. The case study for this analysis is Balkan adaptation of Colombian telenovela format Yo soy Betty la Fea into Ne daj se Nina. We conducted a literature review of the theoretical framework and interviewed key people involved in the Ne daj se Nina production to offer insights on the adaptation process. Available production documents, such as scripts, storylines, characterizations, production schedule, and ratings have also been analyzed to complement the results obtained through interviews and literature review. Finally, we reviewed press articles and online forum discussions and conducted a focus group discussion to support our research. Based on these insights, we conclude that when adapting fiction formats, the range of problems and possibilities for mistakes are abundant. To address these problems, we propose thorough preparation for all production phases, better pre-production market research, and more attention to the cultural translation perspective. Findings from this study will be used to assist the design of the model for cultural and production translation, as a part of larger research.

ANIMATED GIFS AS VERNACULAR GRAPHIC DESIGN: PRODUCING TUMBLR BLOGS

Gürsimsek, Ödül
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Online television audiences create a variety of content on the Internet. Fans of television productions design, produce, and share such content to express themselves and engage with objects of their interest. These digital expressions, which exist in the form of graphics, text, and videos and often a mix of some of these modes, seem to enable participatory conversations by the audience communities that continue over a period of time. One example of such multimodal content is the graphic format called the animated GIF (graphics interchange format). This study focuses on content created by online audiences of transmedia television production Lost who produce Tumblr blogs, and analyzes the design of animated GIF (a web image format which displays a succession of frames) from a social semiotic viewpoint. In recent years, television audiences and audience researchers have witnessed a proliferation of serial transmedia productions that use several media platforms to reach their audiences, including many platforms that are based on user-generated content. The American television drama Lost (2004 -- 2010) is a significant example of how complex serial narratives can be dispersed via several media platforms (Mittell, 2006). The serial nature of Lost, as well as the ways in which the executive producers of Lost encourage the audiences to interpret, discuss, and create digital content about the show, has resulted in a characteristic form of transmedia storytelling. The serial nature of Lost, as well as the ways in which the executive producers of Lost encourage the audiences to interpret, discuss, and create digital content about the show, has resulted in a characteristic form of transmedia storytelling which unfolded across multiple media platforms. It was first introduced via television and then expanded via Internet platforms, such as websites, message boards, and official podcasts. Audience members formed communities to keep track of and interpret the flow of information related to the storytelling. Some of these communities created digital content in order to relay their interpretive processes. Some communities chose to discuss the show in message boards and engage in the close-reading of episodes (Journet, 2010), making sense of updates, news, and leaked information called spoilers (Mittell and Gray, 2006) , and others chose to design content composed of images, text, and/or sounds (Burgess, 2006). One of these forms of multimodal content is the animated GIF. I analyze GIFs as digital content, and I frame digital content creation as design, both in the sense that multimodal meaning making is an act of design (Kress, 2010), and in the sense that web-based graphics are created through a design process involving concept creation and bringing together semiotic units in a meaningful form. In this frame, design is not a professional act of conceptualizing or stylizing artifacts for consumers by using design principles, but a vernacular act of meaning making that is performed by using designerly (Cross, 1982) considerations. Therefore, I aim to answer the following question within a social semiotic framework: "How do the online audiences of Lost design and generate animated GIFs as multimodal sign systems?"

RITMES.CLIPS: AN EXPLORATORY CASE STUDY ON TELEVISION INNOVATION IN AN ECONOMICAL CRISIS ENVIRONMENT

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› Universidad Pontificia Bolivariana, Colombia

Media are undergoing a profound transformation that resulted from digital convergence processes as well as the redefinition of their role inside the Spanish economical crisis. In this context, they are to change their productive processes, reduce their layouts, and propose low-cost programming alternatives. Their contents should appeal to specific audiences in order to effectively respond to the fragmentation of audiences and support their presence in a highly competitive context. This study is focused on the Ritmes.clips, an audiovisual program broadcasted by Televisió de Catalunya (TVC), a public regional broadcaster in Catalonia, Spain. This program is addressed to early childhood and young audiences and it has suffered a significant reconversion as a consequence of the economic crisis. It offers timely insights into how traditional Public Service Broadcasting in Spain are changing their productive strategies and developing new technological tools and networks between different work groups in order to produce convergence content with low budgets. The object of this research is to determine the innovation strategies implemented by Ritmes.clips to take advantage of the benefits of the disaggregated consumption of airtime and to prolong the value of audiovisual production by achieving a higher operating cycle. With the intention of identifying Ritmes.clips' convergence strategy, the analysis took into account the content offered by teletext, interactive DTT services, Internet; video-console, iPad and mobile applications, online and off-line distribution support. In order to holistically understand the interaction between workers and digital technology the study is based on Actor-Network Theory (ANT) from the field of science and technology studies, which is effective in this case for examining the conditions of production practices as a functional network with complex connections between human and nonhuman actors and is suitable for evaluating the actors' mutual dynamics, associations or interactions in everyday work. This study forms part of the doctoral thesis Production of cross-media television. The case of Televisió de Catalunya, which was developed in the project "Entorno cross media: transformaciones organizativas y productivas en los grupos radiotelevisivos" (CSO2009-09367), funded by the Spanish Ministry of Science and Education under the auspices of the National Research, Development and Innovation Plan, 2009-2012. It studies the ways in which large European public TV corporations are approaching the phenomenon of cross-media production and was carried out by GRISS (Grup de Recerca en Imatge, So i Sintesi), a consolidated research group (2009SGR1013) affiliated to the Universitat Autònoma de Barcelona and the Department of Audiovisual Communication and Advertising, acknowledged by the Catalan government.

PUBLIC AND COMMERCIAL PROGRAMMING STRATEGIES IN THE EUROPEAN TELEVISION: STRUGGLING WITH CRISIS

Prado, Emili; Delgado, Matilde; Garcia-Muñoz, Nuria; Monclus, Belen
› Autonomous University of Barcelona

Structural changes in the European television systems as a result of the implementation of DTT are sternly affecting the competitiveness, which is reflected in both programming policy and television contents broadcasted in public and commercial channels, both immersed in the fight for audience and advertising revenues. This situation has worsened with the current economic crisis context.Channels managers' work on finding the most profitable strategies in order to be able to offer appealing content that is also cheaper to produce. Our research project studies the changes generated in the television contents of the open general-programming channels of DTT in Europe after the analogue switch off. The development of DTT in Europe has been following a policy of multiplication of channels, which has already taken its first signs of weakness, threatens the viability of many initiatives and introduces greater tension in the search of advertising funding and higher homogenization of television contents. The increasing competitive framework where general interest channels has to compete with other free to air thematic channels, forced channels to apply very similar programming and scheduling strategies, contributing to a general television offer that is based on mostly the same contents. In this sense we wonder if there are different answers from public and commercial channels to thus challenge and how the content and programming strategies changes after the crisis. The results that we present correspond to a study developed in the observatory of the European television Euromonitor, and integrated by the authors. The findings in the matter have been developed in the frame of the research project "Reality TV: new advertising integration strategies in the European general-programming DTT"(CSO2012-39232) funded by the Spanish Government. The investigation has developed from a quantitative and qualitative analysis of the sample of the project, which includes the television programming of the 2012-2013 season compared with data from a pre-crisis season (2006-2007), and is based on our own typology of the television genres. We analysed the case of five big European markets (France, Germany, Italy, Spain and United Kingdom), specifically on their main general-programming open channels (France2, France3, TF1, M6, ARD, ZDF, SAT1, PRO7, RTL, RAI1, RAI2, RAI3, Canale 5, Italia 1, Retequattro, La1, La2, TV3, Antena3 TV, Telecinco, Cuatro, La Sexta, BBC1, BBC2, Channel 4 and ITV 1). The sample corresponds to a one month observation and the monitoring minute to minute of one week of every season analysed. We want to highlight that the most interesting findings of the work are possible because of the research of the observatory, which is working systematically since 1989, so

that we can compare the results and, finally, determine the trends on this matter. Our study reveals important conclusions both on the question about how contents changes because of the crisis, and also if public and commercial channels have different programming strategies to cope the difficult situation. In this sense, the ownership of the channels becomes a key factor in the diversity and the treatment of the television contents offered. In addition shows that there are also significant differences by countries.

17. POSTERS

WAR AESTHETICS IN EUROPEAN EVENING NEWS - THE LIBYA CONFLICT IN 2011

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› University of Hamburg, Germany

The way most people get informed about war is through TV news. More than any other form of information the pictures shown on television mold the spectator's perception of the reality being shown. These images of war on TV have their own aesthetics. Often it is hard to tell which particular conflict is portrayed only by looking at the film material, since these moving images resemble each other a lot. But how exactly do they look like: Shaky camera, explosions and dead bodies in combination with military equipment, crying women and shooting rebels? It is time to have a closer look at the film material and the way war is brought to us on screen in the evening news. Nowadays, the recent technological innovations have made it possible that, even if there are no war correspondents to report live from the conflict area, TV has the chance to use user-generated content to illustrate the events. However these images are provided without context, i.e. video author, circumstances, exact location, etc. Therefore one cannot tell for sure who is filming, with what purpose and what exactly is visible and what maybe not. In order to determine the way in which these uncertainties are presented or mentioned in TV news, the coverage of the war in Libya in 2011 has been analyzed in three Western European countries (Germany, UK and France), which were involved differently in the war intervention. For this purpose the most significant new programs of each country were selected: "Tagesthemen"(ARD), "news at ten"(BBC One) and "le journal de 20 heures"(TF1). The empirical basis is a quantitative and qualitative content analysis of the way the war in Libya was presented in these newscasts from February until the end of October 2011. The focus also lies on the way the war was legitimized or criticized through arguments and visual framing in the three countries. The representation of victim and aggressor, as well as national and gender stereotypes in the TV films are examined. Also the way in which TV serves as a producer of national identity and as a part of political action was part of the analysis. The first results show that identical video material from mobile phones was used in all three newscasts, especially at the beginning of the crisis, when no correspondents were in the country. Questionably is the treatment of these images, since they often served in the reports as objective representation of events and not as videos filmed by activists/rebels themselves. The bad quality of the visuals functioned even as proof of authenticity. The reports from correspondents later show a lot more complex situation. Differences between the countries are extremely striking if there is a national context involved, e.g. the roles of Sarkozy, Cameron and Merkel. In general it becomes clear that mobile videos, the internet and youtube in particular have revolutionized the way in which TV can report about war in foreign countries. With these new possibilities also new problems arise, which have yet to be solved.

TEEN SERIES IN THE DIGITAL ERA: SIMILARITIES AND DIFFERENCES AMONG AMERICAN, BRITISH AND SPANISH PROGRAMMES

Fedele, Maddalena
› Universitat Pompeu Fabra, Spain

This paper presents the main results of the first part of the study "Young characters on television fiction programmes: identities, models and portrayals in the digital era", which is being carried out within the CAS (Communication, Advertising & Society) research group at the Department of Communication, Universitat Pompeu Fabra (UPF), Barcelona (Spain). In particular, it focuses on the main characteristics of American, British and Spanish teen series aired in Spain, analysing their similarities and differences. The analysis of fiction programmes specifically targeted at teenagers (i.e. teen series) is a key research field still in the digital era, from both production and reception perspectives. On the one hand, teen series are key media products around youth culture (Davis and Dickinson, 2004; Mosely, 2001; Ross and Stein, 2008), and often pioneer in the complex technological and cultural crossroads of the digital era, being able of taking the advantage of phenomena and processes such as digitisation and convergence, distribution and global circulation of media products, hybridisation of media genres, commercialisation of commodity and leisure (Caldwell, 2004; Carlsson, 2006; Spigel and Olsson, 2004). This "post-broadcast era" context provides the ideal scenario for new typologies of television programmes and television consumption coexisting with more traditional ones, as in the case of teen series. On the other hand, a significant body of literature has stressed young people's preference for fiction programmes and especially for teen series, and the very influence of television fiction in teenagers' socialisation processes (e.g., Arnett et al., 1995; Davis and Dickinson, 2004; Gerbner et al., 2002; Maira and Soep, 2004; von Feilitzen, 2004). The part of the study presented in this paper has been carried out through the following phases: - Exploration of American, British and Spanish TV schedules to identify the main teen series produced in the period 2008-2012; - Selection of the sample, consisting in American, British and Spanish teen series aired on the Spanish TV and/or available in the Spanish territory through streaming/broadcasting web pages; - Content analysis of 40 teen series, based on variables like genre, format, characters, locations, scheduling strategy and cross-media strategy. Among the main results, a common convergence on the dramatic and the fantastic genres has to be pointed out, as well as a complex cross-media distribution strategy (e.g.: Internet streaming, social networks, mobile applications). Nevertheless, several differences in the length, the format and the scheduling strategy of American/British and Spanish programmes must be emphasised. In fact, both American and British programmes usually consist in 40-minutes episodes broadcasted at the prime-time, while Spanish teen series usually consist in 70-minutes episodes broadcasted at the late night. Also, the narrative importance of young-adults characters varies from a low presence in US series, a medium one in UK series and a significant weight in the Spanish ones. Finally, about the most represented locations, the Spanish programmes depict more often domestic spaces than the other programmes, while the American ones show a higher presence of leisure spaces, and the British ones of urban spaces, comparing to the Spanish programmes.

REGIONAL DIVERSITY IN GERMAN PUBLIC SERVICE BROADCASTING

Greyer, Janine; Fehr, Ada; Paasch-Colberg, Sünje; Heft, Annett; Trebbe, Joachim
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Despite the long-standing tradition of debating the quality of media content in communication sciences as well as in society and media regulation, no common definition of the term has yet been agreed on (e. g. Kust/Lischer 2009, p. 22/Maurer 2005, p. 86/Russ-Mohl 1992). Democracy theory and normative perspectives recommend to base the term 'quality' on fundamental values of democratic and pluralistic societies (McQuail 1992, p. 67) and to view diversity as one of the most prominent quality criteria (Zerback 2013, pp. 18). The necessity of diverse regional content in German media in general and especially with regards to television becomes apparent in the face of on-going structural changes in the German media system. On the one hand side, media concentration and the

establishment of (multi-)national media enterprises diminish external diversity of media content (Bonfadelli 2005, pp. 7). On the other hand side, these (multi-) national media players are unable to satisfy the interest of their recipients in regional news. However, the establishment of regional media can lead to the development of public spheres in regions and thus to participation of recipients in political processes on a regional level (Jarren 1992, p. 79). According to its public mission, the largest public broadcaster in Germany, the ARD (consortium of the public-law broadcasting institutions in Germany), is supposed to offer both national and regional content. While the nation-wide channel (Das Erste) ought to provide international and national content, the seven regional channels are expected to guarantee a well-balanced program that addresses different topics and groups amongst the regional society. Additionally, they are supposed to contribute to regional identification inside their assigned distribution areas. With their strong emphasis on regional content, these channels are amongst the most successful ones in the German television sector. However, there exists a large research deficiency regarding their programming structure as well as their content. Therefore, the aim of this study is to provide first time empirical data on the diversity of regional public service television content in Germany. This paper presents a quantitative content analysis of four selected television programs from two regional ARD channels (Norddeutscher Rundfunk and Südwestrundfunk) that were digitally recorded for a period of four consecutive weeks in October and November 2012. The results of this study strongly indicate that both programs ensure diversity regarding different dimensions: Both channels introduce a broad range of regional topics and portray a large amount of different regional actors (on the political and administrative level) as well as the general regional public in their programs. In comparison, both differ by emphasizing different kinds of broadcasted topics and actors. Thus, by broadcasting a multiplicity as well as a variety of content, both contribute largely to regional diversity in Germany.

RHETORIC OF AUDIENCES STUDIES FOR TELEVISION IN SOCIALIST ROMANIA. CASE STUDY OF THE SURVEY AND POOL'S OFFICE

Matei, Alexandru
› Lumina - The University of South-East Europe, Bucharest, Romania

During the 1960s, Romanian Television, whose programmes officially begin in 1957, has constantly but slowly developed. However, economic and diplomatic policy of the Romanian Communist/Working Party had known a particular turn from 1962, trying to get rid of Moscow control and to make up the Stalinist effects on the traditional cultural links with Western Europe. National State Television has played, especially before the mid-70s, a seminal role in the European re-integration of the Romanian social and cultural life. Created in 1967 within the Radio-Television State Committee, but as an autonomous service, the Survey and Pool's Office, led by the Marxist sociologist and historian Pavel Campeanu has been, for more than a decade, the best interface between television and its public, keeping apart from political pressures exercised on this institution. Monthly surveys on programmes' audience added to many particular other surveys, offering a fairly complete image of Romanian television's public(s). Meant to be known only within the institution, these surveys collided the ideological requirements from the heads of the Party who wanted television to become a "captivating tribune". What were, finally, the effectiveness of the data delivered by this Office, in a moment in which the public service discourse had to get along with the socialist ideological discourse, especially as the authority of Nicolae Ceausescu had been growing? Putting side by side these two discourses, as much as we are able to find in the archives will show how Romanian Television had to keep the balance between two strong tropisms: Europeanism and Nationalism, the first associated with cultural openness, the latter with coercive closeness.

THE MISSION OF PUBLIC SERVICE IN NEW SETTINGS: THE CASE OF NEWS PROGRAMMES FOR CHILDREN IN SWEDEN'S SVT AND THE UK'S BBC

Sundin, Ebba
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Sweden and the UK have a long tradition of TV with the aims of public service, i.e. to serve the population with quality content in terms of information, education and entertainment. In the wake of the digitalization, the two broadcasting companies SVT (Sweden) and BBC (the UK) have added more specialized channels to give the public a broader choice of channels. In both countries, and within the two public service broadcast companies, there is a 40-year-long tradition of serving children their own news programmes, broadcasted in one of the major channels, respectively. The aim of this paper, suggested to be presented at ECREA's 5th conference, is to discuss the implications of technical innovations when combined with traditional media like television. The focus is the programme format for the younger audience and changes that have occurred in the wake of digitalization. The digital developments of having more channels gave the companies the opportunity to launch special children's channels: SVT B (Barnkanalen) and CBBC (Children's BBC). Also the news programmes moved from the original channels to the children's channels. In Sweden the channel moved in 2008, and in the UK as late as the beginning of 2013. From the viewpoint of public service, the move from the original channels to the specific children's channels raises a variety of questions. Did the move benefit the purpose of highlighting news for children, and will the channels maintain the overall ambition to inform, educate and entertain for its specific target group? How do the production of these news programmes and the links to new media formats relate to schools and the need for new perspectives on media literacy? The study is based on interviews with the production teams from BBC and SVT. Furthermore, the study is based on observations from the process of producing the programmes Newsround (BBC) and Lilla Aktuellt (SVT). The paper for the conference will present factors behind the productions of the two news programmes and discuss how the professional producers of the programmes validate the ambitions of the news programmes after the move to the children's channels. From this perspective, one of the important questions is how producers regard the integrations of social media as a challenge to develop new programme ideas and formats that will keep their audience and reach out to more children who might develop an interest in news. The paper will be based on an overall theoretical discussion of the impact of technological innovations that have changed the traditional patterns of media productions and media use, in this case television.

