NordMedia 2017

23rd Nordic Conference on Media and Communication Research
Tampere, 17–19 August 2017

Abstracts
Division 2
Journalism
Friday, 18 August

09.00-10.00

Chris Peters & Kim Christian Schrøder, *Journalism’s New Audiences: The emergence, disappearance and (re)formation of digital news repertoires*

Henrik Örnebring, *Does news ecology scale down? Results from a study of a mid-sized Swedish city*
Journalism’s New Audiences: The emergence, disappearance and (re)formation of digital news repertoires

Chris Peters (Aalborg University Copenhagen)
Kim Christian Schrøder (Roskilde University)

How do people get news, what lies behind their choices, and why does this matter? The beguilingly simple nature of these questions belies their significance, for without audiences the main purposes of journalism – acting as a watchdog, an information source, an intermediary between people and governments and so forth – are somewhat meaningless (Peters and Witschge, 2015). In recent years, the move to a digital, social, and mobile news landscape has presented a paradox in this regard: while some have marshalled such tools to take advantage of a more diverse, networked, and participatory news landscape, the use of these exact same tools by others has led to filter bubbles, passivity, or full-scale avoidance (Nielsen et al., 2016). In such a fragmentary media environment, new cross-media, news repertoires constantly emerge, and are reconfigured within different contexts in everyday life (Heikkila and Ahva, 2015; Kobbernagel and Schrøder, 2016; Swart et al., 2016). This paper argues if we want to understand what makes news (continue to) matter to citizens, further research is needed that takes its conceptual and empirical point of departure from the emergence, disappearance, and (re)formation of people’s news repertoires.

Accordingly, the first half of this paper conducts a comprehensive mapping of current academic and industry research, situating current discussions around news use and repertoires to specify their temporal foci. It finds that in the current, rapidly-changing media landscape, there is an understandable tendency to focus on the present. Recent studies, while offering valuable insights into, for example, shifting usage patterns for how audiences access digital news options (e.g. Newman et al., 2016), new types of audience activities (Costera Meijer and Groot Kormelink, 2015), and the uses of social media to share news and political information (Bode, 2016), seem preoccupied with figuring out how audiences are being news consumers in a digital age, while placing far less emphasis on figuring out the processes of becoming. This section outlines what we know to date about changing news repertories, specifically as it pertains to factors such as: media domestication, technological diffusion, and the sociocultural significance of journalism. Having outlined these considerations, the second half of the paper moves on to closely investigate the epistemological basis and analytic advantages of three forms of audience research – longitudinal, intergenerational, and autobiographic – that explicitly emphasize a processed-based, temporal lens. In this way, this paper begins to advance understandings of where contemporary news repertoires come from, what causes them to change, and how this impacts public attention to social issues.
References


Does news ecology scale down? Results from a study of a mid-sized Swedish city

Henrik Örnebring, Karlstad University, hennrik.ornebring@kau.se

“News ecology” is a diverse journalism research perspective that aims to study news and information environments, flows and exchanges as an interconnected system (where traditional news organizations are seen as just one – albeit important – category of actors among many) in a specific geographical area; this has become an increasingly popular research perspective in the recent decade (Anderson 2010, 2013; Coleman et al 2016; Domingo & Le Cam 2014; Mayer & Clark 2009; Morgan & Perez 2010; Pew 2010, Ramos et al, 2010; Ryfe et al 2012). Key results of this research are the continued relevance and importance of traditional news outlets, but also the relative strength and proliferation of alternative news outlets that often rely on digital networks to both gather and distribute news and information.

However, in almost all of these studies the research object is the news ecology of major US metropolitan areas, e.g. Chicago (Mayer & Clark 2009); the North Carolina Triangle comprising the communities of Raleigh, Durham and Chapel Hill (Morgan & Perez 2010); Philadelphia (Anderson 2010, 2013); and San Francisco (Ramos et al 2010; Ryfe et al 2012). Only recently have similar studies started to appear in Europe (Domingo & Le Cam 2014 on Brussels; Coleman et al 2016 on Leeds). Overall, however, news ecology is presented in these studies as a research perspective with general applicability where the conclusions are also seen as being generalizable to journalism overall. However, in focusing on major metropolitan areas, particularly those in the US, raises questions about whether the news ecology perspective is even applicable in smaller communities outside the US. Other research suggest that local/regional media are more deeply affected by the economic crisis in the news industry than are media based in major metropolitan areas (thus, traditional news outlets in the small town setting may not in fact be in a position of relative strength in the wider news ecology), and furthermore that alternative media channels and active digital news/information networks are both more rare and less extensive outside major metropolitan areas.

It is therefore of interest to test the assumptions of news ecology theory on a smaller, non-US case. In this paper I examine the news ecology of the Swedish town of Karlstad (pop. 89,900). Using a set of interviews (20+) with local journalists, politicians, local government PR officers, representatives of “alternative” news outlets, representatives of local NGOs, community activists and representatives of minority group organizations, I study the flows and exchanges of news and information (focusing on local politics and community issues) with the particular aim of examining (1) the role and relative centrality of traditional local media; (2) the proliferation and role of various types of “alternative” news providers, including local/regional
Facebook groups; and (3) the role of the local municipal government in the local news ecology. A key result of the study – highlighting a key difference from the US metropolitan context – is the very prominent and active role played by the local municipal government in the local news ecology (and the relative unimportance of “alternative” news providers), raising issues about local democracy and accountability.
Friday, 18 August

14.15-15.15 Journalism parallel session 1

Ari Heinonen, Kari Koljonen & Auli Harju, Where have they gone? The new jobs of journalists made redundant

Anders Graver Knudsen, Walking a tightrope - Boundaries of journalism and precarious freelance journalists

Flemming Svith, The democratic role orientation in news media

Pär Brolin, Alexandra Svedström & Therese Monstad, Web analytics and online journalism
Where have they gone? The new jobs of journalists made redundant

Ari Heinonen, University of Tampere, ari.a.heinonen@uta.fi
Kari Koljonen, University of Tampere, kari.koljonen@uta.fi
Auli Harju, University of Tampere, auli.harju@uta.fi

This paper is based on the findings of a research project ‘New jobs of journalists made redundant’ which studied the lives of journalists who had lost their work during 2008–2015. The aim of the research was to understand individual journalists’ experience and point of view to the changes in journalistic work. In journalism research journalists have most often been treated as an entity, a profession, and journalism has been pictured as a social institution. Individual work experiences of journalists have been studied less. In Finland, many earlier surveys have asked journalists about journalism and their working conditions, not about themselves as actors in that field of work. In this research we have referred for instance to Australian New Beats project (O’Donnel & al 2015; http://www.newbeatsblog.com/) which examined extensively unemployed journalists, their career fates and their perception of the profession, and the study of Ekdale et al (2015) about journalists and newswork during this time of uncertain job markets. In addition, our research links to working life research.

The research data consisted of 1) a survey of 117 journalists conducted by phone interviews, 2) thematic face-to-face interviews with 20 journalists and 3) a writing assignment where those same 20 journalists were asked to write an imagined speech for college students with a title ‘Being a journalist in Finland in 2016’. This material offers an insight to narratives on how journalists experienced losing their job, unemployment and re-employment, and how the changes in their working life have shaped their identity as journalists.

In this paper we focus on the stories of re-employment as narrated in the qualitative data. The experiences related to job-loss and search for work preceding the re-employment vary significantly among the interviewed journalists. These experiences also form a basis from which the journalists push themselves back to work, view their future and their possibilities as well as themselves as professionals. These viewpoints were widely reflected in the research interviews. Furthermore, the interviewees discussed the concrete dos and don’ts in searching new jobs.

The journalists were disappointed and unpleasantly surprised by the public employment services. They felt that the officials lacked the special knowledge about journalists’ skills and their capacities for re-employment and hence were unable to support journalists seeking for new job opportunities. Instead, the journalists relied on the networks they had built in their work, their colleagues and their own creativity in finding a new
job. The research shows that journalists often find employment, if not in journalism, in many cases nearby, in communications sector, PR work etc. where they still can rely on and make use of the journalistic skills, and maintain the journalistic values and work ethic at to a certain extent. Those who left journalism were usually happy to settle in new, often inspiring work environment which, in many cases, work in newsrooms of today did not seem to be able to provide.

References:


Walking a tightrope - Boundaries of journalism and precarious freelance journalists

Anders Graver Knudsen, Oslo and Akershus University College of Applied Sciences

In a time when journalism as a profession is under increasing pressure, the autonomy of journalistic work (Waisboard, 2013) is challenged by new forms of content (e.g. content marketing) and of expansion where new media practices and non-traditional journalists are incorporated into journalism. Newly educated journalists face a labour market where they often work on short-term contracts, have many different employers, and cross over the boundaries of journalism to work for PR-companies, the information industry or NGOs. The reshaping of journalism boundaries (Carlson and Lewis (eds) 2015), influence the performativity of journalists. The atypical journalist is fast becoming the new norm, with ongoing cutbacks of full time employed journalists and increased use of freelancers (Gollmitzer, 2014).

This paper will address the lived experiences and conceptualisation of journalism among freelance journalists. Entering a working life of dual or multiple roles as precarious workers, how do freelance journalists define and conceive the boundaries of journalism and journalistic norms? How do they perform these notions in their practical execution of the profession and what strategies do they make use of to secure income? Does the casual and precarious connection to the journalistic job market, and the possibly more prosperous possibilities outside the boundaries, influence their view on what constitutes journalism as a profession? Empirically, it this paper will be based on in-depth interviews with 10-12 journalists with journalistic education that draw income from journalistic work, and/or have experience from working outside the boundaries of journalism, for instance in NGOs or PR-companies. The interviews will have both a biographical approach, where the respondents reflect on their ambitions when entering the journalistic profession and working experiences in the past, and a temporary approach where they describe and reflect on their current situation as freelancers.

The precarious work life for freelancers lead to concerns about income, health issues, social benefits and lack of socialisation into the profession (Deuze, 2014). The casualisation of labour and scarcity of decent work in journalism also raise questions of under what conditions journalism are being produced and will be produced in the future (White 2012). A hypothesis is that precarious work influence and reshape journalistic performativity. Findings in recent bachelor thesis’ from the Oslo and Akershus University College reveal that many former journalism students now find work outside the boundaries of journalism and that they see little difference in working as journalists or information workers when it comes to ethical considerations, societal significance and contribution to democratic deliberation. New strategies for handling and defining the
journalistic role that continues to blur the boundaries of journalism, may affect journalistic practises and the autonomy of the profession in the future.
The democratic role orientation in news media

Flemming Svith, Danish School of Media and Journalism, fts@dmjx.dk

This paper investigates the democratic role orientation in news media and the perception and preference in the population towards the democratic practice of these news media.

1) The theoretical framework of this study

The theoretical framework of this study is theories regarding the nexus between journalism and democracy. Journalism and democracy are regarded as two sides of the same coin by scholars of politics, communication and media (e.g. Adam & Clark, 2006; Ekström, 2002; Zelizer, 2004) and by the practitioners of journalism (e.g. Kovach & Rosenstiel, 2001). The simplicity of this relation between democracy and journalism has been questioned (Anderson, 2007; Strömbäck, 2005; Zelizer, 2012), and Strömbäck (2005) argues that normative standards of journalism must be deduced from a more complex understanding of democracy and hence journalism. However, the distribution of these four normative orientations among both producers and consumers of journalism are unknown.

This study investigates the distribution of four dimensions of democracy and the corresponding normative orientations for journalism. The dimensions are service, competition, participation and deliberation (cf. Strömbäck, 2005; Svith, 2013; Albaek et al., 2015). This paper enlightes the presence of each of these four democratic roles in the minds of professional journalists and editors and in the general public. The expectation is that these four dimensions are unequally present both in the profession of journalism and in the population.

Firstly, this study describe the democratic role orientation among journalists and editors in the case of regional and local news media in Denmark. Secondly, this paper describe in the Danish population, the perception and preference of the democratic practice of news media. Finally, the beliefs of the journalistic profession and the population are compared.

2) The methodology used to conduct the study

This study is based on qualitative and quantitative methods to construct and analyse data regarding the preference for democratic roles of news media. Qualitative interviews were conducted with editors and journalists from news media at different platforms. The interviews followed a semi structured interview guide and the interview was transcribed and coded in Nvivo for condensing the democratic role orientation of the media representatives.
A quantitative survey was conducted as CATI-interview via Index Danmark/Gallup with citizens in a representative sample of the Danish population. The data was analysed statistically for significance in frequencies and variation.

3) Description of the research material

This study combines two sets of data. The first data is text, equivalent to 97 normal pages, coming from interview with 35 media representatives to five main questions. The second data is figures coming from eight questions and five answer categories at a likert scale answered by 2174 Danes.

4) The key findings of the study (for completed projects)

The preliminary results of the study show that journalists and editors have different democratic orientations, which not appear to be a choice of the individual professional but primarily conditioned by media platform. According to the population, the media are underperforming at all four democratic orientations. There is a deficit of citizens, who believe media carries out these democratic roles, compared to citizens wishing the news media to fulfil these democratic roles. The media representatives and the population do not agree on the importance of these different democratic roles for news media.
Web analytics and online journalism

Pär Brolin, Alexandra Svedström & Therese Monstad

Gatekeeping is the process that involves decisions concerning selection, editing, updating, positioning and production of text that in the end becomes news. This process has become a central part of the online journalist’s work, as information from multiple sources increases along with the digital development. At contemporary online newspaper editorials, metrics of web analytics may work as a guide and reference point for journalists in the gatekeeping process. The technology behind web analytics is called web mining and it involves tracing metrics that concern the visitor’s behavior and storing the information in what is called a server log. The metrics are automatically retrieved through a web analytics program, which in turn generates statistics in a visual and user friendly manner to the user. Web analytics is used wherever there is a need to trace the visitor’s behavior and digital footprint with the purpose to map out the visitor’s needs and create a genuine image of the audience and the visitors.

Scholars have examined the relationship between web analytics and journalism and claim that there is not enough knowledge and studies about to what extent journalists take these metrics into consideration in every stage of the screening process.

It is therefore of interest to study gatekeeping processes where web analytics is present as a possible influence. The question is if web analytics has brought journalists to create content according to the reader’s actual behavior.

The overall purpose of this case study is to explore and develop an understanding for the news selection process within online journalism since the emergence of the web analytics. The intention is also to study how this phenomenon appear within the specific genres sports, culture and general news.

Hence, this case study aims to explore how online journalists understand the role of web analytics in the gatekeeping process, the factors that influence the selection process and how this differ between different journalistic genres. Tandoc’s model for categorization of gates and decisions within the gatekeeping process in combination with Bourdieu’s theories on fields has been used for this study.

The empirical material is collected through semi-structured interviews. The journalistic genres that are represented in this study are: 1) general news, 2) sports, and 3) cultural. These journalistic genres have been selected because they are generally present at online based news media houses. Nine online journalists, three from each genre, have been interviewed in order to identify relevant similarities and differences in, as well as between, each of the genres. The selected journalists have experience from daily newsroom activities.
and work – or have been working – at established newsrooms with online presence and access to web analytic tools.

The first part of the interview guide was constructed using Domingo’s (2008) analytical grid, in order to identify how web analytics are used in newsrooms.

The results of this study show that online journalists do not perceive web analytics as a mandatory or necessary tool in their news selection process but that the metrics generated from the analysis in terms of clicks and visitor traffic is mainly used as complementary interpretation variables. The study has identified two factors that contribute to the use of web analytics within the journalistic field - perception of economic instability on an organizational level and the wish to maintain your readership through producing content that the readers are requesting. Further, this study as contributed to further develop Tandoc’s model.
Friday, 18 August

14.15-15.15

Journalism parallel session 2

Yngve Benestad Hågvar, The rhetoric of Facebook journalism

Sander Schwartz, News encounters on Facebook: between the incidental and the deliberate

Thomas Wold, News reporting and discussions in social media

Anders Sundnes Løvlie, “A pleasant place to be”: Challenges in the development of a debate website for a public service broadcaster
The rhetoric of Facebook journalism

Yngve Benestad Hågvar, Oslo and Akershus University College of Applied Sciences, yngve.hagvar@hioa.no

Social media are increasingly important distribution channels for online journalism. When online papers publish stories on their Facebook sites, the stories are often framed by paratexts written specifically for Facebook. Thus, the presentation may differ substantially from the corresponding presentation on the news sites. We know that the rhetoric of news media’s updates in social media can affect the engagement of the audience. For instance, Eberholst and Hartley (2014) has shown that news media receive considerable more response to Facebook updates that express joy or anger, compared to more neutral updates. There are also examples of media pushing the ethical borders further in social media than on their own domains. In 2016, The Norwegian Press Complaints Commission (PFU) condemned a paper for presenting a disputable issue as a fact on Facebook, while making necessary reservations in their online paper.

What has not been studied qualitatively, though, is to what extent the rhetoric of such Facebook updates differ from the rhetoric used on the news organizations’ own domains, and how the rhetoric of social media might affect the audience’s perceptions of the stories. The present paper is a case study of two major Norwegian newsrooms, based on the following research questions: What characterizes the rhetoric applied by Dagbladet and TV 2 when presenting their own stories on Facebook, compared to the rhetoric used on their own websites? How can we explain the differences, and what can they tell us about the role of the journalist and the function of news stories in social media?

The main material consists of all updates on Dagbladet’s and TV 2’s Facebook sites during two random weeks, as well as the corresponding stories and presentations on their own online domains, dagbladet.no and tv2.no. The texts are analyzed rhetorically, with an emphasis on speech acts and pathos strategies.

In addition, journalists who are responsible for social media in the two organizations, are interviewed qualitatively. Thus, the study also investigates to what extent the rhetorical choices are part of an intended communication strategy.

As the project is in its initial phase at the time of writing, no findings can be presented yet. However, there might be indications that the rhetorical discrepancies are most prominent for soft news, which are often presented in a more subjective and pathos-driven manner in social media.

References
Online news consumption practices have been of great interest for many years (Newsman et al. 2005, Mitchelstein, E. and Boczkowski 2010). Since it has become clear that digital technologies have disruptive power over the traditional business model of news and media industries, it is becoming increasingly important to understand how users consume news and information online (Chyi and Lee 2013). More recently, the growing role played by online social networks in the process of accessing news and information initiated new research aimed at understating the role of algorithms in the process (Flaxman et al. 2016, Chakraborty et al. 2016). Within this context we claim that the activity and strategies of the users have a significant role in defining how they are exposed to information. On the one side, we provide data to the algorithms by clicking, reading and establishing connections, which in turn influence what content we see. On the other side, SNSs allow users to access specific pages to look for news and information sources. This means that there are roughly two ways of encountering the news on SNSs: users can purposefully look for news or users can stumble upon news thanks to the socio-technical affordances of the SNS. The proposed paper will explore this two news-related practices in the context of Danish users by using the data of a national representative survey (N 1233) conducted in December 2016.

Preliminary analysis shows that 49,6% of the respondents get news through Facebook at least once a day, which shows that Facebook plays a central role as an information platform. Focusing on the sources of this news, 44,5% of the respondents declare that they always or often read the news on/shared by the Facebook page of a news organization. Friends and well known contacts play a less relevant role with just 26,6% of the respondents using them always or often as a source for news and information. Weak ties and acquaintances play an even less common role with just 6,7% of the users saying that they provide news and information often or always. These numbers indicate how news organizations still play a vital role as key news source on SNSs.

While this seems to provide a clear picture of news consumption it does not necessarily suggest an information seeking approach. In fact, more than 40% of the users (40,7 %) declare that they mainly encounter news while they are online for other reasons, compared to the 39,4% who encounter news mainly when they deliberately look for it. These data suggest that Facebook is emerging as a digital space where two encounters, the deliberate and the incidental news consumption coexist. An initial bivariate analysis shows that this is the case mainly for younger users. Within 15 and 35 years old the incidental news encounters...
consumption is reported by the 55.1% of the respondent, while it occurs in the 34.6% of the cases in the age group between 36 and 59 and in the 32.8% of the cases above 60 years old. The age variable can also shed light on the data about news sources that we have introduced before. If it is true that friends and acquaintances play a minor role as news sources on Facebook when we focus on the age group between 15 and 35 year olds we see that 44% of the respondents have their news from friends (often or always) and 10.2% from acquaintances (often or always). This is substantially different from what we observe in older respondents where 36.5% of people between 36 and 59 get their news from friend and only 4.3% from acquaintances.

The proposed paper will present the data in details and discuss the broader implications of the diversified use of Facebook as a platform for both incidental and the deliberate news encounters.

References


The purpose for this project is to investigate news stories that go viral in social media in Norway, the visual content of those cases and the relation between established news media and social media. The data collection has just started, and the first findings will be ready for presentation for the conference.