ABSTRACTS SECTION 18
Temporary Working Groups

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 18. FLOW (TWG) - ADVERTISING RESEARCH: ADVERTISING ETHICS IN A DIGITAL MEDIA WORLD

› Room 1.08, First Floor

WHY SHOULD ADVERTISERS CARE ABOUT ETHICS? "MORAL MYOPIA" AND ITS PITFALLS

Krautter, Jutta

› Universität Tübingen, Germany

Advertisement and ethics seem to be category groups and research areas with opposing concerns: The image of advertisement is that it persuades and manipulates the potential purchaser through lies, delusions, whitewashing, and exaggerations – with the one and only goal of selling the advertised product. To cut the long story short: the image of advertisement is to ignore and disregard every ethical principle there is. In fact, the situation is not quite as bad – on the one hand. There are a number of self-- regulatory organizations in the advertising sector, for example the "European Advertising Standards Alliance" claiming to be the "single voice for advertising self-- regulation", and the "Deutsche Werberat". Their central task is to supervise advertisement itself, so that it is in accordance with ethical principles, persuades by "truth well told" and "with a sense of social responsibility to the consumer as well as society as a whole" 2. But there is – on the other hand – a fundamental lack of research concerning ethical reasons and motivations of advertising practitioners themselves. We have only few explorations of ethical categories and beliefs, moral values, and effects of underlying working conditions (such as pressure to succeed) that shape the process of advertisement creation. However, these reflections could be regarded as the most important field of research. It is the starting point of advertisement. Therefore, the new research group "Ethics of advertisement in times of media change" in Tuebingen focuses on the advertisers, i.e. advertisement planning, producing and distributing, advertiser's moral and basic convictions, their ethical categories and principles. Firstly, we will interview advertisers and ask them for their opinions and appraisals, whether they think ethical principles are important to them, and if so, which principles they comply with. Secondly, we will conduct a content analysis of advertising magazines. In so doing, we want to find out which ethical problems and questions advertisers have to deal with – and how they actually address them. To illustrate the significance of this research, we will introduce an example: In times of increasing importance of so called "new media", and especially highly advanced possibilities of tailor-- made advertisement for specific individuals, it is all the more important to examine an example in the digital realm. Here the ethical difficulties and morally questionable settings are almost tangible: children, youth and other vulnerable groups can have access to every content they – or the advertisers – want. This creates not only great potential for manipulation, it could also result in dangerous and harmful situations for these groups. To conclude: the core hypothesis of this research is that "moral myopia" could turn out to be a pitfall; but not for the recipients of advertisements alone.

ETHICS 2.0: WHY CHANGE IN MEDIA REQUIRES A NEW DISCUSSION ABOUT ETHICS

Feiks, Markus

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The internet, as compared with television and radio, is a relatively new media and responsive for a massive change in our everyday life. It effects the way we communicate, and the way we advertise as well. Like Sonia Livingston (2009, p. 1)1 said: "No part of the world, no human activity, is untouched by the new media. Societies worldwide are being reshaped, for better or for worse, by changes in the global media and information environment." The time, that we are "online" and connected with the internet, shows a remarkably growth and this probably will persist. It also has a big impact in economy. For example "Big Data", as the collection of information about the user (and its cross-linking to other applications), currently is one keyword. But should we collect everything, just because we are able to? Is it morally sustainable how we achieve the data? Furthermore this question is relating to the concepts of privacy and autonomy of the customer, or more generally the recipient. In fact, there is a big gap in the discussion in science, but principally in praxis, that should be bridged. As Drumwright and Murphy (2009)2 have shown in their study, a big issue shows up in new and nontraditional media: How shall one (e.g. advertisers) deal with "non-regulation" of the internet? And even if there is no regulation until now – which not means, that the internet is the often proclaimed "law free" zone –, how far is someone allowed to go? "Knowledge is power", the philosopher Francis Bacon once said, and the knowledge about the customer is easy to get in the new media, but likewise easy to abuse. New forms of advertising are raising questions about responsibility as well. Who should be responsible for a message, which not longer is being under "control" of the communicator? Still the communicator, or the one who adopts the message and maybe recreates it? But yes, there are efforts of organizations to answer those questions. For example the ICC (International Chamber of Commerce), elaborated and provides a guidance on marketing and advertising (2011)3, with a special chapter for "Digital Interactive Media" as well. However does one knows about these codes? How effective is a self-regulation, when no one will make an effort to use or adopt it? These (and more) are questions that we should consider, when we talk about "ethics."

CHANGING COMMERCIAL COMMUNICATION IN ONLINE ENVIRONMENT. NEW CHALLENGES FOR YOUNG TARGET GROUPS

Schulze, Anne [1]; Kohler, Sarah [2]

› [1] Hans-Bredow-Institut, Germany; [2] Münster University, Germany

Commercial communication online possesses specific structures: hypertextual and interactive target, diversification of providers, high market dynamics as well as direct user's observability. The diversified forms of commercial communication in the online sector get increasingly less obvious and less visible. Commercial communication is often not focused on immediate purchase intention. It focusses more on long-term effects, such as positive attitudes towards the product and brand bonds. Since commercial communication in the online sector sometimes implies a return channel (advertising spaces often provide an online offer themselves), the user is suggested that his exposure is voluntary (Sandberg, 2011). Children start to go online at a constantly younger age and "on the move" (Livingstone et al., 2011; Mascheroni & Ólafsson, 2013). Due to the expansion

of surfing space and online activities via computer or mobile media usage, they automatically get in touch with online advertisement and other commercial content (e.g. embedded marketing, apps, in-game advertising and tracking). Particularly with regard to the Internet and its properties, children's handling and understanding of online ads is affected by diverse cognitive components (Livingstone & Helsper, 2006; Reijmersdal et al., 2011; Reijmersdal, Rozendaal & Buijzen 2012). As internet use is distinguished by a complex and interactive process, online commercial communication poses a big challenge to children's advertising skills and competencies. For generating knowledge about children's exposure to online commercial communication a qualitative explorative approach focused on understanding was chosen. Additionally some substantially facts about structures and processes being confounded with children's perception of online ad and other commercial content depending of the degree of their advertising skills could be generated with more standardized methods. The approach chosen to answer the question of the complex process of children's online advertising perception is contextualization. Structural conditions as well as cognitive abilities were analysed. It was examined how primary-school children deal with their exposure to online commercial communication and how they use their cognitive and social resources processing and interpreting them. By applying a qualitative content analysis as subsequently aggregating data it could be proven specific feature configurations of children's perception of online commercial communication in context of their general online perception. The generated different types of online based advertising literacy makes no claim to being generalizable due to small sample size (N=34). Nevertheless, high face validity could be possessed, traceable by surveillance of the sensitive young target group's perception of advertising over the online sector.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 18. (TWG) - CHILDREN, YOUTH AND MEDIA:CHILDREN'S COMMUNICATION RIGHTS: A RESEARCH ASSESSMENT FOR THE 25TH ANNIVERSARY OF THE UN CONVENTION ON THE RIGHTS OF THE CHILD

› Room 1.08, First Floor

NEWS MEDIA, CHILDREN'S RIGHTS AND CIVIC WELL-BEING

Carter, Cynthia

› Cardiff University, United Kingdom

The news media are central to the advancement of children's civic well-being in democratic societies, cultivating curiosity about the world and establishing a sense of self-worth and belonging. Hart, Matsuba and Atkins (2014: 958) define well-being as a "complex of virtues, reflection and integration" and a "human flourishing" that lies at the heart of well-being. Flourishing requires civic participation to be realised. The UN Convention on the Rights of the Child (1989) has provided an important platform from which to support children's civic well-being. As Bradshaw, Hoelsher and Richardson (2006:6) note, the UNCRC "promotes a holistic view of the child, taking into account their health and nutrition as well as their spiritual, moral and social development [...]. Concepts of child well-being accordingly need to be multidimensional and ecological [...]. The principle of respect for the view of the child finally acknowledges children's right to be heard and to have their view taken into account in matters that affect them". In the past, scholars have tended to focus on the role of the news in children's socialisation to the political norms and values of society, or on monitoring and exposing its negative effects on children's emotional health. Research has rarely engaged with the UNCRC's provision for children's information and communication rights - to freedom of expression: "this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice" (1989, Article 13) or to recognise the role the media play in ensuring access to a diversity of information and communication (1989, Article 17) (see Carlsson & von Feilitzen, 1998; Lansdown/UNICEF, 2001). The reasons for this gap are complex. For instance, scholars have tended to concentrate on examining entertainment genres and the internet, both being regarded as more central in children's lives. Additionally, news researchers have frequently assumed that although children are interested in what is happening in the world, they largely view the news as boring. As Buckingham (2000) suggests, this is hardly surprising since adult news tends to disenfranchise them. Yet research has also shown that children regard the news as important. Some scholars have therefore argued for the need to develop news programming and content for young audiences to support their civic engagement and well-being (Carter et al., 2009; Carter, 2014; Messenger Davies et al., 2014). Linking the notion of well-being with the study of children's information and communication rights is advantageous in terms of intervening in contemporary academic and policy debates around what constitutes a "good life" for children, and to demonstrate how a failure to ensure that those rights are supported risks impoverishing and diminishing children's human rights more generally. News media have much potential to deepen children's understanding of a wide range of contemporary issues, including social justice, human rights, community cohesion and global interdependence, providing spaces to develop children's public voices and to have those voices heard.

MEDIA LITERACY - A RIGHT OF THE CHILD?

Trültzsch-Wijnen, Christine

› Pädagogischen Hochschule Salzburg, Áustria

Analysis of two fundamental documents concerned with the rights of the child - the UNCRC itself, and the UNICEF paper 'Communicating with Children' (Kolucki/ Lemish, 2011) which applies the UNCRC to communication and formulates communication rights for children -allows for a discussion of whether media literacy can be seen as a child's right. The second document focuses on questions of access to media and the quality of media products made for children. The argument is that carefully designed media content can provide children with opportunities for growth and development; thus communication supports children's development and survival even in vulnerable and disadvantaged environments. However, these communication rights for children are very content-based; although media content and the way of communicating with children are important, this document has a rather one-sided focus on media and communication, neglecting questions of active engagement with media and media literacy. By contrast, this paper will analyse the UNCRC by emphasising the active use of media by young people, with a specific focus on media literacy. Several UNCRC Articles are of specific relevance. Article 12 says that children have the right to express their own views. Article 13 also stresses the freedom of expression and information management through any media of the child's choice. But young people can only make successful use of the ability of free expression and especially seeking and managing information if they have sufficient media and information literacy. Article 15 focusses on the freedom of peaceful assembly and here again, today we cannot only think of this online in terms of offline environments but must also include the online realm. Again, this requires media literacy. The importance of media literacy becomes yet more apparent if we transfer article 16 into the online world: "No child shall be subjected to arbitrary or unlawful interference with his or her privacy, family, or correspondence, nor to unlawful attacks on his or her honour and reputation." When we discuss children's rights we need to reflect that - particularly in economically and technologically developed countries - the internet is part of young people's life worlds. Although one may seek to protect children from outside influences, protecting them from their own online behaviour is proving difficult. If we take this Article seriously, media literacy - in the sense of using media wisely (e.g. privacy management) - should then also be a right of the child. This raises the further question of how far the right of education (articles 28 and 29) can also be interpreted as the right to media literacy and the right to media education. If education is seen as empowerment for self-dependence and self-protection, this would be the case. To conceive of media literacy as a right, underpinned by the UNCRC, would further

strengthen the importance of media literacy policies and not only demand for more critical evaluation of such policies, but also for call for sanctions if media literacy and media education is not successfully implemented.

THE CHILD, COMMUNICATION RIGHTS AND NEW MEDIA: THE CASE OF TURKEY

Hasdemir, Tugba Asrak
› Gazi University, Turkey

The UN Convention on Rights of the Child (1989) is one of the international legal documents dealing with the relationship between media and children, as well as children's communication rights. For example, article 13/1 of the Convention declares the "right to freedom of expression" through any kind of "media of the child's choice", while article 17 emphasizes that "States Parties recognize the important function performed by the mass media and shall ensure that the child has access to information and material from a diversity of national and international sources". In recent years, new media technologies and the internet have moved into the centre of attention, as special UN reports promote the protection of the right to freedom of expression and facilitate its execution amongst children. This presentation analyses the ways in which Turkish children are able to exercise their communication rights on the internet. As one of the state parties to the UNCRC, Turkey has an obligation to protect and promote children's communication rights as set forth in the UN Convention on Rights of the Child. However, Turkey's approach to fulfilling this obligation appears contradictory. Initiatives that aim to provide effective usage of the ICT in teaching programmes, such as the "Fatih Project" designed for the primary and secondary education levels, clashes with legal restrictions on the usage of new media. Furthermore, the "Safer Internet Service" in Turkey, which is set up to protect young audiences from harmful content, is generally treated as a central filtering practice. This presentation discusses the challenging conditions that face children's communication rights in Turkey. It draws on recent policies and UN Turkey's country-specific reports. Three further studies provide important data on the media usage habits of children: 1) at the international level, the EU Kids Online Survey results regarding the experiences and practices of European children and their parents in relation to using the internet and mobile technologies in 25 countries, including Turkey; 2) at the national level, the Turkish Statistics Institute's official 2013 results of a survey among 16-74 year olds on the use of communication and information technologies; and 3) at the local level, the findings of the MEDCOM (Media in Comparison) Project conducted in the capital city of Turkey, Ankara, which aims to explore and understand the positions of young audiences in secondary schools around diverse forms of the media settings from traditional to new media. As the findings of this research originate from three different analytical levels, i.e. the international, the national and the local, they enable the critical reflection and evaluation of government policies and practices that affect a child's right to communicate in Turkey. Finally, the presentation concludes with recommendations for contributing to formulate media policies and practices sensitive to every child's communication rights aligned with the UN Convention on Rights of the Child.

CHILDREN'S MEDIA REPRESENTATION: TENSIONS BETWEEN PARTICIPATION RIGHTS AND PROTECTION RIGHTS

Marôpo, Lidia
› Universidade Autonóma de Lisboa, Portugal

Nojood Mohammed Ali (aged 10) was the first child in Yemen to obtain in court the "dissolution" of her forced marriage. Hannah Jones (13) succeeded in British courts to refuse a heart transplant, another painful treatment recommended for the treatment of leukaemia, preferring to "die with dignity" at home. Laura Dekker (14) acquired the Dutch judicial authorisation to go around the world in a sailboat alone. In Portugal, the young mother Ana Rita Leonardo (16) got an unprecedented court ruling annulling the adoption process of her two-year-old son. In Brazil, the brothers Leandro (13) and Alison Gomes (12) requested publicly to be adopted after years of living in a foster care home. All of those events had significant media visibility, thereby promoting tension between different kinds of children's rights. On the one hand, this includes the right to participate, to express themselves freely and to take an active position in matters that affect them, while using the media as a forum to advocate their point of view (Art. 12 and 13 of the UNCRC). On the other hand, the public exposition of those children in vulnerable or challenging situations raises the question of how and if they should be protected from such developments (Art. 16 and 17 of the UNCRC). Some of these children deliberately sought to use the media; others stimulated an unexpected visibility, or at least accepted this mediatisation as an opportunity to help achieve their goals. However, it is also a risk, since these children had their identity and aspects of their intimate life exposed, including some very traumatic circumstances, such as family abandonment, sexual abuse and serious diseases. How should we consider the role of the media in such challenging situations? How can we deal with the tension between children's self-determination and the privacy protection in the media? To address those questions we take into consideration three complementary perspectives: the relationship between democracy and the media, the children's rights discourses, and the children's point of view. We argue that it is imperative to include children in the academic debate on the relationship between democracy and the media. The claims for recognition of the difference must consider their specificities of statute, knowledge and power as a challenge to promote full participation in society, including in the media. Based on the United Nations Convention on the Rights of the Child, organisations such as UNICEF, Save the Children and International Federation of Journalists produced several guidelines appealing simultaneously for privacy and for greater participation in the media. Nevertheless, their principles have to be continuously thrashed out in concrete situations like the ones referred to above. Drawing on evidence from six focus groups (conducted in Brazil and Portugal to analyse the media representation of children) and on clues from children involved in the case studies attest that the visibility in the media is much more valued by the children than the possible constraints caused by public identification.

COMMUNICATING WITH CHILDREN: PRINCIPLES AND PRACTICES TO NURTURE, INSPIRE, EXCITE, EDUCATE AND HEAL

Lemish, Dafna
› Southern Illinois University, United States

This presentation illustrates the collaboration of academia and practice in the implementation of the UN Convention on the Rights of the Child, through highlighting a resource package produced by UNICEF entitled: Communicating with children: Principles and practices to nurture, inspire, excite, educate and heal. The resource package, in both print form and a website (http://www.unicef.org/cwc/) was launched on November 4th 2011. It is a product of several years of collaboration between a practitioner and a scholar who are committed to advancing the use of communication with children around the world which are age appropriate, culturally sensitive, and inclusive. It supports the priorities of UNICEF to improve the survival, development, protection and participation of children and their families, specifically the most vulnerable and disadvantaged, in ways that build their resilience, help them survive and thrive, and set them on the trajectory for a better life. The package addresses all stakeholders interested in communicating with children: educators, policy makers, NGOs, media professionals, UNICEF personnel, etc. The first two parts of the report recognise the diverse conditions in which children around the world live and the media environments to which they have access. Part three maps the different developmental characteristics and needs of children at different ages and outlines the implications these changes have for children's communication needs. Part four, the bulk of the report, presents four central principles for producing communication for children, supported by 14 guidelines. They are illustrated by positive examples from a range of countries and media, and address different age groups. In part five, ways to avoid common pitfalls in developing communication for children are summarized and finally, in part six a veritable treasure chest of additional positive examples and supplementary resources (audio-visual materials, books, academic sources, etc.) is provided. In this presentation, I provide an overview of the project, focusing on the role that communication

plays in meeting the rights of children worldwide, grounded in the framework of the Convention under three groups of human rights as framed by UNICEF: survival and development rights, protection rights, and participation rights of children. Implementation efforts include translation to date into Arabic, French, and Croatian. Workshops are ongoing and have already been held in Bhutan, Fiji, Kazakhstan, Laos, Lesotho, Macedonia, Montenegro, Myanmar, Tanzania, Turkey and the US. The website is being accessed regularly and feedback solicited. Challenges in implementation will be discussed, including lack of resources for training and dissemination, language barriers, cultural and technological differences and power-relationships, and the absence of formative and evaluative research examining the effectiveness of the interventions. The presentation will highlight the potential of engaged scholarship and collaboration with stakeholders in promoting children's communication rights worldwide.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 18. FLOW (TWG) - COMMUNICATION AND THE EUROPEAN PUBLIC SPHERE

› Room 1.08, First Floor

THE CRISIS OF WHAT? A COMPARATIVE STUDY OF REPRESENTATIONS OF CAUSES OF THE EURO CRISIS ACROSS THE EUROPEAN PRESS

Haenska, Max [1]; Kyriakidou, Maria [2]; Olivas, Jose [3]; Radice , Henry [3]; Poletti, Monica [3]; Paipais, Vassilis [4]; Orsi , Roberto [5]; Keranen, Outi [6]

› [1] University of Gothenburg, Sweden; [2] University of East Anglia, United Kingdom; [3] London School of Economics, United Kingdom; [4] University of St. Andrews, United Kingdom; [5] University of Tokyo, Japan; [6] University College London, United Kingdom

The current European crisis poses serious challenges to the idea European Union and how it is experienced by citizens across the continent. It is not only an economic crisis but, perhaps even more significantly, a political crisis of the European project itself that manifests itself in divergent and divisive narratives on the crisis. Public debates on the Euro crisis often diverge on what caused the crisis and frequently devolve into political blame-games among European partners, revealing profound differences in the way the crisis is experienced and understood in different national contexts. At the same time the EU is increasingly facing, what ostensibly appears as, a challenge of legitimacy. Yet how are the policies and joint decisions of members taken at a European level ever to enjoy democratic legitimacy if the basic understandings of what is at stake in the crisis differ across Europe? Do European citizens share, through their media, a common 'informational base' that helps them make sense of the crisis and on which to judge European decision making? The present paper contributes to our understanding of this challenge by examining these differences in the public 'informational base.' It does so by focusing on the ways the crisis has been reported in the national press in different countries of the Euro zone (the countries at the core of the Euro crisis). In particular, it presents preliminary results of an interdisciplinary, comparative and on-going project (Euro Crisis in the Press, at the London School of Economics) on the coverage of the crisis in the Finnish, French, German, Greek, Italian, and Spanish as well as the international English language press. It compares representations of the crisis's causes, including the allocation of blame, across the European press and attendant differences in the ways the crisis is explained (what or who caused it, and hence what would solve it). It also offers an assessment of the degree of difference or similarity in the 'informational base' provided to European citizens through their press, and consequently of the relative presence or absence of a shared European narrative on the crisis.

MANY VOICES, BUT ONE SONG? UPDATED PROPOSAL FOR A HEURISTIC FRAMEWORK ON ANALYZING THE EUROPEANISATION OF NATIONAL PUBLIC SPHERES

Sievert, Holger

› Macromedia University for Media and Communication, Germany

This year in May, there will be new elections for the European Parliament that tend to have an even lower turn out than the last ones linked with probable comparably big success for Eurosceptic political parties. The European Commission and its institutions seem to be quite away from a real broad acceptance as well as Europe seems to be away from a European public sphere. The main reason for this missing of European Public Sphere lays, according to many experts, in the fact that the EU is moving towards a realisation of its vision at least at two different speeds: the economic linked to the political one, on the one hand, and the European public, one on the other hand (Sievert 2010, p. 220-222). Already more than twenty years ago, Gerhards (1993, p.96) stated that "while the process of economic and political integration has made great strides, the development of a European public sphere is lagging far behind." In the same period, MattÃ©lart (1996, p.4) observed that "the homogenisation of societies is inherent to the unification of the economic field". Many other did similar (e. g. Schmid 1996, Gramberger 1997, Kopper 1997, Friedrich 1998). Even a decade later, the majority of studies still clearly indicate the existence of two speeds of integration (various articles in Bach (2000)); though alongside this trend, some other scholars postulate the idea of an "issue-specific communications community" (Eder, 2000, p.167; similar Risse 2002). This gives rise to the question "can political journalism exist at [the] EU level?" (BaisnÃ©e, 2002, p.108). This question, however, is still usually answered in the negative like from RuÃŸ-Mohl 2003, Dagger & Lianos 2004, Delanty and Rumford 2005 and Seifert 2007. And even in the last years prior to the proposing of this paper, these negative assessments of the Europeanisation of communication are further supported (cf. EACD, 2008, p.68; Rebel and Linders 2013). Therefore, the paper proposed here for this panel gives first a glimpse in the thought history around a European public sphere. It then lays out a potential heuristic framework for comparative analysis for a single European public sphere or at least different "Europeanized" national public spheres within Europe. This framework is applied to five case-study EU countries, showing the differences and similarities in a range of different contexts that affect public communication in all its forms. The conclusion examines how the results of such studies could be used in order to compare communication practices of different countries. It will therefore show how various communication practices impact upon the emergence of a European public sphere and, also, on the creation and/or consolidation of the European identity.

EUROSCEPTICISM AND EUROPOPULISM IN THE CONTEXT OF EUROPEAN ELECTIONS

Radu, Loredana; Bârgăoanu, Alina; Negrea-Busuioc, Elena

› National University of Political Studies and Public Administration, Romania

The paper aims at qualitatively assessing Eurosceptic attitudes in the context of the elections for the European Parliament scheduled to take place at the end of May 2014. The most frequently used definition of Euroscepticism expresses opposition towards European integration. However, this definition, whose focus is on hostility towards integration, is probably too narrow. A more comprehensive approach to Euroscepticism would consider that the term expresses not necessarily a hostile attitude, but a spectrum of attitudes towards the EU and the integration process, ranging from distrust, cynicism, opposition or mere detachment. When we analyse the factors that influence people's attitudes towards the EU, we discover that there are four candidates to explain the development of Eurosceptic attitudes towards European integration: cost-benefit analysis of EU accession and membership (utilitarian factors), fear of the impact

of the integration upon the national identity (identity factors), distrust in the supra-national institutions (political factors), and hostility towards the cultural and societal model of the EU (cultural factors). Eurobarometeres between 2007 and 2013 reveal that the citizens of the Member-States tend to lose their confidence in the EU, in its policies and institutions, in its ability to cope with an ever challenging future. Furthermore, that Eurosceptic parties shall prevail during the coming European elections has increasingly become an accepted and at the same time feared phenomenon in both academic and political circles. Quantitative research (i.e. Eurobarometers) sheds light on possible answers to the question "What do Europeans think about the European Union?". However, quantitative studies fail to explore why Europeans have calibrated their opinions and attitudes in a Eurosceptic manner. This question becomes particularly important in a high-stake electoral context, such as 2014 European elections. Thus, this paper aims at providing qualitative evidence necessary to articulate a complex view on the mechanisms that lay behind the formation of Romanian citizens' opinions and attitudes towards the EU in the context of European elections. Our research is focused on two categories of public that are highly relevant in the national context: Romanian elites, as they are opinion leaders, and Romanian students, as they are the most EU-oriented type of public. We build our conclusions on the evidence provided by two qualitative methods: 10 semi-structured interviews with elites (i.e. former and current members of the European Parliament, experts, and journalists) and 3 focus-groups with students.

COMMUNICATING EUROPEAN INTERESTS IN A NATIONAL CONTEXT

Niznik, Jozef
› Institute of Philosophy and Sociology, Polish Academy of Sciences, Poland

"National interests" that supposedly are threatened by European integration and must be "defended" appear among the most frequent arguments in Eurosceptic discourse. Moreover, this concept is rarely confronted with the idea of the European interests. There is a need to develop awareness of European interests, which are not competing with national interests of the member states but give them â?" especially on the long run - greater chance to find their place in the global environment. On the other hand national interests of each country should become the subject of the Pan-European debate in order to make them rational in political construction aimed at well-being of every member state and their future in the union. The question is whether such 'transnationalization' of the national perspective is possible. I will argue that a lot depends on the communication strategy. In every complex social or political entity its different parts may have distinct needs and different visions of development. It is true in case of different parts of any city or different regions in the same country and certainly it is true in different states of the European Union. At the same time, however, in all those cases there is a number of strategic issues which are common. In its Executive Summary of the "Europe 2020 Strategy" European Commission offered an intelligent way for European and national interests to meet. We read in the document: "To ensure that each Member State tailors the Europe 2020 strategy to its particular situation, the Commission proposes that EU goals are translated into national targets and trajectories" (p.3). It is probably intended that the concepts of European or national interests do not appear in the text. Instead we read about 'EU goals' and 'national targets and trajectories'. This is the good example of a choice of certain communication strategy due to the chosen discourse which operates rather within dimensions of actions than within emotionally loaded category of interests present in national discourse. In the paper I will inquire whether avoiding in the EU official language conceptual categories which are common in the national discourse of the Member States is the right decision. It seems that the only way to combat nationalistic Euroscepticism is to confront its arguments with the same conceptual instruments while extending their time span: from a few years between parliamentary elections to the long term perspective required by the strategic thinking. Such communication strategy gives also the chance for overcoming at least some of the differences between the European states which at present make us blind both for common treats and for common opportunities.

ECONOMIC NATIONAL AND EUROPEAN PREDICTIONS: A COMPARATIVE APPROACH BETWEEN ELITE, PEOPLE, AND MEDIA PERCEPTIONS

Botan, Madalina; Corbu, Nicoleta; Radu, Loredana
› National University of Political Studies and Public Administration, Romania

The financial turmoil in the European Union has significantly impacted upon the way in which the citizens of the Member States assess the advantages of EU membership and the future of the integration process. Intensely preoccupied with the economic problems, the EU has lost sight of the continuous decrease of public support and the increasing lack of confidence of Europeans in the Union. The results of the spring and autumn waves of the 2010 Eurobarometer revealed an inversion of the trust-distrust ratio. In spring 2010, for the first time in the history of the European public opinion research, the distrust in the EU outweighed trust (42% of the respondents trusted the EU, whereas 47% said they distrust the Union). In 2013, Eurobarometers reveal a further decrease in citizens' trust in the EU. Quantitative studies, such as those carried out through the Eurobarometers, help scholars formulate well-documented answers to the question "What do Europeans think about the European Union?". However, quantitative studies fail to explore why Europeans have calibrated their thoughts in this manner, why the citizens of the Member-States seem to withdraw the confidence capital they had invested in the European project prior to the burst of the current crisis. Thus, this paper aims at providing qualitative evidence necessary to articulate a complex view on the mechanisms that lay behind the formation of Romanian citizens' opinions and attitudes towards the EU during the complex events that are currently known as the "Eurocrisis". The research is focused on Romanian students, as prior research shows that they are the most EU-oriented type of public. We build our conclusions on the evidence provided by 4 focus-groups with students.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 18. (TWG) - CRISIS COMMUNICATION: CHALLENGES FOR CRISIS COMMUNICATION IN THE 21ST CENTURY - COMPARING RESEARCH PARADIGMS

› Room 1.08, First Floor

CRISIS RELATIONSHIP REPAIR FRAMEWORK (CRRF): CONCEPT, APPLICATIONS AND CRITIQUE

Chandler, Robert C.
› University of Central Florida, United States;

Reputation, brand erosion, and negative public perceptions have inevitably become a focal point for both the public and scholars when a crisis occurs. Who is to blame, who is culpable, who should be assigned guilt, and who should be held accountable during a scandal have become critical organizational goals. When a crisis occurs, what an organization says and does during and after the incident can have a positive or negative effect on how key publics view the organization. Depending on how the organization reacts, the relationship between an organization and its constituents can either collapse or grow stronger. Work to repair these relationships after a crisis has produced many different communication models. While early models focused on the organization public relationship, subsequent models placed an emphasis on simply repairing the damage done by the crisis. Crisis Relationship Repair Framework (CRRF) is a return to classic public relations concepts because it focuses on relationships specifically the behaviors that empower positive organization public connections during and after a crisis. At its core it validates socially constructed frames from different audiences and elucidates how they make sense of crisis rhetoric. CRRF provides a normative and critical scheme that corresponds to and corroborates the findings of previous research. Specifically, it provides a heuristic scheme

and explanations for previous studies that have sought to rank the efficacy of particular rhetorical strategies. In particular, it builds upon a series of empirical tests in which 15 crisis communication strategies are grouped into three tiers. In the top tier are four crisis communication strategies - corrective action, compensation, mortification, and in most cases bolstering - that have been perceived by multiple audiences as the most effective and most ethical strategies for image restoration and repair. Other public relation frameworks and models have been unable to account for the reason why top tier strategies are the most effective and ethical. But CRRF asserts that the reason these models work is because of an organization's co construction of positive personal relationship with its constituents. This occurs not only during and after a crisis, but before a crisis occurs. CRRF is an explanatory, illuminative and underlying conceptual approach to understanding and guiding crisis communication because it frames crisis communication as a form of crisis management and compliments other models, theories and frameworks. It identifies cohesive constructs that connect interpersonal communication, organizational communication and public relations and provides a parsimonious and innovative framework that will prove useful to both academic and professional audiences. For academic audiences, CRRF will shape the future teachings in crisis communication. For practicing professionals, CRRF will illuminate the most effective crisis communication strategies and will provide a prescriptive narrative that will help organizations navigate through a crisis while maintaining the core relationship with its key publics.

ROADMAP FOR CRISIS COMMUNICATION COMPETENCE RESEARCH

Laajalahti, Anne; Vos, Marita
› University of Jyväskylä, Finland

Response organizations cannot solve all the problems created by disasters and emergencies alone. Thus, co operation between response organizations and citizen groups is needed in co producing safety and adapting to changing situations. This presentation calls for a community approach to crisis management (e.g., Helsloot & Ruitenberg, 2004; Norris et al., 2008), where citizen groups are not seen solely as target groups but instead as active co actors in crisis response. Co producing safety necessitates competence in interpersonal communication both from the experts working in response organizations (Laajalahti, Hyvärinen & Vos, 2013a) and from the citizens involved in crises (Laajalahti, Hyvärinen & Vos, 2013b). Little research has approached crises from the viewpoint of interpersonal communication competence, which is in this presentation applied to crisis communication and management context and referred to as crisis communication competence (CCC). The first aim of the presentation is to clarify the components of CCC needed by crisis communication and management experts and citizens when co operating in response to disasters and emergencies. Thus, the purpose is to deepen understanding of how response organizations can improve their CCC and support the development of citizens' CCC and so enhance community resilience and citizen response and empower citizen groups. The second aim is to outline a roadmap for CCC research needed in the future. The research task is approached qualitatively by examining both crisis communication and management experts' and citizens' perceptions of the CCC that they need in coproducing safety. The data 1 were gathered via an international online questionnaire sent to experts (N=42) working in the field of crisis response and consist of answers to open ended questions addressing the core requirements of experts' CCC. The data 2 were collected by means of focus group interviews (N=3) which comprised a total of 21 citizens, with 6 to 9 interviewees in each group. Both research data were analysed separately from a data driven perspective using qualitative content analysis. The research findings indicate that co producing safety demands various kinds of CCC both from crisis communication and management experts and from citizens. The requirements of experts' CCC can be divided into 1) message production, 2) message reception and 3) interaction between experts and citizen groups. The requirements of citizens' CCC can be grouped according to whether they are related to 1) information seeking, 2) information sharing, 3) deployment of ICT, 4) interaction among citizens or 5) interaction with experts working in response organizations. The presentation suggests that, while acknowledging experts' and citizens' individual needs, future research should not pursue CCC solely as a characteristic of individuals but as co created in the relationships between experts and citizen groups forming the response network. Besides mapping the components of CCC, the nature of CCC as a networked competence area is reflected on and a model of competence based approach to crisis communication presented (see also, Laajalahti, Hyvärinen & Vos, 2014). In addition, directions for future research are discussed, including the need to understand more in depth the nature of informal learning and the development of experts' and citizens' CCC.

CRISIS COMMUNICATION, FRAMING AND THE GENERATION OF PUBLIC TRUST. AN ANALYSIS OF FRAMING THE BANKING CRISIS OF 2008 IN GERMANY

Raupp, Juliana
› Free University Berlin, Germany

Trust is a key element in crisis communication. The attribution of trustworthiness serves as a "license to operate" for actors. The financial and banking crisis of 2008 led to a loss of public trust in governmental actors and in the banking sector. Political actors, banks, and the news media each commented on the banking crisis, and in doing so, strategically framed the crisis. The aim of this paper is to investigate the relationship between strategically framing a crisis and the generation of public trust/mistrust by the news media. Governmental actors, political challengers, banks and corporations act as frame sponsors who are involved in framing the banking crisis strategically. The news media, on the other hand, construct news frames which are meaningful for the attribution of public trust in institutions. The relationship between the strategic frames, news frames, and the attribution of trust in media coverage will be analyzed by investigating (a) the way different actors frame the banking crisis, (b) which of the strategic frames are successful (finding their way into media coverage), (c) which frames are prevalent in media coverage, and (d) how trust is attributed in news coverage of the banking crisis: What actors or actions are depicted as trustworthy resp. untrustworthy? Coombs (2010) recently equates crisis type with frames. Also, attribution theory is an inherent part of the Situational Crisis Communication Theory (SCCT), albeit with respect to the attribution of responsibility, not trust. To take these considerations further, a theoretical aim of this paper is to more strongly elaborate the concept of framing within the SCCT. Empirically, the debate on the banking crisis in Germany in 2008 serves as an example. The promise by the German government that the savings deposits are safe is the starting point for the analysis. Press releases, statements and speeches of actors (frame sponsors) will be analyzed, along with the media coverage (print media, socalled quality papers) on the banking crisis in 2008 in Germany. The research period covers six months from September 2008 (the promise was made) until February, 2009. We are currently analyzing the news articles and organizational publications (approximately one hundred items). An analytical model has been developed that serves as a guideline for the empirical research. Leading assumptions are amongst others that there is a relationship between the perceived trustworthiness of the source and the success of the strategic frames, and between the attribution of trust by news media and the use of specific news frames. Overall, this paper aims to contribute to a further integration of framing and crisis communication research. It is argued that such an integration contributes to a better understanding of strategic crisis communication, framing, and the attribution of public trust.

CONTINGENCY THEORY OF STRATEGIC CONFLICT MANAGEMENT: TOWARD A CONJOINT MODEL OF CONTINGENCY VARIABLES ACROSS THE CRISIS LIFE CYCLE

Jin, Yan [1]; Pang, Augustine [2]; Cameron, Glen T. [3]; Cropp, Fritz [3]
› [1] Virginia Commonwealth University, United States; [2] Nanyang Technological University, Singapore; [3] University of Missouri-Columbia; United States

The contingency theory of strategic conflict management, which began as an elaboration, qualification, and extension of the value of symmetry propounded

in the excellence theory, has come into its own and emerged as an empirically tested perspective, emphasizing the core function of public relations as managing competition and conflict (Cameron, Wilcox, Reber, & Shin, 2007). It is grounded on the premise that complexity in strategic communication, such as organizational crises, is best represented by enactment of stance on a continuum, which has, at one end of the continuum, advocacy, and at the other end, accommodation. The organization's stance usually lies somewhere in between "at a given time regarding a given public" (Cameron, Pang, & Jin, 2008, p. 136). Since its inception, to add structure to the matrix of 87 factors that the organization could draw on to determine its stance, contingency theorists have unearthed four sets of variables: 1) Factors that influence the organization's stance on the continuum before it interacts with its publics are called predisposing variables (Cancel, Mitrook & Cameron, 1999); 2) Factors that influence the organization's position on the continuum during interaction with its publics are called situational (Cancel, Mitrook, & Cameron, 1999); 3) Factors that prohibit organizations being accommodative with its publics are called proscriptive variables (Cameron, Cropp, & Reber, 2001); and most recently, ethical variables that influence an organization's ethical elocution in crisis communication (Pang, Jin, & Cameron, 2010). In a recent twenty year review of the contingency theory in public relations, Shin, Pang and Cameron (2013) argued the contingency variables to be considered and weighed across the crisis life cycle. However, the gap remains how the different clusters of contingency variables (e.g., predisposing, situational, proscriptive, and ethical variables) play and interact to influence decision making across the crisis life cycle, from issues management, planning and prevention, crisis, to post crisis (Siah, Bansal, & Pang, 2009). To tackle this complex task of mapping, dissecting, and decision choice making among the clusters of 87 contingency factors along with different crisis cycle stages, crisis types, organizational types and histories, and crisis situations, the authors propose a conjoint model, the theoretical foundation of which will allow conjoint analysis, a statistical technique, mostly used in market research, product design research, and operations research in analyzing rated/ranked making choices and decisions, to analyze empirical data collected through crisis manager surveys and experimental designs. This proposed theoretical model with propositions testable with conjoint analysis technique will provide unique opportunities to determine how crisis managers value different contingency variables that position an organization's crisis stance, in a given situation, at a given time, toward a given public, along the continuum from pure advocacy to pure accommodation. This approach also allows the examination of interactions between contingency factors. This study will be the first crisis communication study that introduces conjoint analysis approach in gauging what combination of different clusters of factors, in what situation, is most influential on crisis managers' decision making when it comes to recommend conflict positioning, crisis stance, and eventually crisis response strategies.