News media often try to give their own stories a spin in social media in order to attract audience participation. Some stories gain attention in social media first, and are then picked up by established news media. Some of these stories are campaigns from organizations with commercial, political or idealistic interests. Other stories originate from private users who post an observation from his or her daily life on social media, linked to a current topic. In some cases, they get huge amounts of shares and likes, and can spark off debates on various current topics, like poverty, immigration, bullying, sexual harassment, mental illness, unemployment, gas prices and so on. There are ethical questions regarding the exposure of citizens for a large audience, particularly people who are not used to being public figures, but have had massive attention due to a news story going viral. What happens when people lose control over their own self-presentation?

The first stage of this project is a case study of stories related to news and current issues that go viral on social media. What kind of stories go viral? What kind of topics? Where did they originate? What kind of visual content do they contain? The next stage in the project will include qualitative interviews to investigate what these stories mean for the audience and how they interpret them, and how it affects the people who suddenly becomes the centre of attention.

The theoretical framework is taken from reception theory and phenomenology. Reception theory focuses on the production of messages and the reception and interpretation of those messages by an audience, and the context this interaction occurs in matters a great deal (Hall, 2002; McQuail, 1997; Morley). Reception studies have been used to analyse how people use and understand mass media in their everyday life, including mobile phones, internet and social media (Hagen & Wold, 2009). Phenomenology focuses on describing people’s life world, their thoughts and experiences, and the researcher tries to understand a phenomenon from the interviewee’s point of view, and to put this into a larger meaning perspective. The purpose of a phenomenological approach is to gain insight into how the informants make sense of a given phenomenon in a given context (Kuzmanic, 2009; Patton, 2002; Benton & Craib, 2001; Kvale, 1996). When researching the individual’s experience of a given phenomenon qualitative methods will yield intricate details that are difficult to obtain by using quantitative methods (Corbin & Strauss, 2008; Cresswell & Miller, 2000).
This project is guided by principles from Responsible Research and Innovation (RRI), and aims to meet the concerns of citizens by facilitating public engagement in the research process and in the dissemination of results (European Commission, 2015).

References:


“A pleasant place to be”: Challenges in the development of a debate website for a public service broadcaster

Anders Sundnes Løvlie

Online comments on mass media websites have long been controversial. Theorists have warned against the dangers of “echo chambers” (Sunstein 2009) and “filter bubbles” (Pariser 2011), as well as harassment, xenophobia, bickering, trolling and a general lowering of the quality of public discourse (Author 2013; Singer et al. 2011). Fueled by recent political events, these discussions have gained attention among the broader public.

These issues pose a great challenge for media professionals aiming to develop new systems for online comments and debate. Much research has focused on the problems and benefits of allowing anonymous participation (Santana 2014; Elgesem and Nordeide 2016; Boyd 2012). Approaches to designing online communities suggest that regulating the behaviour of users must be balanced against the need to encouraging contributions (Kraut et al. 2012). Faridani et al. (2010) emphasize the need to highlight the most insightful comments. Rowe (2015) found that comments on mass media websites exhibited a greater deliberative quality than comments on the websites’ Facebook pages.

This paper is based on a production study of the development of a new debate system for the website of the Danish public service broadcaster Danmarks Radio (DR), located on dr.dk/debat. The research was conducted through interviews and observations with a small team of DR employees from January 2015 - April 2016. The empirical data consist of three qualitative interviews and three observation sessions with team members at their workplace at DR. Analysing this material, I aim to shed light on the following exploratory research question:

RQ: What are the main challenges faced by media professionals trying to develop systems for online comments that realize the ideals of an online public sphere, while avoiding the pitfalls associated with online participation?

Results

The DR team’s goals for the dr.dk/debat site focused on ideals expressed through a negative comparison with competitors: “We want to make a debate site that is a pleasant place to be. Not like Nationen.” The new site would be open for comments only at particular times and be moderated by a host who would be visibly present on the website (see Figure 1). A panel of invited experts or prominent commentators would help steer the debate. Users would have to register and post with their real name. The debate would be
organised as comments under articles giving background and depth to the topic at hand. Particularly interesting comments from users could be extracted and turned into “snippets” that would allow new comment threads to grow under them (see Figure 5).

However, my observations have revealed a tension between these ideals and the practical day-to-day struggles with ensuring a lively debate. Great effort seems to have gone into getting the debate site prominently presented on the front page of the dr.dk website, as well as being mentioned in the TV shows with which it is associated (see Figures 2-4). When the debate site is mentioned on TV, traffic and debate picks up immediately; when coordination problems lead to the site not being mentioned, traffic on the site is too low for any real debate to occur. Surprisingly, the dr.dk/debat website’s strongest competitor is not an external site but rather DR’s own Facebook pages, where TV shows post content and facilitate debate directly on the Facebook site (see Figures 6 and 7).

In my presentation I will analyse these observations through further examples, arguing that this development needs to be understood from a cross-disciplinary perspective, combining media production studies with insights from design and computer science.

References


Friday, 18 August

15.45-17.15

Journalism parallel session 3

**Ville Manninen**, *The Mobile Challenge for Data journalism - State of the art in the Nordic countries*

**Esa Sirkkunen**, *Research on the production of journalistic VR*

**Susanne Hägglund, Anita Nuopponen, Joachim Högväg, Joachim Majors & Jonna Elomaa**, *Personalization of mobile news apps meets user experience and usability*

**Ekaterina Pashevich**, *Computational journalism and automation in newsroom. How the new practices transform journalism in Norway and challenge its status quo.*
The Mobile Challenge for Data journalism - State of the art in the Nordic countries

Ville Manninen, University of Jyväskylä, ville.j.e.manninen@student.jyu.fi
Turo Uskali, University of Jyväskylä, turo.i.uskali@jyu.fi

Keywords: Data journalism, mobile journalism, mobile data journalism, mobile devices

This paper focuses on the challenges and opportunities mobile devices are seen to create for data journalism. It is based on interviews of data journalism experts from eight countries (Denmark, Finland, Germany, Norway, Sweden, the Netherlands, the UK, and the US, N=31). The study’s geographical emphasis is on the Nordic countries, where most interviewees work in. Most of the interviews were conducted during the NODA16 and NODA17 conferences in Helsinki and Odense, respectively. The sample represents a wide range of data journalism practitioners: from international to regional newsrooms; from dedicated data teams to individual journalists with a passion for data; and from established broadsheets to digital freelancers. The sample also includes data journalism educators – a preoccupation which often (but not always) overlaps with journalistic work.

Our claim is that scholarly attention towards mobile data journalism is overdue. Research on mobile journalism is still nascent, and studies on data journalism have mainly focused on the desktop era. Yet some of the world’s leading newsrooms have already confirmed that most of their online traffic originates from mobile devices (WAN-IFRA 2015; Wilson 2015). This was also corroborated by our interviews: most newsrooms represented in this study estimated their mobile traffic share to be in excess of 50 per cent – the lowest share cited being 40 per cent. Interestingly, we know little of how newsrooms have adapted to this new mobile-centric media landscape. Even if some journalism scholars have already theoretically noticed this change (Westlund 2010; Westlund 2013; Jones & Salter 2012, 121-130), we still lack empirical works on this matter.

Next the paper defines the key concepts, which are still developing. Earlier iterations of “mobile journalism” focused around the mobility of praxis (e.g. Burum & Quinn, 2015), while today the “mobile” in mobile journalism refers mainly to the delivery platform. For this paper mobile journalism is defined as journalism tailored for 1) mobile devices, 2) screens smaller than those on standard desktop computers, and 3) touchscreen interfaces. In practice this means data journalism designed for tablet computers and smartphones. Data journalism or data-driven journalism, then, has often been defined as journalism based on large data sets. (Rogers 2011; Gray et el. 2012; Mair et al. 2013.) In similar fashion, a data journalist is defined as a person, who creates news stories based on large data sets.
Finally the paper presents the key results of the interviews. They shed light on what factors facilitate or hold back the proliferation of data journalism in newsrooms, and how working data journalists perceive the future genre. Our interviews reveal that newsrooms have widely adapted to the limitations of small screens and touchscreen interfaces, but less so to their new opportunities such as geolocation. In fact, only few interviewees recognized the mobile platform offering anything truly new. Instead, many suggested that mobile devices are merely imperfect (albeit important) vehicles of delivery for an otherwise classical product.
Research on the production of journalistic VR

Esa Sirkkunen, University of Tampere, esa.sirkkunen@uta.fi
Turo Uskali, University of Jyväskylä, turo.uskali@jyu.fi
Heli Väätäjä, Tampere University of Technology, heli.vaataja@tut.fi

Virtual reality (VR) is making its way to journalistic storytelling and newsrooms. Several reports and research papers (see for example Sirkkunen et. al. 2016) point out, that there are great potential gains in combining virtual reality and journalism, but we argue that many news organizations are still lacking the knowledge of how to best implement new VR tech to their practices.

This paper provides an overview of the state-of-the-art of journalistic production processes for VR and outlines ways how to do journalistic VR-productions in more advanced ways.

Virtual reality (VR) refers to bundle of computer technologies that use software to generate realistic images and sounds in order to replicate real environments. Also terms like “immersive journalism” (de la Peña et al. 2010), “journalism360” (Anderson & Nessa 2016), augmented reality and mixed reality (Future Today Institute 2017) have been used in this context.

One of the core values and assets of virtual reality for journalism lie in the possibility of building a sense of presence and emotional connection to a story, a place or a person. It can also build empathy for the people that the stories tell about. Previous studies show that the production time and cost of VR, including cumbersome postproduction and the so called stitching process can be laborious, time consuming and expensive. First reports also show that in creating framing, composition and perspective in VR productions, the use of technical tools and narrative thinking are very different for example from those in traditional TV productions. This is why it is crucial to explore the field and develop new production processes suitable for journalists, newsrooms and their needs.

Theoretical framework of the study is production analysis and research development of journalistic work processes and service design. The work connects to theoretical discussions of journalism as work practice and the nature of VR as a new medium for journalism.

The methodologies used to conduct the study are collected from different fields of research. We implement empirical research and development process in which prototypes of VR-productions are developed and evaluated in rapid cycles. The research project behind this is VIRJOX, a multidisciplinary venture which combines journalism studies, programming, human-technology interaction (HTI), human-centered
experience design, and business studies. Our research team also use also ethnographic methods following and observing the work processes of VR-productions in real productions. We will follow the stages of production from story selection to the field work, editing, stitching and finally to the dissemination of the VR-story.