ROUTINE VERSUS CRISIS TIMES: PR PROFESSIONALS' PRACTICE OF COMMUNICATION POLICY

van de Meer, Toni G. L. A; Verhoeven, Piet ; Beentjes, Hans; Vliegenthart, Rens
› University of Amsterdam, Netherlands

No organization is immune to the occurrence of a crisis. Most public relations (PR) professionals report that they frequently encounter unpredictable organizational crises (Verhoeven, Tench, Zerfass, Moreno, & Verčič, 2014). In their effort to decrease the emergence and negative consequence of a crisis, PR professionals can be expected to try to advance mutual understanding of the situation at play by intensive stakeholder communication. Essentially, crisis communication might fail if it does not function as a dialogue instead of a monologue (Sellnow & Sellnow, 2010). Along this line, the wellestablished Excellence model, described by Grunig (e.g., 1992; 2006), normatively advocates, in short, a two way symmetrical communication policy by the organization. Organizations are encouraged to, not only under normal and routine circumstance, but also in the midst of a crisis, work and communicate closely with stakeholders (Ulmer, Sellnow, & Seeger, 2007; Veil & Ojeda, 2010). Compared to ongoing and non emergency routine situations, crisis situations are more critical with greater immediacy and possible negative outcomes (Avery, 2010). The urgency of an organizational crisis situation (Gilpin & Murphy, 2010; Heath & O'Hair, 2010; Umler, Sellnow, & Seeger, 2010) might hinder the organization's ability to maintain intensive and two way forms of stakeholder communication. A crisis situation might challenge organizations' practice of two way communication with its stakeholders for two mutual reinforcing reasons. First, this study emphasizes organizations' lack of time (Paton & Flin, 1999; Fleischer, 2013; Smallman & Weir, 1999) and perceived uncertainty (Gilpin & Murphy; 2010; Sellnow & Sellnow, 2010; Umler et al., 2010) caused by the complex and actuate crisis situation. Secondly, since crises occur in the context of society, stakeholders' need for information is likely to be considerably higher compared to routine situations (Reynolds, 2002; Avery, 2010; Veil & Ojeda, 2010). Therefore, this study also takes the pressure by the news media, the public, and internal pressures (i.e., management and employees) into account. In order to provide valuable insight regarding the practice of communication policy between normal circumstance and crisis time this study uses a survey design. A questionnaire is currently being administered among experienced European PR and communication professionals which had undergo an organizational crisis. The main focus of the survey study is on PR professionals' level of perceived (1) time pressure, (2) uncertainty, (3) media pressure, (4) public pressure, and (5) internal pressure during a crisis. Subsequently, the effect of these variables on the communicative policy of PR professionals in crisis time will be investigated. The final results will provide insight to fill the gap in PR and crisis research regarding the difference in organizations' communicational practices in crisis times, compared to under routine circumstances. It might be useful for PR professionals to understand which communicative challenges they face during organizational crisis situation. This could help them to prepare for crises, to communicate appropriately without intensifying the crisis (Weick, 1988), and set priorities in these hectic times.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 18. (TWG) - DIGITAL GAMES RESEARCH: TURNING THE LENS ON DIGITAL GAMES RESEARCH: A SOCIOLOGY OF MEDIA RESEARCH APPROACH?

› Room 1.08, First Floor

WITH A REBEL YELL: THE PROBLEM OF DEFENSIVE REACTIONS IN DIGITAL GAME STUDIES

Kneer, Julia
› Stetson University, United States;

Research has found that young adults apply implicit defence reactions in order to protect digital games as common hobby for their generation (Kneer, Munko, Glock, & Bente, 2012; Kneer, Glock, Beskes, & Bente, 2012). One explanation for these results might be the on-going public discussion about possible negative influences of digital games which might lead to reactive behaviour of young adults in game studies and, thus, effect the results. Indeed, recent research found that age moderates the opinion on digital games and their negative effects (e.g., Przybylski, 2014). This talk will focus on different studies which investigated the perception of games and gamers when being primed with game content and media reports. Results which support the idea that young adults show protective reactions in game studies, especially when games are negatively portrayed, will be presented. Discussion should focus on ideas and methods which might help to avoid influences on results in game research which are due to pre-existing knowledge and attitudes towards games, gamers, and especially towards game studies.

CLINICIANS AGREE VIDEO GAMES DO/DONT'T (PICK ONE) HARM CHILDREN

Ferguson, Christopher
› West Virginia University, United States;

To examine clinicians' attitudes toward the digital games debate, 109 clinicians and clinical researchers answered survey questions about digital games, attitudes toward youth, demographic variables and personality. Distractor items were used as well to reduce hypothesis guessing. Clinicians varied widely in regards to their opinions whether digital games were harmful, questioning claims of a consensus. Clinicians' who were older, female and who had hostile attitudes about youth were more likely to endorse beliefs that digital games can be harmful. Contrary to hypotheses, personality variables such as openness, neuroticism and pacifism did not predict attitudes toward digital games. These results support data from other scholars with the general public that beliefs about digital games' harmfulness fit previous cycles of moral panic and generational conflict over new media.

A NEW SORT OF DIGITAL SEDUCTION? LESSONS (WE SHOULD HAVE LEARNED) FROM PAYNE AND WERTHAM

David Bowman, Nicholas
› Erasmus University Rotterdam, Netherlands; [5]

In their volume on media effects, Bryant and Thompson outline the historical trajectory of media effects research, from the very first "direct effects" studies of the 1920s to 1950s to the contemporary "limited effects" approaches of the mid- to late-20th century. In this, one might classify the former as a content-centric approach (in which the on-screen content is expected to have direct, powerful and universal impacts on audiences) and the latter as a process-centric approach (in which the user's reception of messages is key to understanding their impact). Claims regarding entertainment media's corrosive impact on our thoughts, actions and feelings are usually drawn from content-centric approaches - such as the "moral panic" paradigms that bred the earliest work on cinema (Payne Fund) and comic books (Wertham). While such normative approaches to social sciences are remarkably useful in drawing attention to the potential for anti-normative effects on the (often young) minds of audiences, these perspectives obfuscate the role of the mind in attending to, retaining, motivating and eventually enacting the ideas and processes learned through on-screen observations. Moreover, content-centric research perspectives assume content to be processed unilaterally, which assumes for example that anti-social content unequivocally results in anti-social effects (and vice-versa). Finally, given the increasingly interactive nature of video games (the newest target of "moral panic" research), content-centric perspectives seem ill-equipped to addressing the phenomenology of gaming as a co-created experience. On these points, this presentation compare and contrast content- and process-centric approaches to media effects, demonstrating the descriptive utility of the latter as being more scientifically valid than the prescriptive utility of the former.

I AM SO I THINK? DISCIPLINARY BACKGROUNDS AND THE MEDIA VIOLENCE DEBATE

Van Looy, Jan
› Ghent University, Belgium;

The media violence debate has been running for decades with often diverging arguments from different participants. One reason that is sometimes put forward for the seeming 'unsettleability' of the debate is that the scientific premises of these arguments are different and that it is therefore difficult to find a common basis for discussion, let alone reach a common understanding. In relation to this, it is sometimes said that different disciplines approach the potential effects of violent media content from different angles whereby psychologists are claimed to see media too much as a health problem whereas media researchers are claimed to uncritically defend their study object in the name of free speech. In this paper, we wish to test these claims of whether different backgrounds are associated with different attitudes. Based on a large-scale survey among more than five hundred game researchers from over thirty countries we test to what extent disciplinary background and current field determine views on digital gaming and its potential negative effects.

HOW AMERICANS AND THE BRITISH SEE ELECTRONIC GAMES, THEIR EFFECTS, AND PLACE IN POLICY AND SOCIETY

Przybylski, Andrew
› University of Oxford, United Kingdom

At present, electronic games are at the nexus of popular, legislative, and scientific debates. Media reports often link games to real life tragedies such as school shootings and academic views on the positive and negative effects of play vary widely. Little is known about how the public at large sees the places of games in society and views their effects on regular players and the young. Three studies focused on nationally representative samples (total n > 5,000) collected in the United States and United Kingdom and examined demographic and experiential factors relating to positive and negative beliefs about games and views regarding gaming-related legislative initiatives. Findings indicated that the views held by the general public regarding games are not uniform, some demographic cohorts have pronounced negative views of games whereas others see games in a largely positive light. In addition to this, results showed some groups also see the positives and negatives of gaming in a more nuanced way. The views of parents who do and do not play games with their children were considered as was individual differences in concrete experiences with violent and non-violent games. Results will be discussed in terms of current research aimed at examining potential downsides of gaming and initiatives examining positive applications of gaming contexts

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 18. (TWG) - JOURNALISM AND COMMUNICATION EDUCATION: EMPOWERING JOURNALISM & PR EDUCATION: STRATEGIES FOR A CHANGING MEDIA ENVIRONMENT

› Room 1.08, First Floor

TEACHING BIG. EDUCATIONAL STRATEGIES IN THE FIELD OF DATA JOURNALISM - A COMPARATIVE STUDY IN SIX EUROPEAN COUNTRIES

Splendore, Sergio Di
› Dipartimento di Scienze Sociali e Politiche, Italy

"Big data" has recently become a key concept within journalism studies and raises a lot of attention among researchers. However, also in journalism practice "big data" increasingly turns out to be the "raw material" (Bell 2012) of reporting. Unlike a couple of years ago, when data journalism was a small niche for highly specialized journalists, today this activity is practised in several newsrooms although it is still an emerging trend given that the role requires multiple competences which transcend the skills of investigative journalism: these skills range from statistical knowledge, being able to simplify huge amounts of data and transform them into stories to specific abilities of visual storytelling and graphic design (cfr. Weber and Rall 2012). Another indicator of the increasing relevance of "big data" in journalism can be related to recurrently emerging courses, modules and masters on the subject across universities. It is thus no surprise that Philip Meyer et al. (2003) argued that computer assisted reporting has "come to apply to such a wide variety of skills, from database searching to statistical analysis, that it needs its elements specified and standards set." (p. 300) The authors basically claimed clearer standards and requirements for (data) journalism education - also because statistical and mathematical skills have remained underdeveloped among

journalists for a long time (Maier and Curtin 2004). This raises the question about which skills are taught nowadays and how journalism educators are integrating them into journalism courses and modules, since "teaching data analysis skills has been termed 'daunting,' and data analysis course adoptions were largely hindered by a lack of qualified faculty" (Yarnall et al. 2008). The paper sheds light on educational programs in higher education with regard to (big) data journalism from a multi national perspective. By carrying out a comparative analysis in six European countries - Germany, Switzerland, the Netherlands, Italy, Poland, and the UK - it covers countries from the different models of media systems envisaged by Hallin and Mancini (2004). The article first shows the differences among the way data journalism is taught in the selected countries and whether they can be ascribed to dissimilar journalistic cultures. Grey et. al (2012) have shown that various data journalism courses have already been implemented across different countries, even if Europe is lagging behind the US in terms of educational opportunities. Besides, one has to take into account that big data analyses as well as computer assisted reporting are not discussed in courses of data journalism only, but they are often included in courses of online/digital or entrepreneurial journalism. In order to get a complete overview a desk research has been carried out in each country to monitor the overall educational offers which deal with data journalism. Second, the paper examines the concrete structure of the educational offer with special regard to ethical norms and practices in terms of accountability and transparency. When it comes to the education of data journalism, four central issues arise on different levels: 1) Practical level: it represents a new form of newsmaking and requires alternative production routines; 2) professional level: it requires highly specialized skills and expertise seldom taught in traditional journalism education; 3) ethical level: data journalism implies crucial decisions on the use of sensitive data, thus its standards may differ from traditional journalism ethics and thus assumptions may have to be rethought; and 4) accountability and transparency practices: it claims how to be transparent in the use of a such huge amount of data. Taken together, data journalism seems to call for a new kind of journalist, a renewal of journalism practices, but also of its professionalization - and it creates new challenges in terms of (digital) media ethics, accountability and transparency (cfr. Fairfield and Shtein 2014). The second part of the paper presents results from in depth interviews with journalism educators in the field of data journalism in each country. On the basis of these qualitative interviews, the authors investigated how data journalism is taught across different journalistic cultures, how the courses are concretely structured, which skills are trained, which topics are presented and whether case studies from different countries are discussed. The study yields new insights into the state of the art of journalism education in different journalistic cultures. The findings provide evidence of the need for more interdisciplinary and intercultural teaching in the specific field of big data and data journalism education, their structures, the new professional roles, the required skills as well as the ethical challenges. The paper concludes with a discussion of best practice models in this area of journalism education.

LEARNING OUTCOME ON PRESS FREEDOM THROUGH A PRACTICAL PEDAGOGICAL TOOL: THE 'RIG'

Frey, Elsebeth

› Oslo and Akershus University College of Applied Sciences,, Norway

In studying a profession such as journalism, it is important for the students to work with tasks and assignments close to practice. These assignments should stimulate the students to act, to reason and reflect (Bjørke 2006:35). We have created a pedagogical tool, named the rig, by which our students would grasp the meaning and the significance of press freedom, while at the same time achieve journalistic skills. Secondly, we wanted to use the possibilities that the web gives, both in crossing boundaries and its capacity as a platform of containing all other forms of digitized media (Erdal 2008:175) Press freedom is seen as essential for a functional democratic society (Raaum 1999). Norway scores high on indexes of press freedom compared to most countries in the world (RSF 2013) Hence, the freedom of the press may be seen as taken for granted by students of journalism as a doxic value (Benson & Neveu 2005). At the same time, in the journalistic training institutions the importance of this concept is stressed in the curriculums. The rig on press freedom is a multimedia three week workshop. Here, the students produce and publish online journalism about the current situation of press freedom in different countries around the world. Working in groups, and having a mutual goal are crucial factors in the process of learning (Lycke 2006:141-142). So is the fact that the teachers are working in the group as much as with the group, more guiding than informing and being agents ". for transforming knowledge, helping the students to interpret and to construct their own knowledge" (Biggs 1999:99). As some people learn best from reading, others are more auditory, some may be tactile and again others learn best while acting, the rig offers a wide range of learning styles in the students' active learning process. In addition to the journalistic practical work, the students get lectures throughout the semester, write a research assignment, a theoretical assignment and a reflection statement. This paper will discuss the learning outcome of the rig. We will analyze the students' reflection statements to find if they reflect differently on the concept of press freedom after participating in the rig. One result from these statements is the similarities on the concept of press freedom among the students and their sources in 2013, but there were many differences in practical journalistic work. The research design and methodology for this paper will also contain qualitative interviews with students in focus groups. Such within groups suit the purpose of our research project because it may uncover theoretical explanations of shared opinions among a population of interest; journalist students (Fern 2001). In addition, we will look into a theoretical assignment the students did before the rig. Furthermore, we will analyze the students' answers about press freedom in a quantitative survey.

INNOVATION BY EDUCATING JOURNALISM ENTREPRENEURS

Simons, Michel

› Fontys Hogeschool Journalistiek Tilburg, Netherlands

The norms of modern journalism were thoroughly shaped by the development of university-based journalism programs in the United States in the late 19th century1. By contrast, the schooling of journalists in European countries like Britain, Norway and Denmark remained closely tied to the industry. In the 1980s, however, the US model - professionalization through higher education - began to diffuse2. Over the past two decades, European journalism education intensified its migration from trade schools to universities, shifting the disciplinary approach from craftsmanship to scholarship. This change continues to challenge students expected to combine academic and journalistic impulses that are often at odds. Indeed, the marriage between journalism and academia is laden with tension3. Nevertheless, European journalism education may look yet again across the Atlantic in order to mend this conflict. Today, inherent overlaps between journalism some academic disciplines, notably ethnography, are utilized in American programs producing reflexive, responsible journalists4. As the first director of Columbia's Journalism School, Talcott Williams, long since acknowledged, "Mere knowledge, like mere writing, is an equipment of as little value to a journalist as one-- half of a pair of scissors is to the tailor who is trying to cut out a suit."5 Combining reporting techniques with scholarly research methods, conversely, holds the promise of "academifying" journalism in new and productive ways. Furthermore, the so-- called "featurization" of general news in Europe as well as the US has seemingly propelled a wave of narrative journalism dedicated to immersion in the everyday life of local communities; a journalism that seeks to produce knowledge of the complexity of contemporary life6. Accordingly, the (sense)abilities of ethnography, specifically, may become an essential journalistic skill. Based on participant-- observation in the course "Ethnography for Journalists" at New York University and qualitative interviews with American journalists employing ethnographic methods in their work, this paper offers an empirical study of groundbreaking approaches in journalism education programs, while revealing the multiplicity of contemporary journalism that is often overlooked in journalism research7,8. By investigating how epistemic clashes between journalists and academics are navigated and negotiated, it is the author's hope that this study can help to innovate journalism education more extensively.

STUDENT PORTFOLIOS AS INDICATORS OF PROFESSIONAL DEONTOLOGY: AXIOLOGICAL STUDY OF THE AUDIOVISUAL PORTFOLIO WORK OF ADVERTISING AND PUBLIC RELATIONS STUDENTS AT POMPEU FABRA UNIVERSITY

Obradors Barba , Matilde; Altamirano, Ana Fernández Aballí
› Pompeu Fabra University, Spain;

The literature on the topic of ethics and deontology in Higher Education Communication Studies (HECS) points towards a need for a transversal consideration of the values underlying all spheres of the educational model implemented by Spanish universities (Martínez Martín et al., 2002). According to the studies on ethics in HECS in Spain, teachers agree on the importance of ethics for the professional practice but do not agree on which values are priority (García López et al., 2009). In contrast, students are aware of the importance of social values related to the profession (Fondevila & Lluís del Olmo, 2013; Peinado Miguel et al., 2012) but seem to give more importance to the individual values they believe attainable through communication studies - effort and self-realization for example - rather than to the social values they can promote through the ethical practice of the profession (Peinado Miguel et al., 2012). Specifically in Advertising and Public Relations Higher Education Studies (APR HES) within the European Higher Education Area (EHEA) deontology has become a mandatory subject. The subject has an important effect on the attitude of students which becomes more socially aware, however how this change in attitude influences the professional behavior of students is still to be determined (Martín Llaguno & Hernández Ruiz, 2008 & 2010). Studies in this area have mostly focused on survey and questionnaire methodology, which provide a starting point about the topic, but more in depth studies are required to determine how APR HES can influence the ethical practice of the future professionals. The European 2020 Strategy in HE establishes an intentionality to introduce competencies and values to critically address gender inequality, intercultural diversity, participation and democratic structures, solidarity, globalization, a responsible use of ICT's and environmental sustainability among students. Additionally, these values must be accompanied by a clear sense of competitiveness, creativity, and innovation in problem solving. Communication professionals establish the desired societal values. Failing in adequately introducing these values and skills in the professional practice of students will result in the perpetuation of public imaginaries and consumption structures that will promote socially prejudicial conducts - e.g. intolerance towards diversity and desensitization towards violence. Students' behaviors are being shaped by the actual economic crisis and the profit making only orientation of many businesses where they must complete their mandatory internships or accept their first jobs. For this reason it is particularly important that ethics are taken into account in a transversal manner in their education. In order to study not only the students attitudes towards social well being, but also how they are addressing the aforementioned values in their training it is relevant to study the outcomes of their undergraduate work. This research focuses on an axiological analysis of student portfolio audiovisual production during their third and fourth year of APR HES at Pompeu Fabra University, complemented with teacher and student in depth interviews. This approach allows for a holistic understanding of where the ethical dimension lies within Advertising and Public Relation Higher Education Studies, to further advance in the field of ethics within the profession.

ETHNOGRAPHIC JOURNALISM: MENDING THE GAP BETWEEN THE ACADEMY AND JOURNALISM TRAINING?