The research material contains 1) review of previous research 2) analysis of production processes in media houses and 3) interviews made with professionals producing journalistic VR. The interviewed people come from the US, Europe and Finland.

The key findings of the study will be

- a better understanding of journalistic work processes in VR production from the interviews with VR-professionals
- evaluated findings from the development cycles creating different kinds of VR-productions from different perspectives
- tentative production models covering the ideal work flow, work descriptions and division of tasks in 1) rapid VR-productions and 2) in more complex ones.
- we will put special emphasis on ethic aspects of journalistic VR-production

In the Nordmedia conference our paper will introduce our tentative findings and theoretical discussions on this new and evolving field of journalism.

References:


Personalization of mobile news apps meets user experience and usability
Susanne Hägglund, Anita Nuopponen, Joachim Högväg, Joachim Majors, & Jonna Elomaa

Goal and background. Access to news has increased to such a degree that it can be hard to manage for the end user, especially on mobile platforms. One solution to the problem is to personalize the news feed according to personal preferences. In this paper, we discuss some findings of the MAYO project, the aim of which was to study user experience and usability of customized and personalized news on mobile platforms, and to develop guidelines for personalization of news. The project is a co-operation between Åbo Akademi (2) and University of Vaasa (1). The project integrates research on design and research through design and relies on user experience and usability research while exploring prerequisites for new forms of news dissemination in the digital age.

Methodology. Two news apps - the Swedish app OMNI and the Finnish app YLE Nyhetskollen (Uutisvahti) - were tested. Background information on goals and target group etc. was obtained through interviews with R&D departments of both OMNI and YLE. One group of tested the YLE app, and one tested OMNI. Both test groups were Swedish speaking Finns (N=25). The testing was done mainly during 2 weeks. After each week the test persons filled out an online form regarding the use, usability and user experience of the app, and after two weeks they were interviewed in a deep and structured manner. To measure the attractiveness, semantic differentials (AttracDiff) consisting of 28 seven-step items with opposite adjectives (e.g. "confusing - clear", "unusual - ordinary", "good - bad") were utilized. Each set of adjectives were ordered into a scale of intensity.

Research material. Data gathered consisted of test person background data and media habits, a weekly online questionnaire during the testing phase, followed up by face-to-face interviews and user experience and usability questionnaires.

Findings. Both news apps were targeted to heavy news users, digital pioneers or digital generation news consumers. When measuring the attractiveness, the YLE app scored better than OMNI in 24 items out of 28. OMNI scored slightly better on Clearly structured, Brings me closer to people, Attractive, Appealing. YLE performed better in both hedonic and pragmatic quality than Omni. The YLE app users were unanimous while OMNI, the responses differed more. When comparing the Standard Usability Questionnaire results, the differences between the apps were small. However, when comparing results from the AttracDiff, YLE scored better than OMNI in Usefulness, Ease of Learning and Satisfaction; OMNI scored higher in the Ease of Use section in the Usability questionnaire.
As to the personalization, the users of the YLE app with a 5-option scale (none, some, no priority, more, push notice) for following news topics in the “For me” news list were a bit happier than the users of OMNI where the news topics could only be marked as follow. Color coding of the news sections help the users to navigate through the stream of news in OMNI, which may be also one of the reasons why the users got a better overview over their news feed. OMNI also has an upper section division (cf. printed or online newspapers) unlike YLE. Some of YLE users would have wanted to have one. The test subjects where overall positive towards personalized news in the sense that, for an example they could cut off all sport related news. Many were concerned about creating their own eco chambers or missing something that they did not know they would miss, however, they almost unanimously favored the possibility of personalization.
Computational journalism and automation in newsroom. How the new practices transform journalism in Norway and challenge its status quo.

Ekaterina Pashevich, University of Oslo, ekatep@student.media.uio.no

Introduction and research question

The relatively old journalistic tradition of computer-assisted reporting (CAR) has built the foundation for the popular modern phenomenon data journalism, or as its pioneer Philip Meyer calls it, precision journalism (Meyer, 2002). Since then the idea of automation of the journalistic work has never been off the table. Thus, the recent breakthrough in the studies of artificial intelligence technology, known as deep learning, made possible to innovate the sphere of journalism even further and provide it with the automation of news creation, which gained a popular term robotic journalism (Carlson, 2014).

This paper will explore how do the computational journalistic practices co-exist in the newsroom and how do they influence the quality of journalism?

Theory

Since the middle of the previous century the journalistic profession has constantly experienced transformation. From the invention of public broadcasting to Web 2.0, social media (Ottovordemgentschenfelde, 2014) and computational journalism, the journalists were forced to adapt to the changing technological scene. Kammer (2013) argues that journalism has acquired media logic and has been mediatized. The current study offers a fresh look into the transformation processes happening in newsrooms and suggests that the media logic in the recent years was rather replaced with computational logic.

Considering the novelty of the topic, automation in newsroom has already been researched from the various perspectives. Coddington (2014) attempted to classify different forms of computer-assisted journalism – CAR, data journalism and computational journalism. However, it is important to make the distinction between the use of computers for research and simple analysis and the autonomous publishing of machine-written materials. The latter represents the technology of automated journalism. Despite being currently in its development and trial phase, robotic writers have already secured their place in the center of scholarly attention: some scholars discuss their potential (Van Dalen, 2012; Clerwall, 2014; Wright, 2015), others try to raise awareness of the challenges and obstacles this new phenomenon might cause in newsrooms, amongst them: ethical (Dörr & Hollnbuchner, 2016), legal (Weeks, 2014; Montal & Reich, 2016) and practical (Van der Kaa & Krahmer, 2014; Linden, 2016; Latar, 2015; Bucher, 2016). Nevertheless, there has not yet been
conducted a study that would describe the variety of computational journalistic practices in Norwegian realities. Karlsen and Stavelin (2014) studied the working practices of computational journalism in Norway, while Andersen (2013) wrote a practical guide to data journalism, including the ethical and legal aspects of it. But the development of robotic journalists by the Norwegian news agency NTB (Michalsen, 2016), put in the context of other computational journalistic practices, deserves more scholarly attention.

Methodology

The current study is drawing upon the international research literature as well as the previously done newsroom studies regarding the historical development of automation of journalistic work. It is then enriched with the statements from the qualitative interviews with editors, journalists and developers of robotic journalists working in Norwegian news organizations, as well as scholars.

Key findings

In this study, I argue that today the computational logic gradually substitutes the media logic in journalism. Excessively often the character of data determines the content of materials and the way it is presented to the audience. Moreover, journalists feel the need to master the specific skills necessary to make sense of the large data sets and to learn about creative tools for the adequate presentation of the data to the audience. Therefore, more and more journalists choose to learn basic programming skills in order to enhance their journalistic work. The study attempts to put the phenomenon of robotic journalism in the context of other computational practices in order to further analyze its significance and influence on journalism.

References:


http://dx.doi.org/10.1145/2820421
Friday, 18 August

15.45-17.15

Journalism parallel session 4


Tiina Räisä, *Constructing mythical types and the social centre – sequential orchestration of reality*

Ville Kumpu, Risto Kunelius & Esa Reunanen, *The grammar of contextualization: operationalizing the political actor perspective in mediatization*

Liudmila Voronova, *Crisis and journalism culture transformation: The case of Ukraine*
Flows of terror. An analysis of information flows between traditional and social media during the 22. July 2011 terrorist attacks in Norway

Tine Eide, Oslo and Akershus University College, tine.eide@hioa.no
Steen Steensen, Oslo and Akershus University College, steen.steensen@hioa.no

The terrorist attacks in Norway 22nd of July 2011 is recognized to be the first big crisis in Norway where journalists used information from social media in their coverage and where social media were important channels for distributing news about the events as they unfolded. This paper analyses the flow of information between traditional and social media during the attacks and asks what kind of information flowed between the different media platforms, how and for what purpose social media content was used in journalistic reporting and how social media users referred to traditional news sources during the attacks.

The paper is framed by an understanding of breaking news production, distribution and consumption as a networked process involving a broad spectrum of actors, technologies and media, including traditional, journalistic institutions and actors and social media platforms and actors. The increasing networked nature of news as a discursive practice is especially significant when a major news story breaks, such as a terrorist attack. Previous research has shown how social media have paved the way for a “new ecology of emergency media” (Bruns, 2014), in which new and old media coexist and feed of each other in the coverage and sense-making of emergency events. There is therefore a need for research on what the connections between new and old media and actors look like during the coverage of such events, how important such connections are, and thereby what characterizes the flow of information in this new network, or ecology, of emergency media.

To analyse the flow of information between traditional and social media during the 22. July 2011 terrorist attacks in Norway, we have conducted a content analysis of all the articles published online by the five most read online newspaper and the three most read print newspapers in Norway during and immediately after the attacks. The online articles included in the study were published from 15:25 when the attack started in Oslo until 22:00 the same evening, after the terrorist was apprehended. The print news stories were published the day after the attacks. Overall, 102 online news stories and 53 printed news articles were analysed for traces of social media content. Furthermore, we have conducted a content analysis of tweets containing hyperlinks during the same period, for traces of traditional media content. The Twitter-material was drawn from a database containing the complete Norwegian Twitter-sphere during and in the aftermath of the terrorist attack. This database was acquired through Twitter’s Historical PowerTrack API.
The key findings so far show that the flow of information between traditional and social media was rather limited. 17 per cent of the online news articles and only 8 per cent of the printed stories used social media sources. The analysis of the social media content is yet to be completed.
Constructing mythical types and the social centre – sequential orchestration of reality

Tiina Räisä, University of Tampere/Arcada University of Applied Sciences

Polarization of society is presented as a fact, also in prosperous well fare states. Editorials in chief are concerned by citizens’ growing interest in populist parties, or presidential elections that “go wrong”. The critical question that should be addressed is the role of the media, more specifically how the mediated, social centre, (Couldry 2003) and the periphery have been constructed historically? Nations, and audiences are legitimized thru a strategic and sequential language, which is attached on symbolic participant groups.

The reality construction process in this paper is positioned in a ritual context. Media products are verbalized as a categorical way of thinking and acting (Bell 2009), which can be noticed in various media texts. Journalist work is not manifested in traditional terms (reflecting, revealing, etc., see e.g. Zelizer 2014) but as a socializing assignment. The editorial task is to teach the audience who they are or should be. Ritual texts are signified by their density of norms and values, which manifest themselves as an implicit, strategic communication on certain perspectives of reality. The enthusiastic tv-formats, campaigns and media projects embrace the monolithic and reject the ambivalent (Seligman and Weller 2012).

My aim is to further develop and describe the sequential method apparatus, which I used for the analysis of my PhD on media rituals (Räisä 2016). Sequences are thought of as organized “production slots”, which are filled with culturally and ideologically logic content.

The research material consists of printed articles published during 1950–2012 in the daily, Swedish speaking newspaper Hufvudstadsbladet, which for some 70 years has produced the Lucia ritual, the catholic saint celebrated in the Nordic countries, and by which HBL constructs an ideal, Swedish speaking community. I focus on the initial part, the re-start of a new lucia period, and the word attached to three participant groups: the ten lucia candidates, the trio group (who nominates the lucia candidates). The under-privileged group is signified by social, economic or health related issues and they receive resources from the annual fund raising campaign.

The meaning of HBL-Lucia-ritual is explicitly about change, it appears to strengthen the group solidarity. The social outcome underlines the opposite; it benefits the role of the already privileged (Chouliaraki 2013, 2006). The “positive” project is exclusive: journalists use sequential but differentiated name and verb phrases, which constructs separate existences (Butler 2011). Mythical types replace the persona: the editing process results in easily recognizable representations. These fulfil typical and diverse class functions (Bloch
The most valuable insight of the research is thus that modern media rituals are not signified by one social function but with many specific functions. The upper class is uncorrupted, has a flawless moral and makes sacrifices for the community; the middle class symbolizes the normal and it is obsessed by production and consumption; the lower class is signified by the abnormal habitus, but it is also a grateful and humble type.

Media rituals are not fairy tales, but create reality by discrimination. “Media logic” is shaped by differences. Journalists talk with the upper and middle classes in the social centre, whereas they talk about the lower class, thus constructing the periphery. This, I claim, is a case of mediatization of reality, which has negative consequences for the integration processes. For the individual human being it is hazardous to be confirmed as the mythical other, it can even result in a willingness to vote for someone who at least claims to recognize and affirm you as a person, and not as a representation and a function.

References:


https://helda.helsinki.fi/bitstream/handle/10138/170075/MEDIERIT.pdf?sequence=1


Legitimation performances in journalism: operationalizing the political actor perspective in mediatization

Ville Kumpu, University of Tampere, ville.kumpu@uta.fi
Risto Kunelius, University of Tampere, risto.kunelius@uta.fi
Esa Reunanen University of Tampere, esa.reunanen@uta.fi

The core question in the mediatization of politics is how the media’s intervention in politics has changed during the past, say, 50 years. This has sometimes been conceptualized as the politics adapting to media logic. More recently, however, the political actor perspective in mediatization has gained in popularity. Instead of pitching the mass media against political elites, this approach is interested in the impacts the media may have on the struggle for power among different political elites (Van Aelst & Walgrave 2016). Of course, according to the mediatization thesis, the role of the media in these struggles has somehow intensified and changed during the past decades. In this paper, we suggest a text analysis method that aims at describing how this power play occurs in journalistic stories.

We conceptualize journalism as one political arena among others in which political actors perform and legitimate their authority (Hajer 2009). These performances, then, may have some impact on political actors’ authority in policy networks (Smith 1993), thus increasing or decreasing their power to further their political agendas. Journalism’s role is to provide a platform for, organize, and contextualize these performances. In our analysis, we concentrate on the moments when someone in a journalistic story disputes some other’s deeds or words as, for political actors, these moments are essential for legitimating their authority. For journalism, these moments are crucial to its role as an organizer of critical public discussion. How journalism manages these core moments of public discussion – we argue – essentially defines the role of journalism in political power play and democracy.

Our analysis proceeds in two steps. The first is to analyze the legitimation bases the actors appeal to when disputing some other actors’ actions. Here we draw on Habermas’ (1991) typology of validity claims in communicative action. We propose investigating how these disputing performances are justified in relation to 1) knowledge and facts (truth), 2) value commitments and justifications (rightfulness), and 3) relations of trust or suspicion (truthfulness), which – according to Habermas – are the dimensions on which rational criticism can be based. This analysis characterizes the style of public legitimation in journalism and enables hypotheses such as an increase in the share of value- or trust-related justifications, compared to justifications based on knowledge and facts, from the 1970s to the 2010s. These potential changes result from adjustments in the interplay of politics and journalism, and thus inform us about the mediatization of
politics. The second step in our analysis draws on narratological studies on news (e.g. Kunelius 1996) to more broadly describe the ways in which a journalistic narrator contextualizes the disputes presented in journalistic texts. In this part of the analysis, we ask how strongly and in what ways the narrator intervenes in the disputes presented in the stories.

In this paper, we concentrate on the methodological issues related to the first step of our analysis, and present two case studies for illustration. The first case study examines the journalistic publicity of the illegal launch and subsequent workers’ occupation of a pulp factory at Lievestuore in 1971. The second investigates journalistic publicity related to Finland’s first collective agreement of incomes in 1968. The methodological enterprises and case studies presented in this paper are part of a research project studying the mediatization of economic and environmental governance. Two additional case studies in both policy areas at later points in time are under consideration.
Crisis and journalism culture transformation: The case of Ukraine

Liudmila Voronova, Södertörn University, liudmila.voronova@sh.se

Keywords: epistemological beliefs, journalism culture, journalism organizations, crisis, conflict, challenges, Ukraine

Journalism culture is described by scholars as “one of the resources journalists draw upon to coordinate their activities as reporters, photographers, and editors” (Zelizer 2005, p. 204). Importantly, journalism cultures should be analyzed not only in connection to the contexts, but also in and as processes (Voronova 2014, p. 221). While most journalism cultures in the world face similar challenges, such as commercialization and digitalization, some of them are challenged by more radical challenges, such as war conflicts. Ukrainian journalism culture since 2013 is undergoing a painful process of continuously adjusting to and counteracting the circumstances of conflict, with external and internal propaganda (e.g. coming from the so-called “people’s republics” of Donetsk and Luhansk), economic pressure being a consequence of the more general crisis, and guidelines coming from the state institutions, such as the Ministry of Information Policy (MIP) (e.g. Bolin, Jordan & Ståhlberg 2016, Pantti 2016, Nygren & Hök 2016).

Nygren et al. (2016), based on content analysis and interviews with journalists, conclude that one of the main challenges for the Ukrainian journalists today is a conflict between the ideal of neutrality in coverage and favoring of “patriotic journalism” in practice. This paper takes this discussion further and suggests to look at how the professional journalism organizations in Ukraine reflect upon this conflict, which journalists themselves define as a split between journalists and “Glory-to-Ukraine-journalists” (Sklyarevskaya 2016, October 20th). How does the participation of Ukrainian journalism organizations in the discussion of objectivity vs. patriotism look like on different levels – international, regional, national and local? Is there a possibility to retain a national culture of journalism in the situation of crisis, or does it inevitably end up in splitting to many journalism cultures that have their own rules, beliefs and ideals?

Using Hanitzsch’s model of deconstruction of journalism culture (Hanitzsch 2007, Nygren et al 2016), and focusing specifically on the dimension of epistemological beliefs, this paper analyzes a specific case: project “Two countries – one profession” initiated and supported by the OSCE Representative on Freedom of the Media. The project consists of regular round tables where senior representatives from Ukrainian and Russian professional journalism organizations meet to discuss ways to improve professional standards and safety of journalists, as well as collaborative projects between young journalists from the two countries. The project is perceived as contradictory and provocative by a part of the Ukrainian media community (e.g. Rudenko 2016, December 15th). The paper is based on analysis of observations of meetings between the National Union of
Journalists of Ukraine and the Russian Union of Journalists, interviews with representatives of these and other media organizations and experts in Ukraine, focus groups with the young journalists involved in the project, and negative and positive reactions to this project by the Ukrainian media community.
Saturday, 19 August

09.00 - 10.00

Panu Uotila, *Responses of Journalism Education to the Challenges of Changing Media Environment in the Digital Era*

Annika Egan Sjölander, *Local journalism, ‘prosumers’ and pressing environmental problems*
Responses of Journalism Education to the Challenges of Changing Media Environment in the Digital Era

Panu Uotila, University of Jyväskylä

Abstract

It is vital for journalism education that the educators know what kind of new knowledge and skills journalism students need in the fast changing media environment in the digital era. To be a successful professional under the conditions of the ongoing digitalization and rapidly developing social media, journalism students should be provided with the skills and knowledge required in a more dynamic, continually evolving world (cf. Sullivan 2009).

Deuze (2006) identifies two distinctly different positions for journalism education in society: the “follower” mode and the “innovator” mode. Journalism training should reflect the changing journalistic work culture and prepare students for changing rather than static future. Journalism educators agree, that the traditional elements of journalism – critical thinking, source critique, excellent reporting and writing skills, ethics, balance, fairness and impartiality – should not only remain, but be strengthened when teaching journalism in digital era (Castaneda, Murphy and Hether 2005).

In this paper my main aim is to discuss how journalism teaching should adapt to the contemporary digital media environment. I will first look at some building blocks of contemporary journalism education. The questions are: 1) What kinds of knowledge and skills are necessary for a journalist in the digital media environment? 2) What basic professional and ethical standards can be seen as the corner stones of the formation of professional identity of journalists in the digital era? Second, I consider some ideas of how to advance teaching (pedagogical principles and didactics) to respond to these changing requirements.

I depart from the perspective of an educator as ‘innovator’, who attentively follows and reacts to the innovations in working environment (including both intellectual and technological innovations) and adopts them in teaching. Co-learning and experiential learning have proved to be successful strategies for training up-to-date journalists. In his book Experiential learning, David Kolb (1984) focuses on the structure of the learning process by looking at the holistic structure, the transformation process, and the process of self-regulation. The structural basis of the experiential learning process lies in the transaction among four adaptive modes and the way in which the adaptive efforts are resolved. In the model, concrete experience / abstract conceptualization and active experimentation / reflective observation are two distinct dimensions, each representing two opposed, adaptive orientations. A person may observe an event, integrate this into
theories and derive hypothesis that are tested in action, creating new events and experiences. For journalism students experiential learning can be a method to combine practice and theory and find balance between them.

The paper is based on a literary review, an analysis of contemporary journalism curricula in selected European universities, and on the experience of teaching journalism in my University as a case study. I also use the auto-ethnographic approach and self-reflection, as I have worked for ten years as a professional multi-platform journalist in television, online and print media and have been teaching practical journalism in the university at all levels for nine years.