Hermann, Anne Kirstine
› University of Southern Denmark, Denmark

The norms of modern journalism were thoroughly shaped by the development of university-based journalism programs in the United States in the late 19th century (Schudson 2001). By contrast, the schooling of journalists in European countries like Britain, Norway and Denmark remained closely tied to the industry. In the 1980s, however, the US model - professionalization through higher education - began to diffuse (Bromley 2009). Over the past two decades, European journalism education intensified its migration from trade schools to universities, shifting the disciplinary approach from craftsmanship to scholarship. This change continues to challenge students expected to combine academic and journalistic impulses that are often at odds. Indeed, the marriage between journalism and academia is laden with tension (Deuze 2005). Nevertheless, European journalism education may look yet again across the Atlantic in order to mend this conflict. Today, inherent overlaps between journalism some academic disciplines, notably ethnography, are utilized in American programs producing reflexive, responsible journalists (Cramer/McDevitt 2003). As the first director of Columbia's Journalism School, Talcott Williams, long since acknowledged, "Mere knowledge, like mere writing, is an equipment of as little value to a journalist as one-half of a pair of scissors is to the tailor who is trying to cut out a suit." (Cunningham 2002) Combining reporting techniques with scholarly research methods, conversely, holds the promise of "academifying" journalism in new and productive ways. Furthermore, the so-called "featurization" of general news in Europe as well as the US has seemingly propelled a wave of narrative journalism dedicated to immersion in the everyday life of local communities; a journalism that seeks to produce knowledge of the complexity of contemporary life (Steensen 2011). Accordingly, the sensibilities of ethnography, specifically, may become an essential journalistic skill. Based on participant-observation in the course "Ethnography for Journalists" at New York University and qualitative interviews with American journalists employing ethnographic methods in their work, this paper offers an empirical study of groundbreaking approaches in journalism education programs, while revealing the multiplicity of contemporary journalism that is often overlooked in journalism research (Zelizer 2004, Steensen 2011). By investigating how epistemic clashes between journalists and academics are navigated and negotiated, it is the author's hope that this study can help to innovate journalism education more extensively.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 18. (TWG) - MEDIA & THE CITY: MEDIA, BODIES AND URBAN SPACE

› Room 1.08, First Floor

BEYOND TIME AND SPACE: A DIGITAL MODEL TO PRESERVE, EXPLORE AND OPTIMIZE THE ADVERTISING IMAGE IN THE CONTEMPORARY CITY

Mesquita, Francisco; Faria, Luís; Zilles Borba, Eduardo
› Universidade Fernando Pessoa, Portugal

This article aims to discuss the consequences of simulating the individual's experience with out-of-home advertising through a computer screen. It means, it is an essay focused on the debate and reflection about applying digital narratives as resource to preserve, to explore and, even, to optimize our relationship with this kind of media (so related to the city space). There is no intention to replace any real world action, but yes to preserve it (memorizing the past), to understand it (studying the present) and to optimize it (testing the future) by the digital ways. In resume, the work launches a tecnoliberal thought, because it looks to new technologies as a potential instrument to improve our relationship with the city space. The debate goes beyond theoretical references (Baudrillard, 1994, Negroponte, 1995; Kerckhove, 1995; Castells, 1999; Lévy, 1999; Virilio, 2000, Manovich, 2001; Jenkins, 2003; Mesquita, 2006; Viana, 2009; Martins, 2010; Zagalo, 2010; Pires, 2010; Zilles Borba, 2013) when makes use of a specific digital prototype, developed by the authors as part of a doctoral degree program about the virtual reality transposition of the physical communication experience among observer, advertising and urban space. On this way, as basis for extracting qualitative data, this digital model is empirically investigated. As a walker who observes billboard images in the streets, the authors carried on an exploratory observation, which was fundamental to get the receptor feelings in the synthetic scenario and, in consequence, to reflect about the paradigm of time, space and materiality in technological simulations. We do underline those three

example: a) preserving ephemeral images which do reflect cultures, costumes and technologies of the people in some time of History (with binary technics); b) exploring the advertising in a digital model who allows to visualize the city space through the avatar's eyes (with visual, graphics and immersive technics); and c) optimizing the communication experience by testing and researching variables in the virtual world before applying it in the physical one (design and programming technics).

A SENSE OF PLACE IN A MEDIATED CITY: EMBODIMENT, EXPERIENCE, AND STRUECGGLE

Krajina, Zlatan
› University of Zagreb, Croatia

This paper explores habitual and embodied inhabitancy of mediated cities. Mobilising the arguments from phenomenological geography that daily routines are stored in the 'sensuous body' and are articulated spatially, for an exploration of how people respond to various screens in public spaces, I question the common assumption that the proliferation of urban image cultures necessarily generates a 'placeless' world. Though not effortlessly, people repurpose globally recognisable screens for locally relevant roles so as to achieve a sense of place. My ethnographies of daily, transient encounters with screens in a street, a square, underground transport and a promenade, in London (UK) and Zadar (Croatia), suggest that people develop a range of bodily skills (turning behind whilst walking straight, 'tunnelling vision' or 'picturing environment', changing the styles of looking from ignoring the known to gazing at novel screens, 'dozing' interaction whilst wrestling with sensory overload, 'scanning' poster-spaces for potentially useful information) in generating quotidian knowledge of screens as predictably changing surfaces that occupy everyday spaces. These manoeuvres allow people to turn screens into resources of dealing with situations in which they encounter screens, without having the power to operate a control switch (as familiar from personal screen cultures). An advertisement for a faraway tourist resort becomes a point of imaginary escape from a busy or intimidating site, while a luminous news announcement becomes a flattering symbol of techno-progress in a 'neglected' neighbourhood. On repeated encounters, visual screens, in fact, become largely invisible sources of familiarity and safety. However, this is only a temporary achievement: as the known screens keep changing regardless of pedestrians' attention, and new ones appear in unexpected places, people are required to keep glancing around, whilst managing their walking, and to continue negotiating (achieving and preserving) a sense of place in a mediated city.

DECADENT BODIES IN DECADENT CITIES

Vanda Rosa
›

The nineteenth century brought many new things to the world: the industrial revolution changed the way people worked and the way people lived: a population that was mainly rural went to the big industrial cities, looking for a better life, but discovered terrible working conditions and slums to live in. On the other hand, the new technologies provided the press with better printers, which allowed the prices of the newspapers and magazines to decrease. The public to these mass media became wider in number due to its accessibility. As a consequence, the reporters, a new professional class, started to investigate precisely these centres of misery. Jaime Batalha Reis was a Portuguese consul in Newcastle and London and wrote chronicles about the character of the English, its politics, its literature and its cities, mainly London. The death of prostitutes at the hand of Jack The Ripper or the miserable children in the streets of this metropolis who commit murder are images shown in this literary journalist's writings. Fialho the Almeida, on the other hand, hardly left Portugal, but dedicated himself to depicting the capital of Portugal, Lisbon, with decadent neighbourhoods and taverns crowded with prostitutes and drunkards. The capital cities of these two nations express the same evils in the end of the century that changed the world.

URBAN POWERBEATS RHYTHMS OF PUBLIC APPEARANCE AND AUDIENCING IN THE TECHNOLOGY-MEDIATED CITY

Ridell, Seija; Kolamo, Sami
› University of Tampere, Finland

Rhythm, if understood in the spirit of Henri Lefebvre's tiny but thought-provoking book (Lefebvre 1992/2004) provides a sensitive and fertile point of departure for capturing the lived stability and elusiveness of power in contemporary cities. As Tim Edensor (2010, 2) suggests, Lefevbrean rhythmanalysis helps us to "identify how power is instantiated in unreflexive, normative practices but also side-stepped, resisted and supplemented by other dimensions of everyday experience". Instead of a ready tool for empirical study, rhythmanalysis offers methodological inspiration and orientation for tacking the multiple, synchronous and asynchronous pulses of power throbbing through urban space, all the way from regular supply of electricity, water, gas and telecommunications to flows of traffic, goods, people and capital (see Edensor 2010, 3). All these rhythms are structured by and maintained in the repetition of non-human and human movements and activities, yet their stability is tinged with an ever-present possibility of disruption, even destruction. The rhythmanalytic take on the mundane character of power in the urban context bears a resemblance to Paul Harrison's (2000, 498) discussion of "the production of the consistency of embodiment and the sensible through practice of habits and inhabitation" [italics removed]. For Harrison (ibid., 503), the consistency of embodiment through habituation involves the solidifying of the continual motion of the body and bodies. In this process, routines are actualised as "bodily dispositions" (503), "series of gestures" (508) and "serialisation of habits" (510), all of which "solidify embodiment and thus the flux of everyday life" (509). Tuning in with rhythmanalysis, it is possible to contend that habits form the basic rhythm of urban movements, because they "provide recognisable, regular points; determinations and trajectories: territorialisations" - in a word "invariance" (Harrison, ibid., 510; on invariance cf. Gibson 1979). According to Harrison (2000, 505), what we have at stake in the embodied habituation is an ontological issue, since "without habit the organism does not exist, without the repetition given in the contraction of habits there is no articulation; no organisation and no subjectification". Indeed, it is precisely the habituation of our everyday movements and gestures into taken for granted routines that enable us to act (ibid., 505). Yet at the same time, we must bear in mind the fragility of routines: the suddenness and swiftness with which they can - and often do - break down. In other words, there is always an interruption, distraction or interval at the heart of repetition. Today, the exploration of the daily rhythms of the city requires that we take into account their ever more thorough technology-mediation. Not only are urban dwelling and mobilities increasingly sustained by digital networked technologies, so are the practices of urban public life. Along with the proliferation of networked and location-aware portables and the digitally augmented presence of (mass) mediated (re)presentations, interacting, being seen and audiencing in public (cf. Arendt 1958, 1971/1978) have become multispatial in nature. This, in turn, has multiplied and complexified the situations in which people engage in these activities. From a media studies perspective, then, it is the rhythms of these socio-spatial entwinements - mediated urban powerbeats - that call for careful exploration and analysis. In our view, the ways in which various technologies become incorporated into embodied habituations, such as the accommodation of smart mobiles into routines of urbanites, should be taken also more generally as a starting-point in investigating contemporary urban life in terms of power. Relatedly, the precariousness of repetitive stability concerns even more acutely practices that depend on or are built around the use of highly advanced technologies. It is in the mutuality of repetitive actions and their interruptions that we begin to distinguish the dynamics of power that appears so acutely in contemporary cities. Nigel Thrift (2004a, 175-177) encapsulates the problematic aptly by pointing to culturally inculcated corporeal automations as constituents of "powerful infrastructural logic which allows the world to show up as confident" and provides "the stable ground for practices." This logic is performative in that confident order is achieved and expressed through bodily repetitions. The style of repetitions pertains at any point in history while also depending on prereflexive modes of intensity. The latter introduce an element of wildness in the performing of infrastructures. (Ibid., 176-177; see also Thrift 2004b) According to Thrift (2004a, 177), we are currently experiencing a

shift in these basic conditions of life and, he claims, a new kind of "technological unconscious with its own forms of compulsion and fascination" is in the making. In the present-day urban context, the fruitfulness of such notions as "performative infrastructure", "technological unconscious" or "automatic production of space" - and the whole field of non-representational theorising that these notions exemplify (see Thrift 2007; Anderson 2009; Cadman 2009; Thrift & French 2002) - lies in their sensitising us to recognise and direct critical attention to people's active, though rarely self-reflexive, involvement in the mediated rhythms of city life. Concisely, these concepts give us insight on the way people through their self-evidently technology-supported urban routines embody performative infrastructures. In our presentation, we will discuss the rhythms of contemporary cities by focusing on public appearing and audiencing as inextricably (inter)connected bodily activities (Arendt 1971/1978). We will proceed from the observation that the twin trends of deepening technological mediation and commercialisation of urban space have diversified and strengthened the theatricality of these activities in novel ways. For example, both activities have assumed spectacular features at the same time that certain forms of urban audiencing in particular have turned extravagantly expressive and it is often hard to tell them apart from acts of (self-) presentation (see Owen & Imre 2013; Kolamo & Vuolteenaho 2013). What should be kept in mind, though, is that these forms, too, are based on bodily repetitions, and that showy performances rehearse specific taken-for-granted codes of conduct and situational rules (see Ridell 2014). Our aim in the presentation is to reflect - in a rhythmanalytically-inspired mood - how activities of public appearing and audiencing and, above all, their repetitive and disruptive features relate and contribute to the performing of infrastructures in the digitally sustained cities. Moreover, by addressing the reverberations of mediated urban powerbeats in the bodies and bodily routines of urbanites, we seek to readdress the question of coercion, complicity and resistance in today's spatially, temporally and socially multilayered urban environment. Finally, with the help of concrete examples that include both ordinary and spectacular moments of urban public life, we will attempt to sketch how the embodied instantiations of power could and should be studied empirically.

AREA TURNS GREEN: EXPLORATION OF THE CHALLENGES IN COUNTERACTING THE COMMODIFICATION OF RISK THROUGH THE CONCEPT OF THE VIRTUAL AS AN EXPERIENCE OF MULTIPLICITY IN THE SENSORY-INSCRIBED BODY

Sandstig, Gabriella
› University of Gothenburg, Sweden

From a social-theories-of-risk point of view (Renn, 1992) the notion of perceptions of risk, can be related to actual degrees of control over probabilities and consequences of a risk. But not necessarily, since also perceived means to control the probability and perceived consequences of a risk has shown to be as important for the perceptions and sensations/experiences of threats and risk as well as to limitations of the degree of freedom of movement in urban spaces (Sandstig, 2010; 2013; 2014). In this sensation/experience of fear or insecurity in urban spaces also the visual properties of for instance seeing others becoming a victim of violence has the same effect as becoming a victim of violence oneself (ibid). One way of understanding the importance of perceptions for the freedom of movement in urban cities and the importance of mobile media is through the concept of embodied space (Lefebvre, 1991) where the virtual always implies a counterpart indelibly linked to the actual (coupling of the virtual with the actual) since the virtual already is an integral part of the ways we through our everyday lives have always experiences the actual (Deleuze, 1994). The theory of the sensory-inscribed body by Farman (2012) is used to bridge the (phenomenological notion of the) body as sensory and the (notion within post-structuralism of the) body as a sign system. When it comes to mobile media space the virtual here becomes the experience of layering and the constant interplay that bonds the virtual and the actual together in the virtual being an experience of multiplicity (ibid). To define how space is produced in our mobile era the exploration takes off in the challenges counteracting the commodification of risk (Krahmann, 2008; 2010). In this paper counteracting is rooted in the idea of not just leaving the market forces to expand user-generated mobile interface mapping (as means of representing and practicing space) unsafe places that draws on how we embody and practice space, but also through action research contribute to the development of structures that enables the mapping of also safe places (with a green dot on a Googel Map accompanied with three photographs and a description) as well as building applications for conduction safety walks. It is an exploration of the challenges with action research in the collaborative work (in the aspiration of promoting collective goods) between the University of Gothenburg, Sweden's largest housing company entirely owned by the municipality and the Foundation Safer Sweden.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 18. (TWG) - MEDIA AND RELIGION: MEDIA, RELIGION AND POLITICS

› Room 1.08, First Floor

MEDIA, RELIGION AND PUBLIC SPHERE

Coman, Mihai
› University of Bucharest, Romania

Remodelling his vision regarding the public sphere, and attempting to re-accommodate the relationship between the public sphere and religion, Habermas operates a subtle slide by moving the issue from a relationship between systems and ideologies level to a relationship between individuals and discourse types level. Thus, Habermas argues that the integration of religion into the public sphere can be made through: a) participants' disposition to tolerate dogmas-based rationalities and through b) the effort of translation "from the vocabulary of a particular religious community into a generally accessible language". (Habermas, 2006, p. 1). But is it possible to integrate religion into the public sphere in another way than just as a disocurse form used by a group of individuals, placed as tolerant, somehow at the periphery of the public sphere? At the systemic level, the modern public sphere is a mediatic one. Similarly, religion which in Meyer's (2009, p.11) view "is a practice of mediation," vision permitting him to propose an interpreting paradigm based on the "religion as media" formula. If we accept the fact that the mediated public sphere is constructed (also) by means of symbolic discourse and that between these, religion is one of the systems richest in symbolic resources, then its integration in the modern public sphere seems an obvious step. Numerous recent studies analyzed the formation and functioning of the public sphere under a speciae religiosus and with the support of various media (Meyer, Moors, 2006, Salvatore, 2007). Furthermore, in certain situations, the initial paradigm can be inversed and we can then talk about media as "religion." It is the moments of high political and social intensity, in which journalists are in the situation of exerting a "ritual mastery" over the process of defining the events; the research of history shows that, regardless of the theological, anthropological, historical or psycho-sociological perspective, placing an event, through hagiographic narratives, on the limit between the contingent and transcendental world leads to a transposal of the events in another system of significances. The (journalistic) story becomes (as) sacred, like a revelation, placing its heroes on a narrative and symbolic plane where we can find the great figures of the respective religions. In this manner, journalists impose a religious perspective over certain events and generate a public sphere that at least in its emergent stages is constructed with the vocabulary and logics specific to the religious thinking.

THE PRESENCE OF RELIGION IN TV SERIES AND MINISERIES: THE ITALIAN EXPERIENCE

Fumagalli, Armando
› Catholic University of Milan, Italy

The presence of religious themes in cinema and TV fiction (TV movies, miniseries and series) has been an issue that has given occasion to cultural debates. While Hollywood is often accused (especially for TV series) to be explicitly anti-religious and to have cancelled this dimension from the representation that it gives of American society and values, the panorama in Europe is quite different, from country to country. The paper will deal with the specific case of Italian television, where, starting from the '90s, a good number of TV miniseries with an explicit religious dimensions have been regularly broadcasted, and in 90% of their cases, they have proved to be among the top viewed programs of the year, reaching a very high rating (frequently around 30% of share, with a rating of around 15 points or more, up to 25 at the beginning of the century). Nowadays the longest and most successful TV series in Italy is Don Matteo, a very free and "Italianized" adaptation of Chesterton's Father Brown, that after 14 years on the screens, still reaches more than 8 million viewers every night, proving to be the top rating series of the year. These cases have opened a debate about how much this success depends on the religious content of these programs and how much depends on other aspects (narrative quality, production value, actors' charisma, etc.) of these programs. My paper wants to suggest some answers to these questions. I will deal with this topic not only from a scholar's point of view. As I have been a script consultant and production consultant of a good number of these products, I will also deal with some key decisions that authors and producers make to maximize the possibility of reaching a wide audience, choices that are always subjects to scrutiny and debate, both from a cultural and religious point of view, and from a narrative one.

THE DIVERSITY OF THE POWER OF COMMUNICATION. THE DISTINCTION BETWEEN SECULAR AND CATHOLIC MEDIA IN POLAND

Guzek, Damian
› University of Silesia in Katowice, Poland;

After Malta and Vatican State, Poland has become the third European Country in which the Catholic Media have a relatively strong position in the media system. The third nationwide commercial radio is a conservative Radio Maryja, the highest circulation in the segment of weeklies has Catholic magazine Gość Niedzielny, in some parts of the country the only radio broadcast goes from regional and local Catholic media (ex. Katolickie Radio Podlasie). The fact of vast presence of Catholic media in a landscape of Polish media system shows the diversity of the scientific concept called by Manuel Castells 'the power of communication'. It means that the power of the media corporations do not cover all of the principle structures of Polish media system. In fact, the second holder of this power is a Roman Catholic Church and its highly developed media factories. The aim of the paper is to compare two holders of the power of communication in Polish media system: the group of international media corporations, mainly of German provenience, such as Burda, Passauer, Ringier Axcel Springier and the group of national Catholic broadcasters and publishers that belong to dioceses and religious orders. The research based on a system analysis and focused on the structures of capital of those two media owners' group tries to identify the common characteristics and the differences of those holders of the power of communication. The results of the study expose the nature of Polish media system and can be a good starting point for the future studies on media ownership in such a homogenous religious society like Poland.

TAHRIR SQUARE 2011: A TRANSFORMATIVE MEDIA EVENT AND LOCATION OF POLITICAL CONQUEST

Korpiola, Lilly
› University of Helsinki, Finland

In Egypt and the wider Arab world, the recent protests and subsequent changes in the government have generally been referred to as the 25 January Revolution, the Freedom Revolution, or the Rage Revolution, and less frequently as the Revolution of the Youth, the Lotus Revolution, or the White Revolution. In the western media, the event has been prominently called the Facebook or Social Media Revolution (cf. Alexander 2012). In this paper, we will offer a close analysis of the communicative and performative dynamics of the events in Tahrir Square during the 18 days of upheaval. We approach Tahrir as a transformative media event, a carrier of political change. In our theoretical framework, we revisit Dayan and Katz's (1992) seminal work on media events, in particular the idea of the transformative media event and conquest as a narrative story form, or script, of transformative media events. Such a narrative of conquest, i.e. of people overcoming the ruler, was created, maintained and shaped during these 18 days of upheaval through the complex interplay between physical, virtual, symbolic and ritual participation in the media event. Its success resulted in political change, particularly the withdrawal of President Mubarak from power. It also developed symbolic value beyond the borders of Egypt as a transnational media event in the Arab world (cf. Alexander 2012). In an empirical analysis of different media materials, we identify certain key elements that contributed to the narration of Tahrir as a conquest. These include: (1) location, (2) actors and (3) practices of the political performance. The empirical material for this study was gathered as part of a larger study on the 18 days of upheaval in Egypt. Intensive virtual fieldwork and observation was conducted by following several media outlets and platforms. This paper is divided into three parts. We begin by theorizing the media event as a concept and tool for the analysis of the social construction of events. We then turn to our empirical analysis and examine the events in Tahrir Square in terms of the physical, virtual and symbolic public performances carried out in and via Tahrir Square – the spatial location of the Egyptian conquest. Finally, we summarize our findings and discuss the value of media event theory in the analysis and understanding of this transformative media event and the consequent political change.

CIRCULATING NEW MORALITIES: POLITICAL IMPLICATIONS OF CHURCH BRANDING IN THE NORDIC CONTEXT

Valaskivi, Katja
› University of Tampere, Finland

The circulation of media images, meanings, representations and texts has "slipped from the leash of the political economic structure and threatens to multiply, mutate, and transform itself in an inhuman speed." (Peterson 2003, 251). In a similar tone Castells (2000: 24) argues that, in the network society, 'political institutions are not the site of power any longer. The real power is the power of instrumental flows, and cultural codes, embedded in networks.' The multiplicity of circulating messages and decline of institutional authorities to control the flow of information, have created an ever growing need to influence the circulation of attention and social imaginaries created within (cf. Taylor 2002, Valaskivi & Sumiala 2013). Institutions invest in mediatized strategies in gaining attention, but also affective attachments with participants. One of the most widespread means of promotional culture (cf. Wernick 1991, Aronczyk & Craig 2010) is branding, currently applied by all levels of society from individuals to schools, start-ups, multi-national corporations, nations – and churches. Branding is a comprehensive strategy, an attempt to create and control a platform through which communication and circulation towards a shared social imaginary can take place (Banet-Weiser 2013). This comprehensive platform can be seen in Altheide & Snow's (1988, 199) terms as a particular form, set of rules and "logic that transform and mold information (content) into the recognizable shape and form of the specific medium". For instance in branding the relationship between the institution and 'user' is a customer relationship, rather than a membership

or a congregation. The paper discusses the political implications of branding in the context of the Evangelical- Lutheran Church of Finland. The Church has been employing branding into different aspects of its' work throughout 2000s, but only recently branding has been established as an official strategy for developing the relationship of the Church with the media and the public. The paper argues that applying branding to all walks of life comes with a cost. This cost is particularly high with institutions such as the Church of Finland, since the value system of branding is discordant to the value system the church claims to be carrying.

15 NOVEMBER

10:30 - 12:00

PARELLEL SESSION 9 - 18. (TWG) - MEDIA INDUSTRIES AND CULTURAL PRODUCTION: PRODUCTION STUDIES MEETS AUDIENCE STUDIES: DIALOGUES ACROSS THEORY, RESEARCH AND PRACTICE

› Room 1.08, First Floor

CRIME FICTION SUPERFANS AND ONLINE MASHUP VIDEOS

Askanius, Tina

› Lund University, Sweden

This paper addresses the cultural practices of crime fiction superfans in online environments. Based on a study of the practices of superfans of three programmes, Broadchurch, The Bridge and Utopia, the study examines the playful and participatory modes of audience engagement with television drama formats. I take a particular interest in fan-made online mashups videos such as alternative trailers, spoof episodes, episode compilations or music videos, interviewing superfans and the popular cultural contexts in which they are created.

A MORAL ECONOMY APPROACH TO RECENT DEVELOPMENTS IN AUDIENCE RESEARCH

Hesmondhalgh, David

› University of Leeds, United Kingdom

Relations between culture, media and economy have been a major topic of interest in recent social theory and in media studies. The terms 'political economy' and 'cultural economy' have been used widely to advocate particular understandings of these relations. This paper claims that a fundamental question in understanding the culture-media-economy nexus is as follows: In what ways do different economic arrangements enhance and/or diminish the contribution of knowledge and aesthetic-artistic experience to modern societies? It applies this question to the issue of cultural markets, and advocates a "moral economy" approach to the problem. That term is explained, and its value in combating simplistic understandings of markets is outlined. The paper then explores how the concept of moral economy might direct attention towards important issues regarding the relations between culture, economy and values, here in the context of changes in contemporary television, most notably in ways of 'knowing the audience' developed in the internet and social media industries.

THE BRIDGE: PRODUCERS, AUDIENCES AND GLOBAL FORMATS

Hill, Annette

› Lund University, Sweden

Drama formats are doing well worldwide. For over a decade reality entertainment dominated the international format trade, but recent trends show formatted drama is riding high, with successful formats such as Broadchurch (Kudos, UK) offering creative dramatic content that can be adapted to different regions and cultures. The presentation draws on production and audience research on the international drama format The Bridge (Shine Group), a crime drama located in borderland territory, dealing with identity and relationship issues. The Bridge is a co-production between Danish and Swedish companies and creative talent, offering a case study of cross national production practices. It has been adapted in America and Mexico and the UK and France, offering a case study of format adaptation across international markets. The empirical research is based on production interviews with writers, producers, directors, editors, marketing and digital personnel, combined with observations, interviews, and social media analysis of audiences in UK/France and Sweden/Denmark. The aim is to critically examine the lived experiences of producers alongside the experiences of audiences and how they engage, interact and participate in The Bridge and its television and digital presence. This empirical research can offer rich insights in the local and international contexts to the production and audience experience of television, multi-method analysis, and ideas for understanding television and audiences in contemporary mediascapes.

MAKING LOCAL TELEVISION FOR A GLOBAL AUDIENCE

Roscoe, Jane

› London Film School, United Kingdom

Broadcasters face a new challenge - how to make content that connects with their local audiences, but offers opportunities in the global market. How has this challenge redefined the creative process? I want to discuss examples which illustrate the changes both in the creative relationship between producer and broadcaster, but also illustrate the impact wider changes in distribution and financing have had on this relationship. Go Back to Where You Came From is an SBS factual series that attained ratings and critical success in Australia and has been sold to a number of territories as a format with varying degrees of success, highlighting the difficulties in selling globally the' local'. Who Do You Think You Are? is a series originally bought by SBS and then turned into a highly successful local version. Who has traveled easily around the world and has been able to capture both local and global audiences. At the other end of this discussion lies an example like House of Cards, made by Netflix with only a global audience in mind, despite it being a remake of a British drama, and so specifically related to American politics. These examples have challenged broadcasters and producers to really think about who they are making content for, and how these new audiences can engage with their content.

DISTRIBUTION: THE SPACE IN BETWEEN PRODUCTION AND CONSUMPTION

Steemers, Jeanette

› University of Westminster, United Kingdom

The demise of television, and broadcasting in particular, has long been forecast and debated. Depending on who you read, linear television either faces imminent oblivion or a future that looks mildly promising. Instead of the top-down model practised by broadcasters in the past, there are now clearly opportunities for a multitude of organisations and individuals to post, distribute and react to content on many different platforms – and this of course includes the international distribution of television-type content. If it all goes to plan there will be a further shift from the idea of scheduled appointment–based viewing towards an audiovisual environment that is more on-demand and more engagement-based. But what does this mean for distribution, the space in between production and consumption? (Perren, 2013). What can't be denied is that while television, or perhaps more accurately audiovisual media, are unlikely to die any time soon, the way they are delivered is set to change quite radically. For the purpose of this piece, the focus is on the international trade in television programming, as distinct from film distribution or the practice of transporting content using physical infrastructure or individuals uploading content online. Using the UK trade in television products as a case study the paper considers transformations in the distribution of television product.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 18. (TWG) - MEDIATIZATION: MEDIATIZATION AND SOCIAL THEORY OF CHANGE

› Room 1.08, First Floor

A PATTERN IN SOCIAL THEORIES OF CHANGE WITHIN MEDIATIZATION RESEARCH

Lundby, Knut

› University of Oslo, Norway

Following my editorial work with the 600page Handbook on Mediatization of Communication to be published in 2014 as part of the Handbooks of Communication Science, I want to analyse the social theories of change that emerge among the 37 contributors. Starting from the definition applied in the call for this panel that "the concept of mediatization tries to capture long-term interrelation processes between media change on the one hand and social and cultural change on the other" (Hepp, Hjarvard and Lundby 2010: 233), I explore the range of social theories applied to capture such transformations. The handbook contributors cover quite a variation of social theories, all aimed to understand social changes that are taking place with mediatization. Key examples: Andreas Hepp and Uwe Hasebrink claim a phenomenological approach. At the same time they join Friedrich Krotz's symbolic interactionist perspective. Mirca Madianou has an ethnographic take, while Nick Couldry's and Shaun Rawolle & Bob Lingaard relate mediatization to Bourdieu's field theory. Kent Asp, as well as Jesper Strömbäck & Frank Esser are prominent writers from a political science and political communication perspective. A tension in mediatization research has been argued between an 'institiutionalist' and a 'social constructivist' approach to understand change in mediatization research (Couldry & Hepp 2013). Stig Hjarvard is a proponent for the former, Andreas Hepp for the latter. The institutionalist approach looks for the transformations of institutions in society, like politics and religion, scrutinizing when they adhere to the formats of media for their function and practices in society and culture. In this tradition, the media gain power and position, and themselves develop into semi-institutions. The social-constructivist approach observes social changes through the processes of social construction of reality in mediated communication. In this paper, I raise doubts whether this is a satisfactory distinction, capable to capture fully the social changes by mediatization in contemporary society. Emerging from the handbook chapters there seems to be a third pole, more explicitly explaining social change by the technological factor in mediatization, in particular through digitization. The paper will explicate the nuances in such a third type approach, which also has to be discussed in relation to 'medium theory'. This three-polar presentation will include a discussion of which driving forces or key mechanisms that operates to create social change in each of these main approaches in mediatization research.

MEDIATIZATION TIMES

Fornäs, Johan

› Södertörn University, Sweden

This paper addresses the concept of change in mediatisation theory, bringing in the dimension of temporality in two supplementary ways. Mediatisation denotes a set of social changes in the interface between communications media and other social and cultural spheres. It is thus a truly temporal phenomenon, but it remains unclear how it actually develops over time – and how it affects time. The paper first scrutinises alternative ways to understand the temporal coordinates of mediatisation processes, and to explore the affordances of different theorisations in this respect. What does it mean to describe mediatisation as a revolutionary time shift, break or leap? What are the implications of instead depicting it in terms of long-term evolutionary processes of restructuring transition? Can it be seen through the lens of paradigm shift (Kuhn), bricolage (Hebdige), remediation (Bolter & Grusin), event, reconfiguration or narrative (Ricoeur)? Comparisons are made with other concepts for various forms of social change, including modernisation, globalisation and individualisation. What can be learnt from how those meta-historical concepts have been discussed? In the post/late modernity debate for instance, some suggested modernisation to be a continuous development process while others instead looked for unique breaking points that divided pre, high, late and/or post-modern times. It is hardly possible to prove one temporal perspective to be 'correct', but rather to reflect on their different implications, as they have repercussions on how mediatisation is understood in terms also of its range, causes and effects. There is also another, reverse side of the interrelation between time and mediatisation: namely how mediatisation affects the time-dimension itself: how communications media restructure time consciousness, historical understanding, remembrance and forgetting. This section of the paper will refer to how Ricoeur (in Time and Narrative, 1982–1985 and Memory, History, Forgetting, 2000) analyses different technologies for culturalising or 'humanising' space and time, by linking cosmic-objective-universal with experiential-subjective-lived time through the use of calendars, generational successions, documents, archives and other intersubjective tools that mediate between the internal and the external. Media technologies are central to such practices, and mediatisation processes are therefore a testing ground for understanding the two-way traffic between media and time: the cultural mediation of time and the historical mediatisation of society and culture. The aim of this paper is thus to offer a complex, dynamic insight into the mutual determinations of time and mediatisation, and thus of how to understand the bilateral temporal coordinates of media-related social change. It will build upon discussions in the 'Mediatisation Times' network organised with funding from the National Bank of Sweden Tercentenary Foundation, and in my contributions to Mediatized Worlds (Hepp & Krotz, 2014) and Mediatization of Communication (Lundby, in press).

MEDIATIZED PLAY PRACTICE - CHANGING CHILDHOODS, CHANGING PLAY

LIV JOHANSEN, STINE

Aarhus University, Denmark

› Media form the basis of our interactions, and mediatization must be seen as a prerequisite for children's play today (Hepp [2011], Hjarvard [2013]). Through their networked media practices, children form and perform their identities, related to specific communities of practice or fan cultures as social practices of interpretive reproduction (Corsaro, [2005]). Children's everyday practices combine learning, playing, communicating, and identity-building, mutually intertwined and interdependent. In this particular study, I focus on the notion and concept of play, understood as a practice as well as a mediatized field in society and culture (Johansen [2014]). Previously, knowledge about play's rules, routines, and rhythm was transmitted from older to younger children (Johansen & Karoff [2014]). The conditions for such transmission have changed, since children's everyday life is now highly institutionalised and children today spend most of their time in adult-structured settings with other children who are the same age. In addition, play is commercialized in new and more subtle ways in which both mass media and Internet media play a huge role. Mediatized play offer different affordances than non-mediatized play, since media and technological play tools are often mobile and easily accessible and bring game play and inspiration with them. Play with media can be said to function as a continuous movement back and forth between media's narratives, genres, and expressions and the play practice itself with or without different forms of media, computer games, mobile phones, tablets, the Internet, or toys, etc. Media hold specific technological and semiotic affordances that can be seen as having a kind of 'molding force' (Hepp [2011]) on the practices with, through and in which different people perform (Couldry [2012]). Children's uses of technology and new media in their everyday life, therefore, should not be seen as a replacement for formerly known or traditional toys but, rather, as a supplement that expands and transforms play to new arenas and makes new forms of interaction possible. Theoretical implications will in this paper be discussed through empirical examples, based on recent ethnographic fieldwork in a range of settings.

A SOCIAL WORLD APPROACH FOR THE ANALYSIS OF MEDIATIZATION

Krotz, Friedrich

› University of Bremen, Germany

Mediatization here is understood as an ongoing process of cultural and social development in the context of media change. It is driven especially by the changing of old and the upcoming of new forms of interpersonal, interactive

and mass communication, by changing institutions, changing aesthetics and the production of communication content. Qualitative empirical research and also survey studies asking people why and how they use new media and media services show that they usually explore these media services and media in a selected area of their social lives, and later may transfer their experiences into other areas. Similar processes take place, if people come into contact with new media or changing media while working or in contact with further institutions. Following Symbolic Interactionism and especially Anselm Strauss and his colleagues, we can use the concept of Social Worlds to describe and to grasp these processes theoretically. A social world here consists of people, engaged in specific thematic activities, together with the communicational forms and communicative activities by which they participate in these activities: for example a fan community, a family, the academic researchers with a common topic, a group making a journey, the computer gamers are social worlds, which are constructed and negotiated by a group of people – Strauss calls such a social world also a negotiated order. In such a perspective society may be understood as a web of touching and interpenetrating, of developing, joining and separating social worlds and their subworlds, which frame the symbolic interactions and the internal and external negotiation processes of the people, by which Social Worlds are reconstructed and developed. In this sense, people are members of a lot of social worlds, and society as a whole is constructed by their interactions in the respective social worlds relevant for them. Such an open perspective seems to be especially helpful to describe Society by communication, and it then is not seen to be a state, but an ongoing complex process, which can be described by the developments of Social Worlds. Thus, the concept of Social Worlds may serve two purposes: to understand society as an ongoing, fluid process, as a web in movement. And to describe and grasp theoretically, how Mediatization goes on and how social worlds on the base of communicatin are becoming Mediatized Worlds. The presentation will explain these concepts in detail, based on examples and empirical work and will show why these concepts are helpful to reconstruct Mediatization as a long term process with consequences for everyday life, culture and society, using emxamples like the social world of a football fan, a computerplayer and the family.

CONCEPTUALISING MEDIATISATION AS SOCIAL CHANGE: A MECHANISM-BASED PERSPECTIVE

Driessens, Olivier

› London School of Economics, United Kingdom

Mediatisation studies is a rapidly growing research field, not only in terms of the number of conducted studies and publications, but also in terms of geographical and institutional reach. Increasing numbers of scholars from around the world who are active in different branches of media and communications and in other social sciences such as politics, sociology or the educational sciences now concentrate on the study of mediatisation. While these studies often use different underlying theories and focus on different levels of analysis, they share at least one basic assumption that also sets them apart from other branches within the social sciences that look at (social) change. That is that mediatisation studies clearly distances itself from simplistic cause-effect models to research. Mediatisation is generally understood as a complex long term process, also described as a co-articulation of media-communicative changes and social-cultural changes. Still, a group of scholars within mediatisation studies, sometimes labelled as the 'institutionalist perspective', describe mediatisation in quite cause-effect related terms. Simply put, they start from the idea that there is a 'media logic' that penetrates different social institutions, which causes change and results in mediatisation. Other scholars such as Couldry use a field theoretical perspective to analyse mediatisation, while still others describe mediatisation through a systems theoretical lens. While these perspectives are valuable as a conceptual framework, it is less clear whether or how they dramatically improve the empirical study of mediatisation. Another recent move within mediatisation studies has been pushed by Hepp and his colleagues who strongly invested in a more social constructivist approach that is grounded in Elias' figuration sociology. In this paper, I want to provide a critical discussion of a possible alternative social theory that can underpin mediatisation studies—both theoretically and, essentially, also empirically, namely what in analytical sociology is known as a mechanism-based perspective (e.g. Hedström). In contrast with the cause-effect models, this perspective concentrates on the causal mechanisms that explain social change. In other words, it looks primarily at how certain effects are produced, how social mechanisms generate and explain associations that can be observed between events. This approach has in common with the institutionalist perspective described above that it aims to develop middle-range theories, but starting from individuals, their properties, mutual relations and actions. However, taking individuals as a starting point does not reduce it to methodological individualism; instead, it starts from structural individualism, thus acknowledging the role of institutional forms and rules. In the conclusion, the potential advantages of adopting this mechanism-based perspective for mediatisation studies will be discussed and its possible added value for empirical research will be addressed.

ABSTRACTS SECTION 19
Networks & Special panels

13 NOVEMBER

11:15 - 12:45

PARALLEL SESSION 1 - 19. FLOW (NETWORKS AND SPECIAL PANELS) - CEE NETWORK: SHOCK OF DEMOCRACY - JOURNALISM IN POST-AUTHORITARIAN SOCIETIES

› Room 1.06, First Floor

MEDIA FREEDOM CONSOLIDATING AND DECONSOLIDATING: THE CASES OF LITHUANIA AND OF HUNGARY

Bajomi-Lazar, Peter

› Corvinus University of Budapest, Hungary

The 1990s and early 2000s saw democracy, including media freedom, consolidate in many of the former communist countries. As a sign of a relatively successful political transformation, most of the new democracies of Central and Eastern Europe were admitted to the European Union in May 2004. Since then, to the surprise of many, both qualitative and quantitative indicators of democracy, including those of media freedom, began to deteriorate in many of the former communist countries (Freedom House 1998–2013, Freedom House 1994–2013, Reporters Without Borders 2002–2013). What may explain this setback? This paper attempts to find an explanation to this puzzle, with a focus on the changing satus of media freedom, through a comparative analysis of two selected countries: Lithuania, where democracy and media freedom have been relatively consolidated, and Hungary, where both democracy and media freedom have been largely deconsolidated in recent years. It has been argued earlier that several conditions must hold for media freedom to be consolidated (Bajomi-Lázár 2008), including the institutional condition (the establishment of media regulation protecting media from both political and business pressures, cf. Milton 1997), the behavioural condition (political elites' self-restraint when implementing media regulation, cf. Hall & O'Neil 1998, Balčytienė 2013), the attitudinal condition (citizens' committment to media freedom as a base democratic value, cf. Downing 1996), the professional condition (journalists' readiness to collectively resist political and business pressures, cf. Kunczik 2001, Vajda 2001), the entrepreneurial condition (media owners' respect for editorial autonomy, cf. Štětka 2012, Örnebring 2012), the economic condition (an advertising market strong enough to sustain independent media, cf. Jakubowicz & Sükösd 2008, Sparks 2012), and the external condition (the ability of external political actors such as the European Union to enforce democratic standards, cf. Rupnik & Zielonka 2013). Arguably, the more of these conditions are met, and the greater the extent to which they are met, the more freedom a country's media have; variations in media freedom may be explained by variations in how these conditions are met. In an attempt to explain variations in media freedom in Lithuania and in Hungary, this paper will assess and compare, in both qualitative and quantitative terms, how these conditions varied over the 2000s in the two countries.