References


Local journalism, ‘prosumers’ and pressing environmental problems

Annika Egan Sjölander, Umeå University

Keywords: local journalism, environmental news, democracy, decision-making, sustainability

This paper has a special focus on local/regional news journalism since it is a pivotal democratic institution in many countries around the world (Weibull, 2016). Despite this importance, little attention from media and communication scholars have traditionally been given to this genre compared to national (elite) news media (Kleis Nielsen, 2015). The situation in Sweden is no exception even if the local press have had an influential position in society for long, like in most Scandinavian countries (Nygren and Althén, 2014). When it comes to e.g. environmental reporting the local press are providing other regional and national media institutions with vital material to publish. However, many local newspapers are struggling businesswise today, since subscription rates go down quickly and the advertising market consequently disappears (Ohlsson, 2016). Most of these media institutions are also heavily occupied with their own digital transformations.

The aim of this paper is to highlight and discuss how pressing environmental problems, like climate change and the long-term handling of hazardous waste such as nuclear waste, are affected by these radical and ongoing changes in the contemporary (mass) media landscape. In the paper I argue that the wider implications of these structural transformations, e.g. digitalization processes, have largely been overlooked within the field of environmental communication. I also try to pinpoint the possible consequences of that in terms of how we handle pressing environmental challenges. We can already foresee, that the often complex societal decision-making processes that environmental problems generates, evidently will be affected. Not least on the local level where they often matter the most, for example in a referendum about hosting a repository for hazardous waste. The critical question is how.

One can for example wonder if, and to what extent, that the ‘new’ modes for public interaction that digital media have, also lead to broaden citizen engagement in environmental issues? And how many ‘prosumers’ that can be identified that take an active interest in the area? It is time to dig deeper into what implications, big and small, that the rapid decline of the printed press have when it comes to environmental journalism. What are the consequences of the increased numbers of laid off journalists, visavi an increase in numbers of PR professionals devoted to strategic communication?

Illustrative examples and lessons learned about the democratic importance of local journalism, taken from two case studies conducted in Sweden forms the empirical base for this paper. They are both focusing on news media discourses and the role of local journalism when it comes to environmental issues. One study concerns the introduction of bioethanol as a substitute for petrol in cars as an attempt to tackle climate
change. The other study concerns the localization process in order to find a permanent repository for long-lived, high level radioactive waste in the country.

Reference List:


Saturday, 19 August

10.15-12.15

Journalism parallel session 5

Elin Strand Larsen, A justification and celebration of investigative journalism

Reeta Pöyhtäri & Ulla Carlsson, The Assault on Journalism: Journalists and freedom of expression attacked

Risto Kunelius, Elisabeth Eide, The Snowden revelations and the meta-coverage of journalism

Torbjörn von Krogh, Media Accountability Instruments concerning Migration and the Polarization of Trust in Journalism in Sweden
A justification and celebration of investigative journalism

Elin Strand Larsen, Østfold University College

Each year the investigative journalism associations in Norway, Sweden and Denmark\(^1\) hand out one or more awards to news stories for excellence in investigative reporting. To nominate a story for the Norwegian SKUP-award\(^2\), the Swedish Gold Shovel (Guldspaden)\(^3\) or the Danish FUJ-award\(^4\), the responsible journalists have to write a methods report describing how they worked, problems they encountered and the consequences of the story.

The methods reports can be seen as both a justification and an argument for why exactly that specific news story deserves to win an award for best investigative reporting. The methods reports also serve as examples of what the journalists themselves think of as “best practice” when it comes to investigative journalism. Last, but not least, the nominations lead up to an award ceremony and a celebration of so-called “muckraker” journalism in the Scandinavian countries.

In this paper, I will use qualitative rhetorical analysis to analyze a selection of methods reports concerning political scandals in Norway, Sweden and Denmark between 2000 and 2014. What is considered a political scandal in this context is based on an earlier register of political scandals in the Nordic countries (Allern & Pollack 2016, Allern, Kantola, Pollack & Blach-Ørsten 2012). By comparing the methods reports and the scandal register, I will find the cases both considered political scandals and nominated to SKUP, the Gold Shovel or the FUJ-award\(^5\).

When analyzing the selection of method reports, I will focus on the following questions: How do the Scandinavian journalists portray their role as investigative reporters? What are the arguments for the nomination? Do they emphasize the consequences of the scandal? Do they defend their journalistic work and methods? Are there any differences between Norwegian, Swedish and Danish methods reports concerning political scandals?

The “Minister scandals” from Sweden in 2006 and the “Gift affair” from Norway in 2010 serve as two examples of political scandals being nominated to the Gold Shovel and the SKUP-award. The “Minister

---

\(^1\) Norway: SKUP – Stiftelsen for kritisk og undersøkende presse
Sweden: FGJ - Föreningen för grävande journalister
Denmark: FUJ - Foreningen for Undersøgende Journalistik
\(^2\) The Norwegian SKUP-award: http://www.skup.no/skup-prisen/
\(^3\) The Swedish Guldspaden: http://www.fgj.se/guldspaden/
\(^4\) The Danish FUJ-prisen: http://fuj.dk/om-fuj/fuj-prisen/
\(^5\) Methods reports for the FUJ-award is not open and available online.
scandals” in Sweden resulted in two ministers having to leave the cabinet of Fredrik Reinfeldt after hiring nannies without paying employment taxes and the lack of TV-license payments. Irina Halling from the Swedish newspaper Expressen nominated the story to the Gold Shovel, focusing on the consequences of the investigative journalism:

The thoroughly substantiated disclosures of the newspaper made it impossible, after just a few days, for the Minister of Trade [Maria Borelius] to remain in office (Halling 2006, my translation).

In the “Gift affair”, the Norwegian newspaper VG looked into the cabinet members’ practice of accepting gifts like handmade carpets and jewelry when they perform official duties. When nominating the story to SKUP, VG-journalist Ingar Johnsrud focused on how the newspaper managed to reveal something the ministers tried to keep secret:

A story about how the Government accepted something for itself while denying everyone else the same. How regulations concerning gift acceptance absolved in the public limelight. How the ministers chose to act as carpet surveyors, creative ways of doing taxes, the ministers’ violations and secrecy (Johnsrud 2010, my translation)

The dimensions and consequences of the “Gift affair” never reached the level of the “Minister Scandals”, with two ministers having to leave the office. That might explain why Expressen won the Gold Shovel in 2006, while VG’s SKUP-nomination in 2010 never got an award for their investigative story.

Literature:


Journalistic freedom of expression is endangered around the world. One of the prominent reasons for this is the threat of violence. In the past ten years, more than 800 journalists have lost their lives while doing their work (see e.g. UNESCO 2016; CPJ 2016). Most typically, the journalists killed are local journalists, covering issues such as local conflicts, corruption, environmental questions or drugs. Killing is only the ultimate form of violence; other methods include various types of physical and psychological threats and harassment. This threat of violence is an effective way to silence journalists, as it often leads to self-censorship, hereby also influencing the way information can flow in societies.

Nowadays a great deal of the violence and threats towards journalists are produced digitally in online environment. This type of harassment is a growing problem in countries that have traditionally been understood to be free and safe for journalists to work, such as Nordic countries. Recent surveys show that e.g. every sixth Finnish journalist and almost every second journalist in Norway has experienced harassment, mostly online (Journalistiliitto 2016; Landsverk Hagen 2015). Digital harassment contains among other intimidation, threats, spreading of disinformation, smear campaigns and various types of technological attacks (Henrichsen, Betz & Lisosky 2015). Women journalists are targets of misogyny and threats for sexual violence.

This presentation addresses various forms of violence and harassment towards journalists and other practitioners of journalism. It furthermore discusses the international definitions, and descriptions of the complexity of the violence and threats, as well as the other side of the coin, safety of journalists, and the international efforts to improve it. More theoretically, the presentation engages in the discussion about the causes of violence and suggested solutions to it on various levels. The presentation is based on a new anthology, edited by the presenters, addressing the issue of safety of journalists, and the assault that violence presents towards journalism and freedom of expression.

Furthermore, the aim of the anthology and the presentation is to emphasize and stimulate safety of journalists as a field of research, as well as to inspire further dialogues and new research initiatives. The presentation draws on a manifold of perspectives presented in the anthology, dealing with both empirical and theoretical research cases from various mostly developing countries, and a multitude of quantitatively and qualitatively informed insights. Yet the fundamental issue remains identical to all traditions discussed:
violence against journalists is an attack on freedom of expression. Knowledge is a key – it is about protecting, promoting and developing freedom of expression and freedom of the media in the digital era.

References:


The Snowden revelations and the meta-coverage of journalism

Risto Kunelius, University of Tampere

Elisabeth Eide, Oslo and Akershus University College of Applied Sciences

Based on a larger comparative research project, this paper takes the (still) unfolding story NSA-Snowden revelations as an opportunity to reflect on the current tensions, problems and opportunities in the field of professional journalism.

In a globalized (networked media) environment, professional, mainstream journalism finds itself in a kind of environment. Reactions against terrorism have brought up the relationship between journalism and the security state (e.g. Lloyds. 2017). Intensified concerns on are increasingly articulated with populist rhetoric (e.g. Mueller 2016) that also challenges the relationship between journalism and political state. The emerging hybrid media system (Chadwick, 2013) has redefined journalism’s relationship to its audiences and sources. Consequently, new kinds of networks and practices are highlighted as journalists renegotiate the boundaries and distinctions that have defined their professional field (e.g. Lewis & Carlsson). New kinds of transnational professional networks have been activated (e.g. Panama Papers), social movements and actors point to new alliances (Bennet & Segerberg, 2013; Russell, 2016), and to increasingly interconnected and complex global problems (from environment and economy to the functioning of the communication infrastructure itself [Couldry and Hepp, 2106; Peters, 2015). This complex, shifting context heightens the critical attention focusing on the performance of journalism. In this paper we build on the notion of journalistic meta-coverage (e.g. Esser, 2013) – how journalists cover and represent themselves and their professional practices – to take stock of some of the ongoing redefinitions of journalism. The paper argues that recent events and political developments at the intersection of security, surveillance and privacy offers an important and fruitful point in which look at how key relations inside journalism are renegotiated.

Based on the perspective outlined above, the paper looks discusses the meta-coverage of the NSA-Snowden leaks (2013-), and asks two questions: 1) How are key relationships of the journalistic field (inside the field and on its external boundaries) highlighted and problematized in this debate? 2) What are the implications of these debates for the position of journalism vis-a-vis other social and political actors and institutions?