JOURNALISM IN SPAIN: STILL IN DEBT OF OUR AUTHORITARIAN PAST?

Berges Saura, Laura

› Universitat de Lleida, Spain

Journalism in Spain, as in other countries, in shaped by the economic crisis and the turbulences it provoked in the political field. Transformations in the journalistic field, however, are rooted in a historical trajectory where one can find remnants of our authoritarian past and, even more, of our transition model, together with the traces of the liberalisation and digitalisation processes shared with other countries in our context. This is the object of our contribution, an analysis of journalism in Spain and its relation to democracy in a moment of political and economic challenges, and as a result of trajectories of media, political and economic developments. To do so we consider a chronological framework divided into four stages, attending to media and political evolution: (i) 1975-1986 (transition) – from the death of the Dictator to the entrance into the UE during the first term of a socialist government. There is a restructuration in media industries and development of a new journalistic culture in parallel to the deployment of democratic and Welfare State institutions (central and regional); (ii) 1987-1996 (growth and liberalisation, integration into global markets) – during the hegemony of the socialist party (PSOE), ended in 1996 with the victory of the Popular Party, media industries grow and liberalisation of television begins reinforcing multinational actors and dynamics, as it happens in the general economy. Liberalisation of media, however, must be considered a politically controlled process, where the State and political parties keep a decisive role; (iii) 1997-2007 (digitalisation, added to liberalisation) – the emergence of Internet with the WWW and the first access commercial offerings represent a turning point, though with substantive continuities with the previous phase of liberalisation and globalisation. Media industries and journalism face convergence and consolidation of a new global (economic, political, informational) model; (iv) 2008-2014 (crisis) – financial crisis evolves to an economic and public sector crisis, with important social effects. Politics and media are hit by economic restraints and new social demands. Structural failures of the mainstream system to respond to these demands become more evident, while new political and journalistic proposals grow. The paper will focus on this last stage, but going back to draw trajectories that brought us to the present situation. We will look into the evolution of press, information on radio and TV and journalism on the Internet: which are the outlets, which have disappeared and which have born; which are the main actors in production of news and changes in property of media; how has evolved occupation in journalism; which are the main characteristics of State intervention in media; and how appeared news demands and new media habits on the part of audiences. A review of ethical conflicts attended by the House of Journalists and of content analysis studies will help us identify some of the critical issues in the performance of journalism. We will argue that both media and political fields in Spain have evolved to resemble dynamics and institutions shared with other democratic European countries, including commercialisation, financiarisation, and other trends pointed as sometimes contradictory with the role of media in democracy assumed in normative theories. But at the same time, we will try to show how the authoritarian past and the transition model are still key factors to understand recent developments and challenges in both fields in Spain.

STRONG PROGRESSIVE LAWS VS. FRAGILE DAILY REALITIES

Fidalgo, Joaquim

› Universidade do Minho, Portugal

It was not until 1974 that Portugal recovered democracy. Before the peaceful "Carnage Revolution" of the 25th April 1974, the country endured a long political dictatorship of 50 years, during which there was neither freedom of speech nor freedom of the press – actually, a severe censorship was imposed to all

news media (newspapers, television, radio). Politically isolated for decades from the Western democracies, this small country (10 million inhabitants) was economically under-developed and rather poor: still nowadays, its GDP per capita is € 15.600, when the average GDP per capita among the 27 countries of the European Union is € 25.600. Culturally speaking, Portugal also suffered from so many years under an authoritarian regime, where no great importance was given to education, which caused the analphabetism rate to be also one of the highest in Europe. As a consequence, the media sector was affected at different levels: small and fragile media companies, very traditional and old-fashioned media products, low rates of media consumption (especially newspapers), little investment in journalists' professionalization (the first journalism degree in a Portuguese university was created only in 1979), fierce control of all media by the political power. When freedom was regained, things changed very fast, particularly at the legal level. The basic rights concerning freedom of expression, freedom of the press and freedom of association were inscribed in the Portuguese Constitution itself, together with a series of rights for journalists (right to elect newsroom councils, right to participate in the orientation of the media, right to professional secrecy, 'conscience clause') that were regarded as essential to the role played by the media in democracy. The presence of the State in the media sector was very strong too, because most of the companies were directly or indirectly nationalized in the sequence of the revolution. After the turmoil of the 'revolutionary period', the political situation somehow normalized, particularly in the sequence of the adhesion of the country to the CEE – today the European Union (UE) – in 1986. Most media were privatized again, and the direct presence of the State was reduced to the Public Broadcasting Service (PBS). Still, either through legislation or through different instances of statutory regulation, the State continues to have some influence over the Portuguese media environment, while the media industry suffers from economic weakness and poor audience rates. In this paper, we will try to show how a large set of very progressive laws, intended to safeguard freedom and pluralism, to protect journalists and to boost journalism quality, contrasts with the reality of a very fragile media industry that just fights for survival, particularly in these last years of economical and financial crisis. The bet on soft news and infotainment, the search for advertising at any price, the decrease of circulation of newspapers, and the demobilization of journalists (who fear for the future of their jobs) are signs of a difficult situation that no law seems to be able to overcome.

DIGITALISATION OF DEMOCRACY: TECHNOLOGY, INNOVATION AND DIGITAL MEDIA IN THE CEE COUNTRIES

Salovaara, Inka
› Aarhus University, Denmark

The democratic revolutions in Central and Eastern Europe (CEE) coincided with a surge in new technologies that transformed both media and political communication. Digital technologies did not only alter communication structures in new democracies, they also had a direct bearing on understanding of government performance, journalistic practices, and citizens' role as part of democratic governance. Since information plays a critical role in developing the capacities of citizens, as well as enhancing political awareness, public access to information was a significant leap forward in democratization of heavily bureaucratized governments between the years 1998 - 2014. This development required a new type of responsiveness and interactivity as governments had to adopt greater openness by allowing access to public data and citizen services online. Through the human and other social software, the digital convergence changed the mass media into networked media and gave citizens access to digital public sphere. Hence, one could easily argue that the digitalisation of media and political communication has been one of the most significant modifiers of democratic transition in the region. Whilst technology has created new ways to communicate and engage politically, it has also had an impact on facilitatating overall 'qualities' of democracy and 'accountability' journalism. Hence, the technologies of democratisation not only include digitalisation of media but also social and political innovations within the region. Moreover, when the development of digitalisation within the CEE countires appears uneven at the regional level, the closer look reveals the patterns of systematic correlation at the level of digitalisation and qualities of democracy (such as, transparency and access to information). This paper approaches political transitions and technology by exploring the digital convergence of media, and new political practices in the Central and Eastern Europe. By looking at the relationship between digital technologies and democratic affordances, it introduces the concept of 'democracy grid' and raises the issue of the viability of good governance, and 'quality' media in relation to digitalisation of media and communication structures. This paper argues that countries that have been succesfull in digital implementation within the governance and media have often been succesfull also in democratic and social innovations. This argument will be supported by a spatial factor, arguing that the development of democracitic qualities are closely connected to the 'neigbourhood effect' that fulfill certain criteria important to a transitional democracy in question.

13 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 2 - 19. (NETWORKS AND SPECIAL PANELS) - WOMEN'S NETWORK: VISIBLE FACES - INVISIBLE POWER

› Room 1.06, First Floor

"SHE CAN BE A PROFESSOR BUT NOT A RECTOR/CHANCELLOR ..." THE TURKISH GENDER INEQUALITY PARADOX ...

Atay-Avsar, Tulay
› Mustafa Kemal University, Turkey

The purpose of this study is to evaluate the Turkish Academia gender inequality and compare it with the European counterparts. Women as a percentage of Turkish academics hierarchy are professors (27,0%), associate professors (33,9%), assistant professors (38,8%), clinical faculty (43,1%), lecturer (61,8%), research assistant (49,4%). In addition, 12% of the total dean and 8% of the rector are female (TURKSTAT, 2014; Turkish Higher Education Council, 2014). When compare to the European counterparts, Turkey has higher number of female full professors, which unfortunately does not the case when it comes to the decision making position and management status (dean and rector). This situation reveals three distinct characteristics of Turkish academia. Firstly, proportion of female academic staff is decreasing as women move up the hierarchical ladder in the professional working world. Secondly, Turkish women academics appear to represent themselves in the system almost fully compare to European counterparts. That is, the proportion of full professors in the Turkish academic system considerably higher than those of European countries. Thirdly, in contrast to above findings, Turkish female academics are invisible in the management level (dean & rector) when compare to other European counterparts (WiS, 2005; She Figures 2012). There are several probable reasons behind this situation the patriarchal system tangled with Islamic culture, the antidemocratic rector election system, low proportion of women in the academic system.

WHERE DO THEY GO NEXT? NO LONGER A GLASS CEILING BUT NOW AN ELASTIC CEILING OR EVEN A SLIDING GLASS DOOR

Franks, Suzanne
› University of Tampere, Finland

Across the world women substantially outnumber men when it comes to journalism training in universities - the proportions are usually around two third to one third and sometimes even higher. Yet in most countries it is still men who are in the majority when it comes to high level positions within the media. How is it that these female graduates continue to 'disappear' from the profession? As news cycles shorten and demands increase for a 24/7 multimedia presence so the nature of the work has become more challenging. Meanwhile women

continue to shoulder a disproportionate burden in the home (either through choice or social expectation). This makes things harder to manage if the workplace becomes more demanding. And these exacting roles - such as news reporting or senior editor - dependent upon a news or output agenda are difficult for anyone with other demands upon them. The relatively few women who do get these jobs at a higher level have few outside responsibilities and are more likely to be childless. Often women have a promising start in the workplace as journalists. But the faultline remains the distribution of caring responsibilities in many Western societies (although there are some interesting exceptions). This division continues to differentiate the prospects of women as their careers develop. But what is of particular concern is the way that this becomes a one way route out of the newsroom and the journalism workplace. Furthermore the gender division of types of journalism - so called horizontal segregation - is also a problem which arises from the same enduring stereotyping. This paper will examine these issues based upon research carried out in the UK in 2012 and also internationally for the Reuters Institute for the Study of Journalism.

THE INVISIBLE FACES OF THE MULTI-NATIONAL FEMALE VIKINGS IN ICELAND, AND THE PRIEST

Olafs, Helga
› University of Iceland, Iceland

"I haven't still been invited to a sewing club", said a friend of mine from Germany few years back having lived in Iceland for almost twenty years. Recently a board member of 'Women of multicultural ethnicity network' (W.O.M.E.N.) expressed the same experience, or the lack of it, in a speech given at the International Women's right day. Only belonging to one sewing club, established among my school friends in my twenties - without ever sewing or knitting along with them - I came to realize that I had been invited to their sewing club. Having the privilege of working with women of foreign origin in providing information and counselling to foreign citizens in a growing multicultural society, and participating in their lives, has given me invaluable insight into integration; challenges and opportunities. It takes courage and strength to move and integrate to a new country, and many share the experience of having to overcome substantial obstacles. To belong, to be a part of a society and the desire for recognition are often overlooked in the integration process that commonly emphasize learning the language of the host country as the key factor in integration. Learning the language is first and foremost the key to communication and information. But along with increased knowledge about the host society the reality that many face is that they are invisible. They are occasionally a topic of discussion, but rarely spoken to. "Where are the faces of immigrants?" asked the priest of immigrants in a recent letter to a newspaper: " ... I have a wish that unfortunately hasn't come true for the past few years, that the picture of immigrants become more personal in the media discourse." Recognition, the priest hopes for, involves knowing how to talk to others, even when talking about them. The battle for recognition among women of foreign origin is in many ways parallel to the equality battle among Icelandic women, in addition to facing the double risk of being also subjected to inequality due to their nationality. After decades of striving for equality among Icelandic women, and now often referred to being the country where it's best to be a woman, the battle continues. The multi-national female Vikings are to be seen and heard.

"IF WE DO NOT DO THIS WORK, THEN WHO DOES?" ACADEMY, WOMEN AND GENDER EQUALITY ISSUES IN ESTONIA

Pilvre, Barbi[5]
› Tallinn University, Estónia

Estonia is a former Soviet country which has developed quickly in general terms. Pace of development of different institutions is however not equal. As private sector is very innovative and cultural change is obvious in Estonian society since regaining independence in 1991, large universities can be seen as relatively conservative institutions. Despite of international contacts, academic mobility and technical innovation, new buildings, lots of elements from Soviet culture have remained, carried by academic personnel and also technical staff who have worked at the universities also during Soviet times. Work is often process, not goal-oriented. There is lots of bureaucracy, and European Union has doubled it in last 10 years of course. Estonian academy is a low paid institution and this can be one of the reasons why it is very feminized. Academic staff in humanities and social sciences is highly dependent on international money and projects, as Estonian science policy prefers certain hard science fields to other research areas. What concerns feminized social science and humanities departments in universities, equal rights issues have not been interesting or understood by women, as gender issues have not been associated with academic workers everyday situation. There is constant lack of money, heavy load of work, marginal position in the society and a typical female martyr position "If we do not do this work, then who does?". Majority of university students are women, depending on the field. Media and communication faculties as social science institutions consist of mainly women. According to Estonian equal rights commissioner no cases from Estonian academy have been brought to the councillor to be solved, although it is known from everyday practice that there are gender inequalities in payment and treatment if to compare financing of different research areas and general science policies.

EMERGENCE OF FAMILISM. FEMALE POLITICIANS AND THE TRANSFERENCE OF POWER

Saarenmaa, Laura
› University of Tampere, Finland

In this talk I discuss the emergence of familism in the political public sphere in Finland. The talk draws on our recent, historical research on the female top politicians benefitting from the women's magazine publicity (Saarenmaa & Ruoho 2014). In the research it is brought up that women's magazines in Finland have been key actors in advancing women's rise in power in politics and society from the late 1960s onwards. During the recent years respectively, women's magazines have been key sites for reframing the female top politicians first and foremost as mothers. At the same time, a sequence of female top politicians in their late thirties have given up or turned down the high ranking top offices and returned to basic members of the parliament in order to be better mothers for their children. In the present, familist cultural climate, it seems not only difficult to combine high political office and the high expectations of motherhood but also questionable to be a woman in politics without children. In the familist cultural climate, the emergence of familism is thus intertwined with the strengthening voices of antifeminism, highlighting the traditional values and pathologicizing childlessness.

13 NOVEMBER

17:30 - 19:00

PARALLEL SESSION 3 - 19. FLOW (NETWORKS AND SPECIAL PANELS) - YECREA: ENTERING THE PRODUCTION LINE? YOUNG SCHOLARS, ACADEMIC CAREERS AND CURRENT CHALLENGES OF THE ACADEMIC SYSTEM

› Room 1.06, First Floor

BETTER THAN EVER?

Ytreberg, Espen
› University of Oslo, Norway

It is my impression that increased performance pressures have produced a breed of young scholar that is in many ways better qualified than my generation, but also more unnerved by the precariousness of their position. The causes of this are mainly structural and may not be compensated for by individual effort. Still young scholars must put in such an effort to succeed and to fulfill their promise,

which seems to me greater than ever. When they have come to me for advice, this is the gist what I have said: Be part of an academic milieu that provides feedback and support. Be brave and ambitious when at conferences and in discussions. Be prepared to move between cities, countries, research topics and research traditions. Stick up for your employee's rights, work concretely and with smartness to improve them.

THE END OF ACADEMIC CURIOSITY?

Brants, Kees
› University of Amsterdam, Netherlands

Young researchers these days are caught between many challenges and pressures, with the university and research councils focusing more on managerial performance, relevance and assessment than on academic curiosity, adventure and originality, because: - it is published or be damned, preferably with co-authors you may not have asked for and with publications only in ranked journals with a high citation index; - it is don't publish on topics outside your dissertation and certainly not in edited books; - it is make your dissertation a collection of articles (counts double); - it is finish your dissertation fast, 'stay within your box' and don't venture into the frivolous; - it is when finished, quickly enter the world of grants and subsidies, with a new research proposal close to your dissertation - new should be old; - research is seen as separate from and ranked higher than teaching.

THE CONTRADICTORY LOGICS OF THE SOCIAL SCIENCES AND THE RESEARCH FIELDS THEY OBSERVE

Mattelart, Tristan
› University of Paris 8, France

I will elaborate on the idea that, as the title of the session suggests, we all (young or old scholars) work in a research field characterized, as the media and the technologies we are supposed to study, by logics of industrialization, and will try to show that these logics are in a large part in contradiction with the role we should have as social scientists.

THE END OF TEMPORALITY - THE END OF CRITICAL SCHOLARSHIP?

Kaun, Anne
› Södertörn University, Sweden

The growing commentary on "the end of temporality" (Crary 2013; Jameson 2003), diagnosis of "hurried lives" (Davis 2013) and a culture of speed (Tomlinson 2007) encompasses the tenor that the character and principles that guide dominant media technologies nowadays -- the constant flow, immediacy and newness -- have implications for our temporal experiences and meaning production in general. In that context, Mark Andrejevic emphasizes a shift towards an epistemology of prediction that "allows for aggregation without collectivization and for exchange without deliberation" (Andrejevic 2013, p. 65). The constant production, collection, and analysis of data results, following his argument, in the annihilation of interpretation and a crisis of symbolic efficiency (Zizek discussed by Andrejevic 2007). During the panel discussion I would like to ask what does the acceleration of speed towards immediacy mean for the conditions of critical scholarship, especially for early career scholars. Scholars, who are required to produce ever quicker, ever more publications, research applications and students. Contributions that however necessitate time for reflection and interpretation. What place does slow i.e. critical scholarship have in a culture of preemptive politics powered by correlations and big data and what are meaningful ways to resist without isolating academia from current developments? These are some of the question that I would like to discuss with the panelists and the audience without necessarily having answers…

PEER AND PRESSURE - CHALLENGES IN ENTERING THE ACADEMIC FIELD

Wagner, Anna
› Augsburg University, Germany

Locating myself in the transgression phase to PhD student and academic, I am particularly concerned with access to and participation in the scientific community. I consider the adoption of standardized procedures and guidelines, the adaption to hierarchical structures and the necessity of (inter-)national networking as the principal challenges in "getting started" with science. Adverse working conditions such as insecure job prospects play a subordinate role in scientific orientation and are – nourished by and further contributing to the mythologization of the field – presented as unalterable and necessary circumstances. The informal disclosure of traditional and often implicit knowledge coupled with subjective dependency on more experienced and/or hierarchically higher persons increase insecurity on how to behave in the scientific field. Despite the diverse chances and opportunities networking offers, I perceive this peer- and person-centricity to further close the seclusive and exclusive scientific circles for aspiring newcomers and hindering interdisciplinary and (theoretically and methodologically) independent work.

14 NOVEMBER

09:15 - 10:45

PARALLEL SESSION 4 - 19. NETWORKS AND SPECIAL PANELS - SPECIAL PANEL 1. IAMCR ASSOCIATION PANEL

› Room 1.06, First Floor

HEGEMONY OR RESISTANCE? ON THE AMBIGUOUS POWER OF COMMUNICATION

Farmer, Yanick, Agbobli, Christian
› Université du Québec à Montréal, Canada;

This presentation proposes a general reflection on the main theme of the IAMCR Conference that will be held in Montreal in July 2015. "Hegemony or resistance? On the ambiguous power of communication" reflects the history and the specific culture of the city of Montreal, but also echoes the everyday events of the world we live in. It refers to the central role of communication in different resistance movements in recent years such as Occupy, Idle No More, the Arab Spring, the Maple Spring in Quebec, etc. Such movements denounce what is perceived by many as the economic, political, cultural, and hegemonic systems, implemented by governments and big businesses around the world, that serve a narrow and self-interested goal at the expense of local populations and their cultures. But how can communication, as an academic discipline or a professional practice, position itself to specifically address these issues? That is the question that will be at the core of this presentation.

WHEN FORCE SUPPLANTS HEGEMONY, DO OUR MODELS OF RESISTANCE STILL SUFFICE?

Paterson, Chris
› University of Leeds, United Kingdom

Communications scholars have long accepted that the revelation of structural impediments to democratic communications facilitate reform, albeit often at a snail's pace. But what should the position of scholarship be as we pass into a new age where the application of communications technologies and control of the flow of messages is shaped by brute force, seemingly beyond the reach of legislatures and courts, as much as by deliberation, negotiation, and democratically determined policy? While the indicators of such a new age are many and varied, and range from the arbitrary closure of public broadcasting in Greece to disclosures of a UK tabloid culture operating outside the law while

literally and metaphorically in bed with power, and activist journalists are met by deadly force in Seattle, Rome, and Istanbul, this paper presents as symptomatic of this culture the violent rejection of international protections for free expression by the very nations which continue to publically adhere to libertarian norms. This argument draw from the author's new book, War Reporters under Threat: The United States and Media Freedom (Pluto Press), which argues that in becoming a major threat to the practice of journalism around the world, the US undermines the media freedom doctrine underpinning its foreign policy. Since 1999 the traditional relationship between democratic states and journalists has changed. The US and its allies prioritised information control over all other considerations and a new kind of threat to media workers emerged, with the press no longer able to count on once-trusted states to protect or respect journalists in conflict. This trend is positioned within the turn toward militarism across US culture and the docility of US media, but also within emerging revelations about a rogue US government which accepts no communication process globally as beyond its means or mandate to intercept or interfere with. As the United States has de facto impunity in regard to the deaths of the nearly fifty media workers to which it is linked, so too is it proving to have in regard to its domestic and global surveillance operations. How then should communication scholarship respond to an evolving international communication environment shaped by power brokers operating beyond treaty, law and policy? Do our longstanding frameworks of Hegemony and Resistance suffice in this new order?

PUBLIC SERVICE MEDIA UNDER THE 'MEMORANDUM': THE WITHERING AWAY OF A EUROPEAN INSTITUTION?

Sarikakis, Katharine
› University of Vienna, Austria

The crisis in Europe provides both the structural and normative frames within which decisions about long standing institutions and public property are being made. The forced closure of the Greek public broadcaster ERT by the Greek government was based on the Memorandum agreements signed between the Greek State and the Trojka and was operationalised by political motivations, as ERT was too powerful a voice of critique of unpopular public policies of austerity, and political economic incentives, which were firmly based on the struggle for control of the digital spectrum in the country. However, to think that ERT is a localised and isolated case would be wrong. Based on interviews and participatory observation mainly, this paper will present observations from the field about the past and future of public media in Greece and Portugal and argues that a systemic and systematic attempt is underway to significantly shrink the role and scope of public media in Europe. The discussion will juxtapose the ways in which public service media operate as both means for hegemonic and counter-hegemonic discourses and that these conflictual roles are particularly strong now. The paper aims to discuss three axes in the question of ERT in relation to the future of public media in Europe, resistance to austerity measures and liberalisation, and the possibility of a new model of public media based on decentralised and self-governance principles.

INEQUALITY, DEMOCRACY AND THE AMBIGUOUS POWER OF MEDIATED COMMUNICATION

Preston, Paschal
› Dublin City University, Ireland

The issues of economic inequalities and their relation to the theories and practices of liberal democracy have taken on a new prominence in public political debate, over recent times. The trends towards greater economic inequalities since the late 1970s have been highlighted in number of recent books (e.g. T. Piketty, 2014 'Capital') and films (e.g. 'Inequality for All' featuring R Reich) and even during the deliberations of the global elite in Davos in January 2014. This paper will critically interrogate the implications of such trends and the recent debates in neighbouring academic fields and what they may imply for the study and understanding of mediated communication. The paper will pay special attention to issues posed for prevailing theories of power and democracy informing the operations and practices of journalism, political communication and theories of democracy.

14 NOVEMBER

14:30 - 16:00

PARALLEL SESSION 5 - 19. FLOW (NETWORKS AND SPECIAL PANELS) - SPECIAL PANEL 4. ECREA ROUNDTABLE OF EUROPEAN ASSOCIATIONS

› Room 1.06, First Floor

ECREA ROUNDTABLE OF EUROPEAN ASSOCIATIONS - CURRENT ISSUES OF RESEARCH AND TEACHING COMMUNICATION AND MEDIA STUDIES IN EUROPEAN COUNTRIES

Pfetsch, Barbara[1]; Vicente-Mariñ, Miguel[2]
› [1]Freie Universität Berlin, Germany; [2]University of Valladolid, Spain

Representatives of National Associations
- Auksė Balčytienė, Baltic Association for Media Research
- Andrea Catellani, French Society of Information and Communication Sciences (SFSIC)
- Brigitte Hipfl, Österreichische Gesellschaft für Kommunikations-wissenschaft (ÖGK)
- Diana Ingenhoff, Schweizerische Gesellschaft für Medien- und Kommunikationswissenschaft (SGKM)
- Jeroen Jansz, Netherlands-Flanders Communication Association (NeFCA)
- Miquel de Moragas, Asociación Española de Investigación de la Comunicación (AE-IC; Spanish Association of Research on Communication)
- Tim O'Sullivan, Media, Communications and Cultural Studies Association
- Irina N. Rozina, Russian Communication Association
- Karen Sanders, ACOP Asociación de Comunicación Política
- Daniela Schlütz, Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPuK)
- Ilija Tomanić-Trivunda, Slovene Communication Association
- Moisés de Lemos Martins, Portuguese Association of Communication Sciences

14 NOVEMBER

16:30 - 18:00

PARALLEL SESSION 6 - 19. NETWORKS AND SPECIAL PANELS - PORTUGUESE CULTURAL STUDIES

› Room 1.06, First Floor

POST-COLONIALISM, LUSOPHONY AND LANGUAGE

de Lemos Martins, Moisés[1]; Baptista, Maria Manuel[2]; Venâncio, José Carlos[3]; Dias, Eduardo Costa[4];Cabecinhas, Rosa[1]
› [1]University of Minho, Portugal; [2]University of Aveiro, Portugal; [3]University of Beira Interior, Portugal; [4]ISCTE, Lisbon, Portugal

(Post-colonial) contemporary societies find it difficult to encompass any type of « grand narrative» with totalizing tendencies which aspires at an approach that seeks to exhaust the rationality of the real. The time we were apportioned to live in is fragmented both in terms of day-to-day experience and the great ideological frameworks and, as such, has given rise to a kind of disbelief in the grand narratives, which, in view of such aspirations, has brought about an implacable autophagic criticism. And it is thus for no other reason that whenever

research seeks to define the outlines or set out the prolegomena to a geocultural lusophone community, it comes up against criticism, sometimes disinterest or even the actual denial by some of the " lusophone narrative." This panel will reflect on the inner core of the primary impulse of lusophony , not as African, South-American or Oriental subjects (it is not our place to do so) but rather as Lusophone Portuguese, who, as westernmost Europeans cannot be more western than we already are. In this context, one will seek to think of lusophony as a reality which occurs every day on various continents, and which begins by taking shape in the language that we, lusophones, use, but whose utopian project of a unique linguistic and cultural community and of a unique historical narrative should engage us continuously while partly remaining a Utopia made up of stimulating promise and becoming.

14 NOVEMBER

18:30 - 19:45

PARALLEL SESSION 7 - 19. NETWORKS AND SPECIAL PANELS - SPECIAL PANEL 4.THE FUTURE OF ACADEMIC PUBLICATIONS' PANEL

› Room 1.06, First Floor

FROM EMPIRICAL PROOF AND MODELS, VIA VERIFIABLE FACT, INTO NARRATIVES AND CONSTRUCTIONS? PUBLISHING IN A TREND-SENSITIVE SCIENTIFIC MARKET

Carlson, Ulla

› University of Gothenburg, Sweden

JUDGING A BOOK BY ITS COVER –A COVERLESS FUTURE IN ACADEMIC PUBLISHING?

Kretzschmar, Sonja

› Universität der Bundeswehr München, Germany

THINGS I WISH I'D KNOWN A BIT EARLIER

Ross, Karen

› Northumbria University, United Kingdom;

CHANGING FORMS AND CHANGING RULES FOR ACADEMIC PUBLICATIONS. CRITICAL REMARKS

Krotz, Friedrich

› University of Bremen, Germany

(TBA)

Salvago-Keyes, Felisa

› Taylor & Francis, United States

This special panel aims to provide space for reflection and forward thinking about the future of academic publishing and what this might mean for communication scholars. It brings together evaluations, views and proposals about the present and the pressures under which academics are called to 'produce' outputs that are of relevance to society and move the discipline further. Moreover, the panel will explore possibilities for change of publishing traditions and their viability in ensuring quality publications. The panel will follow a dynamic format of short presentations/position statements, followed by discussion with the audience. Speakers provide a multiperspectival approach to academic publishing priorities and practices by reflecting on specific important angles in academic publishing in Europe. Their contributions will address research publications and the issues deriving from funding (and lack theoreof), accessibility and visibility of publications and esteem factors, as well as critical questions regarding the purpose(s) and publics of publishing and its various forms. The panel will encompass academic publishing also from the perspective of combining research and practice to teach in the context of our field's multimodal operation. The perspectives of the publishers will also be included in this panel, something that will offer a possibility for further dialogue.

15 NOVEMBER

08:30 - 10:00

PARALLEL SESSION 8 - 19. NETWORKS AND SPECIAL PANELS - SPECIAL PANEL 5. ESF MEDIA FORWARD LOOK PANEL INVITATION

› Room 1.06, First Floor

ESF MEDIA FORWARD LOOK PANEL

Golding, Peter[1]; Splichal, Slavko[2]; Nieminen, Hannu[3]; Alvares, Claudia[4];Cardoso, Gustavo[5]; Xinaris, Charis[6]

› [1]Northumbria University, United Kingdom; [2]University of Ljubljana, Slovenia;[3]University of Helsinki, Finland; [4]Lusofona University, Portugal; [5]ISCTE, Portugal;[6]European University Cyprus, Cyprus

This session will take forward the proposals for the development of media research in Europe contained in the EuropeanScience Foundation 'Forward Look' publication, Media in Europe: New Questions for Research and Policy, published earlier this year. It will both outline the ideas and proposals in the publication, and examine their applicability in the light of current research, policy, commercial, and theoretical developments, as well as the consideration of the Forward Look by is recipients and by researchers outside Europe. The aim of the panel will be to go beyond the contents of the publication to discuss how far its central ideas and proposals map onto the emergence of new ideas and questions in media research in Europe, especially as these are applicable cross-culturally and in relation to the central themes of the conference around empowerment and citizenship.

15 NOVEMBER

10:30 - 12:00

PARALLEL SESSION 9 - 19. NETWORKS AND SPECIAL PANELS - SPECIAL PANEL 7. THE ENGAGED ACADEMIC: HOW TO HAVE IMPACT WITH YOUR WORK THROUGH SOCIAL MEDIA

› Room 1.07, First Floor

THE ENGAGED ACADEMIC: HOW TO HAVE IMPACT WITH YOUR WORK THROUGH SOCIAL MEDIA

Broughton-Micova, Sally[1]; Freedman, Des[2]; Tambini, Damian[1]

› [1]London School of Economics, United Kingdom; [2]Goldsmiths University of London, United Kingdom

Academics are under increasing pressure in many countries to have impact, not just in terms of publications in the right journals but also in terms of affecting public policy or society in some notable way. Engaging with a broader public and contributing to discussions with policymakers, industry and/or civil society stakeholders, concerned citizens, and other academics through social media can be an important part of having impact. A piece of audience research might be very useful to someone trying to make policy on connected TV or to charity organizations trying to help minority groups be more digitally engaged. Findings from research on journalistic practices might help self-regulatory bodies update their ethical codes. Social media provides tools to make academic work and views accessible to others and disseminated more widely. But, translation is often needed, timing is often important, and reaching the right audience takes some strategy. This workshop will draw on the practical experiences of the LSE

Media Policy Project and the Media Reform Coalition to share lessons learned and strategies for academic engagement. Dr Sally Broughton Micova of LSE and Prof Des Freedman of Goldsmiths University of London will discuss their experiences with these projects and share specific tips for blogging and online publishing, using Twitter and other tools for tracking developments in a specific field and engaging in debate, and working with civil society. This workshop will also include an activity based on the current or recent research of the participants to get them thinking about how best to engage with their own work.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 19. NETWORKS AND SPECIAL PANELS - SPECIAL PANEL 6. INNOVATION ENTREPRENEURSHIP AND COMMUNICATION

› Room 1.06, First Floor

EVIDENCE-BASED CREATIVITY & COMMUNICATION FOR SUCCESSFUL INNOVATION AND BUSINESS DEVELOPMENT

Kliewe, Thorsten

› Muenster University, Germany

Evidence-based management is a simple idea. It just means finding the best evidence that you can, facing those facts and acting on those - rather than doing what everyone else does, what we have always done, or what you thought was true" (J. Pfeffer, Stanford University). The talk will highlight the importance and practical ways of implementation of this idea which seems to be so simple, but has been found to be very difficult to put in place.

FOSTERING ENTREPRENEURSHIP AMONG INTERACTION DESIGN STUDENTS AT TALLINN UNIVERSITY

Lamas, David

› Tallinn University, Estónia

Tallinn University offers the only Human-Computer Interaction (HCI) masters programme in the baltic states. The program focuses on Interaction Design and is one of the drivers of Estonian innovation in public and private sector e-solutions. Apart from being a leading digital society, Estonia is also home to one of the most pro-active ICT sector in Europe and in the world. However, the HCI masters programme is yet to realise the full potential of such a setting. This work describes a strategy put in motion to intertwine the programme with Estonia's dynamic and entrepreneurial ICT environment. The presentation also covers both the programme, and the institutional and national settings

COMPETENCES, PLACE, OPPORTUNITY -- THE MISSING LINK

Cintra Torres, Nuno

› Lusófona University, Portugal

Competences. Entrepreneurial and intrapreneurial competences are well researched and understood: entrepreneurs should develop competences in managerial behaviour and interpersonal relationships, leadership, venturing and enterprising competences, says Jolandi Zwemstra. Some persons have greater propensity to jump into the uncertain. They are in constant search for an opportunity and how to profit from market inefficiencies, adapting their drive to new contexts, taking risks to bring to life an idea and start a new business. They are creative people. Others can be taught into the entrepreneurial mind set. Some organizations foster entrepreneurship within their ranks to accelerate innovation. Portugal is not short of creativity and competences. But competences alone are insufficient to drive entrepreneurship. Place. The cluster is a mind set on its own. Executives from all the world flock to Silicon Valley in the expectation of becoming anointed with the competences that will help transform their lagging organizations into the gazelles that are needed to compete in the world stage. Indeed, clusters are the harbingers of creativity and innovation. Silicon Valley is the convergence of business competences with academic research, entrepreneurial and financial resources underpinning a culture ready to accept the notion that large scale experimentalism is a necessity in order to eventually find riches. As Michael Porter pointed out, Portugal is home to several clusters. But the country is in short supply of social capital, the one that binds people on the basis of mutual trust for the advancement of projects of common interest. The mindset is still unprepared for the challenges of global competition. Opportunity The notion that opportunity is quietly ensconced in a dark corner waiting for some smart guy who will become rich overnight is pervasive and poisonous. Opportunity must be created and earned, says Venkataraman and others. Knowledge is of the essence for the entrepreneur, and creativity cannot flourish without it. Studies show that Portugal does not lack in competences, knowledge, creativity or drive to create start ups. It does lack the financial resources and the entrepreneurial culture that make possible and justify the risks associated with creating the entrepreneurial opportunity. The missing link. Competences, place, opportunity are as important as the circumstance. As the stories of Silicon Valley or of the Israel cluster teach, governments have a key role in promoting the rise of the entrepreneurial circumstance. Today, in Portugal the link is weak or is missing.

CINEMA SELF-DISTRIBUTION STRATEGIES: THE PORTUGUESE CASE

da Cunha Telles, Pandora

› UKBAR Filmes, Portugal

The growing concentration of exhibition structures in Portugal, just as in Europe, has led to a change in the models of analysis of movie audiences in the case of "art and experimental" films. In that way, recent cases such as "O Filme do Desassossego" (2011) and "Florbela" (2012) risk starting an alternative distribution circuit by largely surpassing the yearly average of audiences for Portuguese films and presenting an elevated ratio of spectators per print. The three determining factors for these alternatives success are: the originality of the audience communication strategies – differentiated targets; the choosing of alternative exhibition places and a personalized model of commercialization.

LEARNING NEW WAYS TO ENTREPRENEURSHIP

Kronborg, Linda

› VIA University College, Denmark

Submittion of the results from Denmark's contribution in CIAKL II. She will put the results into perspective and highlight interesting and relevant results and research from Denmark. This will have an alternative angle where learning, language and creativity will be explored and put into context with the CIAKL II project.

15 NOVEMBER

15:00 - 16:30

PARALLEL SESSION 10 - 19. NETWORKS AND SPECIAL PANELS - SPECIAL PANEL 3. ALAIC - ECREA PANEL

› Room 1.03, First Floor

ALAIC - ECREA PANEL - COMMUNICATION AND MEDIA STUDIES: DIALOGUES BETWEEN LATIN-AMERICA & EUROPE

Fernando Oliveira Paulino [1], Cláudia Alvares [2], Miguel Vicente [3], César Bolaño [4], Nico Carpentier [5], Manuel Damásio [2]

› [1] Universidade de Brasília, Brazil; [2] Lusófona University; [3] Universidad de Valladolid, Spain; [4] ALAIC; [5] VU Brussels, Charles University, Belgium

International cooperation is a must for scholarly associations. Even though one can find a growing number of good practices i establishing collaborations, there is still a need to make these initiatives visible, as well as promote more levels and scientific domains within academia. These efforts are usually time and budget-consuming, forcing researchers and associations to face new challenges and walk through paths often not previously transited. Latin American Communication Researchers Association (ALAIC) and ECREA opened one of these avenues for reciprocal partnership with the establishment of a joint task force which has worked hard in building bridges over the Atlantic Ocean since 2010 in the field of Communication and Media Studies. This panel is yet another fruit of this cooperation between continental associations, as it aims to provide the audience with a brief presentation about research and education initiatives sharing a common approach and the same ambitious goals in terms of linking different social, political and cultural realities. Having the chance to compare and discuss diverse positions turns out to be a good option to make individuals aware of not only the differences between them but also about the existing similitude and the exchange opportunities opening right in front of them. However, this session will not exclusively focus its contributions on existing and upcoming common projects, as it will also deal with the controversial dialogue that could be displayed from these two settings, in terms of their dominant theoretical frameworks and methodological strategies. Within a global scholarly system increasingly open to international contributions and evaluations, the necessity to critically think about the role of scientific production and the role played by professional workers in contemporary Academia becomes an urgent and relevant matter. A growing number of scholars is crossing the Oceans to develop their trajectories in the higher education sector, so the chances of defining a more clear common ground are also increasing, hopefully reducing the room for stereotypes and prejudices within our discipline.

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