Drawing from the work of a transnational research project and analyzing a large sample of journalistic commentary and self-reflection on the Snowden revelations, we identify and discusses current tensions key relationships that shape the journalistic field (particularly on matters of national security). Mapping the boundaries of journalism we journalism’s relationship 1) to the security state, 2) to the political state, 3) to the digital industry. Looking more closely inside the field (and its practices) we also discuss 4) journalist-
source relationships (journalists and whistle-blowers, encryption issues), 5) reporter-editor —relationships and debates provoked around the question of 6) reporting vs. advocacy. Finally, we identify trends and opportunities in emerging forms of 7) journalism-audience —relationships and 8) alternative kinds of institutional (financial) support of journalistic outlets. The narrative and meta-coverage around the Snowden revelations offers a rich opportunity to think through the shifting order and position of the journalistic field and to highlight key tensions when they are played out in the context of national security.
Media Accountability Instruments concerning Migration and the Polarization of Trust in Journalism in Sweden

Torbjörn von Krogh, Mid Sweden University

The study focuses on responses to signals of declining media trust in Sweden including accusations of media cover-up in migration reporting. Responses to a decisive event in March 2016 and how these might influence media trust are studied.

The initial responses and actions that followed are studied as different kinds of media accountability instruments (Fengler et al., 2014) that are internal (within the media), external or co-operative (between media organisations and non-media actors). The instruments are analysed regarding accountability frames (Bardoel & D’Haenens 2004), how they enable transparency (Heikkilä et al 2014), give room for criticism, response to criticism (von Krogh & Svensson, 2017) and how they relate to trust in media.

Trust in media encompasses several dimensions. According to Brants (2013) reliability, credibility and responsiveness are relevant aspects, where credibility has to do with issues of truth and accuracy. Earlier empirical work by Coleman et al (2009) suggest that media users definition of news media and their expectations on the media should be considered to a greater extent. Media scepticism has also been suggested as a concept when studying low trust, rather than the concepts distrust or mistrust (Barnhurst 2013).

Trust is a central factor in the controversy over migration reporting.

Starting point for the study is 20 March 2016, when two conservative former top politicians accused mainstream media of a cover-up, hiding relevant and negative information on migration that sparked an intense debate in Sweden. We created a timeline of events and initiatives related to this debate from searches in a media database (Retriever, 2016) ending four months later, 20 July. From this material we picked seven initiatives. In a second wave of data collection the time period was extended to the whole year 2016.

The study includes four internal media accountability instruments (an example of media journalism, an editorial, a poll of readers’ attitudes and the hiring of an asylum seeker as a columnist) and three external media accountability instruments (a conference where asylum seekers and journalists could meet, a book with new research on migration reporting plus essays written by migration reporters, and open seminars where media critics, media researchers and media representatives could meet).
The method used is a qualitative mapping of events and media accountability initiatives concerning migration reporting. Selection criteria used was variation in scope, complexity and time. Initiatives with different forms (internal/external/co-operative) and scope (local/national) that were relevant for the ensuing public engagement with the issue were selected for closer analysis. We cannot claim to have identified all initiatives and have selected only salient and typical examples of events and initiatives.

The study shows that the impact of internally initiated accountability instruments during Spring 2016 could have been more significant, had they been executed more thoughtfully. The external instrument that had the biggest potential for increasing trust in the short run was the book and the debate it generated. In a longer perspective, some of the instruments used have been modified and developed to bring more information about media consumption and attitudes towards media content in various groups of media users. This new information has contributed to new media initiatives concerning labelling content, geographical coverage and media literacy campaigns.

Elements of the original efforts to increase media accountability resonated with some urgency in later debates on media distrust following Brexit and the Trump election. The paper concludes with identifying five media accountability instruments that have emerged as recent responses to media distrust and some remarks on how to develop communicative conditions that might facilitate media trust.
Saturday, 19 August

10.15-12.15

Journalism parallel session 6

Shixin Zhang, *Chinese Foreign Correspondents: Identities, Media Cultures and Journalistic Practices*

Elsebeth Frey, *Objectivity – an ideal or a misunderstanding?*

Ranji Banafsheh, *Resisting censorship: Iranian journalists’ use of new media as an alternative channel*
Chinese Foreign Correspondents: Identities, Media Cultures and Journalistic Practices

Shixin Ivy Zhang, University of Nottingham Ningbo China, shixin.zhang@nottingham.edu.cn
Xiaoling Zhang, University of Nottingham UK, xiaoling.zhang@nottingham.ac.uk

Abstract

This paper aims to study the identities, media cultures and journalistic practices of Chinese foreign correspondents. Although there has been a significant body of literature on foreign correspondents and their work since 1950s, these studies suffer from a lack of theory that would explain work and role perceptions. A more integrative theory of “journalism culture” is needed (Willnat and Martin, 2012). The two authors have proposed a new theoretical model to study the contemporary foreign correspondents from six levels - a. journalists’ identities; b. cultures; c. practices; d. news output; e. news dissemination, reception and audiences’ interactions, and f. the impacts of international news coverage. They are meant to answer the questions of ‘who are they’, ‘how do they work’, ‘what do they report’ and ‘what are the impacts of their reports’. The first three levels are the focus of this study. They will be employed to answer three research questions: 1) who are the Chinese foreign correspondents today? 2) what are the media cultures that influence Chinese correspondents’ work? and 3) how do the Chinese correspondents cover international news in the digitalized and globalized world?

Methodologically qualitative approach is employed drawing on evaluation of secondary literatures (both journal articles in English and articles in Chinese via Chinese search engine Baidu) and empirical research based on semi-structured interviews. The two authors conducted interviews with a total of 17 resident correspondents based in the Middle East, Africa and London from 2007 to 2014. The majority of interviewees work at Xinhua and CCTV. Nearly all interviews were conducted face to face and each interview lasted an average of one hour. All the interviewees are anonymous.

Findings indicate that at the level of identities, there are more male than female correspondents who are in their 20s and/or 30s. Many of them have resided in foreign countries for about 5 years. They tend to be young, well-educated, fluent in English and probably another foreign language, and they have a global and cosmopolitan outlook. Chinese correspondents perceive their roles as a mixture of observer and interpreter (professionally), information gatherer as well as diplomat and public diplomacy facilitator (politically). At the level of media cultures, the societal ideology and values emphasize social harmony, stability, partnership, and respect for authority. With China’s foreign policy becoming more purposeful and assertive after Xi Jinping came to power in 2012, China’s ‘national interests’ has expanded from security to economic interests
and individual citizens’ interests abroad. These interests and foreign policies are what the Chinese journalists uphold in their foreign news reporting. The organisational cultures feature rotation systems and home politics, which are similar to that of the Western media outlets. The difference is that the Chinese state media outlets, the recipients of government’s finances as part of the grand outward strategy, take the ground lost by the Western media and increasingly hire local employees in a foreign country or region, thus enhancing the quantity and quality of their news reporting. At the level of journalistic practices, the emphasis of ‘positivity’ and ‘social significance’ coincide with China’s dominant ideology and social values of ‘harmony’, ‘stability’ and ‘unity’. Meanwhile existing studies also demonstrate the ‘negativity’, ‘objectivity’ and ‘balanced reporting’ in China’s coverage of crisis and conflicts overseas, which is no different from the Western media’s reporting.
Objectivity – an ideal or a misunderstanding?

Elsebeth Frey, Høgskolen i Oslo og Akershus

The concept of objectivity has been debated among journalists since it was introduced to American journalism in the 1920ties (Streckfuss 1990). As Durham states (1998:118) “journalistic objectivity has always been a slippery notion”. The concept of objectivity has many layers and different meanings and one could say that its way is covered with misunderstandings. As Munõz-Torres (2012) points out, with its philosophical origin objectivity is rooted in how we see the world, our perception of the truth and our understanding of what knowledge is.

This study sets out to explore objectivity as seen by journalists transnationally, although very much rooted in their culture, geography and politics in Norway, Tunisia and Bangladesh. Are there differences and/or similarities? Furthermore, with theoretic approaches mainly from Streckfus (1990) and Munõz-Torres (2012) the aim of this paper is to clarify different positions and views among our informants. The network of Shared Horizons has conducted a survey among 439 journalist students in the three countries, where two questions were about objectivity. In addition, the second dataset contains 47 in-depth interviews with journalists and journalist students from the countries in question, digging into their understanding of objectivity. The third dataset is derived from a roundtable conference in 2016, where seven journalist students/journalists reflected upon the notion of objectivity.

Objectivity is often seen as an emblem of Western journalism. Nevertheless, research shows that objectivity worldwide “… is present and locally generated and negotiated in several ways” (Krøvel, Ytterstad and Skare Orgeret 2012:24). Nevertheless, in Western journalism the notion of objectivity has been declined for decades. This study finds that the belief in objectivity is vibrant in post-revolutionary Tunisian journalism and is an ideal in Bangladesh, but it is a complex issue all the same. About one quarter of the Tunisian and the Bangladeshi students also mean that brut facts can speak for themselves. The Norwegian journalist students and working journalists on the other hand, think that facts need context. Furthermore, they find that humans perceive information in a way that is tied to their values and how they look at the world, which means that facts are not necessarily given once and for all. The Norwegians do not really believe it is possible to achieve objectivity. Even though, for Norwegian journalists the ideal is still at play, incorporated as it is in the methodology and ethics of journalism in its everyday work routines. In the interviews, the informants comment of the results from the survey. This adds another layer to the study, as it touches upon the
difference between normative journalism, the journalist students’ perception of themselves and journalistic core values compared to day-to-day-practice of journalism in the three countries.
Resisting censorship: Iranian journalists’ use of new media as an alternative channel

Banafsheh Ranji, University of Oslo, banafsheh.ranji@media.uio.no

How do Iranian journalists see the role of new media such as social media and mobile messaging applications in their everyday practices? How do Iranian journalists use new media to circumvent the restrictions they face in their daily job at the established media? In what ways the personal and professional lives of Iranian journalists—for instance their safety—become affected by their use of new media? This study explores the use of new media by professional Iranian journalists, and the opportunities and challenges digital media present to these professionals.

Most previous literature on social media uses by journalists has focused on free or partly free context. Although Iranian journalists face several challenges, there is a lack of research in how they contend with these challenges on an everyday basis. This study’s importance concerns the complex societal context in Iran as an authoritarian context, and will make a theoretical contribution to the knowledge related to journalism and the use of new media in countries under non-democratic regimes.

A key conceptual theoretical framework for this study is “alternative media” as trans-hegemonic media, a counterpoint to mainstream media, and a form of resistance to state power. The theoretical discussion includes the literature on journalism in countries under authoritarian regimes, journalists’ condition of work and their circumvention tactics. I also review the literature on social media as the latest platforms for alternative journalism practices.

The data for this study was collected by in-depth interviews conducted from 23 journalists who work in Iran either as freelancers or employees of established news outlets. Data analysis is a work on progress using thematic analysis method combined with grounded theory instructions. In the data I am looking at the factors influencing journalistic field in Iran, how these different factors shape a climate of censorship and self-censorship, how journalists act upon these sources of pressure, and shape policy. Moreover, exploring how journalists see the role of new media, how they use new media, and how they experience surveillance and self-censorship in online platforms is the significant focus of this study.

The initial descriptive findings show the popularity of unofficial media such as Twitter and Telegram among Iranian journalists. The new media, which are called by the participants ‘personal media’, provide journalists with a relatively free space to published unpublished and unofficial content. Their perception of their roles as those who have certain social responsibilities to inform public and make a social change is their main
motivation to use new media. On the other hand, new media are not absolutely free platforms; journalists exercise self-censorship in online communication, and use different writing styles in online media to avoid authorities’ retribution. Moreover, their online activities are not only controlled by the authorities, but also by the news organizations themselves.
Saturday, 19 August

14.30-16.15

Journalism parallel session 7

Ling-Yi Huang, *Can gift economy thrive digital journalism? A comparative case study of Sweden and China*

Valgerdur Johannsdottir, *Commercialisation in the Icelandic off and online press*

Regina Greck, *Integration available – Regional Coverage and Mediatization of the German Refugee Crisis*
Can gift economy thrive digital journalism? A comparative case study of Sweden and China

Ling-Yi Huang, Nanfang College of Sun Yet-sen University

Abstract

Important features of the digital economy are the transformation of knowledge and information into commodities and the new ways of organizing work and production (Sharma, 2005). A digital economy can be seen as a knowledge-based economy (KBE). KBE is an example of what Polanyi (1957) called the “double movement” which is “an ongoing political struggle between the ‘dis-embedding’ force of the free market and the ‘re-embedding’ efforts of social protection” (Jessop, 2007). Digital journalism faces the same challenges. In the traditional media age, market economy dominates the economic logic of the journalism practices. Information is seen as a commodity with exchange values. People need to pay for the content while professional journalists who produce the content get wages. However, digitalization makes free content possible and blurs the line between professional and amateur journalists. Information is not necessarily to be a commodity. The dis-embedding and the re-embedding force of knowledge/information has created the crisis for the journalism industry. New business models for the journalism industry are needed to survive in the digital economy.

Elder-Vass (2016) introduced the “diverse appropriative practices” which aims at re-defining economy by using the term “provisioning economy”. And he further argues that the gift economy is often neglected in these diverse appropriative practices. A gift economy is a mode of exchange where valuables are not traded or sold, but rather given without an explicit agreement for immediate or future rewards (Cheal, 1988). A gift economy contrasts with a market economy, where goods and services are primarily exchanged for value received.

While a gift economy and a market economy may coexist in the diverse appropriative practices, some areas may suit the gift economy better. For example, the gift economy is particularly suited to the distribution of digital goods (Elder-Vass, 2016:230). However, how to solve the tensions between a gift economy and a market economy? Elder-Vass (2016:231) argued that the “the issue we face is not a choice between a gift economy and a commodity economy”, the issues are “how much of the economy will take a gift form, what kinds of gift form” and vice versa. Therefore, this study does not attempt to argue that the gift economy is the best practice for the business model of future journalism. Instead of this, this study attempts to examine “how much of the economy will take a gift form and what kinds of gift form” and furthermore to reconcile the tension between a gift economy and a market economy.
The method employed in this study was “illustrative case studies” from different countries within different cultures. Cases of digital economy with gift economy practices from Sweden and China were selected to compare the different cultural meanings of the gifts and the proportions of gift economy used. The goals of this study were to investigate the diverse appropriative practices in the digital economy and to further examine the possibilities of different gift economy forms in digital journalism. Hopefully, this study can contribute to the new media and future journalism entrepreneurship.
Commercialisation in the Icelandic off and online press

Valgerdur Johannsdottir, adjunct in Journalism studies, University of Iceland, vaj@hi.is

Abstract

Icelandic media, like media elsewhere, has undergone drastic changes in the last two decades. The party press came to an end at the turn of the century, and the first online newspaper appeared in 1998. In the beginning of the 21st century the first free paper was launched, ownership concentration started to increase and big media conglomerates entered the scene. The internet and digital technology have transformed the media landscape and the competition traditional newsmedia face has increased dramatically. In addition media companies were badly affected in the financial crisis in 2008, which hit Iceland especially hard (Johnsen, 2014). Very little is, however, known about the effects these changes have had on the news media, its content, practice or users. Research in other countries indicate that this development has greatly affected professional journalism and led to an increasing emphasis on stories about crime, sport and entertainment and less news about politics, international, social and economic affairs (Bourdieu, 1998; Davies, 2011; Fenton, 2010; Herkman, 2008; Preston, 2009).

This study is a part of my Ph.d project on the State of the Icelandic news media in the beginning of the 21st century. The project is situated under the framework of Hallin and Mancini’s three model media system (Hallin & Mancini, 2004), but in this study I also draw on field theory (Bourdieu,1993) and medium theory (Deuze, 2003). Field theory would predict that important characteristics will be similar in off- and online versions of newspapers, as they are embedded in shared practices and beliefs in the journalistic field or culture. Medium theory however argues that the characteristics and affordances of online media make them markety different than their printed counterpart.

The aim of the study is to examine if commercialisation has increased in the Icelandic press in the research period, measured in the amount and prominence of ‘soft’ news versus news on politics and economics and other ‘hard’ news. Secondly whether online newspapers are reproducing the pattern of printed papers or moving away from them, due to the internet´s technological affordances.

The study examines off and online versions of three major newspapers in Iceland, DV, Morgunblaðið and Fréttablaðið, and their affiliated online news sites. The methodology used is quantitative content analysis. News content of the above mentioned papers on Tuesdays and Thursdays in the first week of November every other year from 2015 til 2015 is analysed. The focus is on news and only news stories were analysed, not other genre. To measure any shift from ´hard news´ on f.ex politics and economics to soft, more sensational news, each story was coded and analysed for topical focus, for size and postion.
This is the first such study of the Icelandic press. Guðmundsson (2012) studied commercialisation in major printed papers in 2008-2010, but online newspapers were not included. This study therefore fills a gap in news media research in Iceland and establishes a reference point for future research.

I'm still in the process of analysing the data, but preliminary results seem to indicate that the proportion of soft news has increased considerably, especially in the online papers, rendering support for the medium theory.
Integration available – Regional Coverage and Mediatization of the German Refugee Crisis

Regina Greck, Catholic University Eichstaett-Ingolstadt, regina.greck@ku.de

2015 1.1 million refugees came to Germany. This number illustrates the main challenge of this year: the refugee crisis. In Europe, Germany and its politicians got a key role in solving this challenge. Media coverage can be one element influencing the opinions of politicians and citizens, because they don’t often stay in direct contact with refugees (Thorbjørnsrud 2015). So the refugee’s image is partially shaped by the media as pointed out by the research of agenda-setting (McCombs 2000) and mediatization (Hepp et al. 2015).

Especially regional coverage reflecting local issues, in contrast national media, could have strong impact and therefore it should be balanced as defined by media ethics standards. Therefore this contribution investigates German regional press coverage about the refugee crisis with the framing approach based on a quantitative survey in 2015 to prove the existence of (one-sided) patterns probably affecting the attitudes of citizens and politicians.

Based on Entmans (1993) definition of frames as clusters of elements, frames can be identified in media coverage if the same patterns appear systematically. Regarding the state of research about the image of immigrants in the media linking them often with crime or risk of wealth (Geißler & Pöttker 2006), the expected frames in the regional press are also likely to be negative. To prove this, the aim of this study is the investigation of regional newspapers with the most impact in Germany: Eight titles evenly spread throughout Germany formed the basic population. A stratified sample was drawn from them and all articles concentrating on the refugee crisis in Germany were chosen (n=1,231).

A qualitative content analysis was first carried out to derive specifications for Entman’s (1993) frame elements for a basis for the category system of the quantitative survey. The data collected with this quantitative survey was investigated by cluster analyses to identify frames.

The largest appearing frame (25.5%) is the one of “social challenge” which considers refugees as socio-cultural problem, while the frame “integration” with 21.7% focuses positively on support for refugees in society. The frame “capacity” (20.6%) concentrates negatively on arrival and accommodation of refugees. Protests against refugees and their supporters is the focus of the negative frame “demonstration” (16.9%) appealing to society to counter this. The frame “solution” (15.3%) concentrates on politicians being expected to present solutions for the refugee crisis.
The distribution of frames shows that the regional German press shapes the refugee crisis slightly more problematic, but the frame “integration” with its astonishing big size acts as positive counterbalance. Unexpectedly it dominates significantly the last quarter of the coverage in 2015 after the refugee crisis deepened in September. Also the regional press in the eastern German federal states uses the pattern of integration significantly more than the western. Perhaps they report like this to counter the distinct hostile atmosphere there, because they know about their impact of mediatization. This could not be answered by this study but by further investigations.


Saturday, 19 August

14.30-16.15

Journalism parallel session 8

Bente Kalsnes, A typology of fake news

Margarita Khartanovich, Media can lie but they cannot “true”: How transnational hybrid media construct the truth about global crises in the post-truth digital era. The case of the Syrian conflict.

Christopher Martin, The Five Faces of Fake News

Emilie Lehmann-Jacobsen, “Oh, you are one of us”: Doing inside interviews from an outsider perspective

Erik Knudsen, What makes a news source trustworthy? Evidence from a conjoint experiment
A typology of fake news

Bente Kalsnes, Oslo and Akershus University College of Applied Science,
bente.kalsnes@hioa.no

The debate about so-called fake news intensified during the American election campaign in 2016. Many have voiced concerns about how fake news might impact public debates, election outcomes and even the basic functioning of democracy (Hunt, 2016). Quality of information has been of concern for everyone interested in the public sphere (Lippman, 1922; Dewey, 1927; Habermas, 1989), and it is particularly important during election campaigns, when citizens are electing their representative candidates. Influx of fake news during election campaigns may thus be crucial (Allcoff and Gentzkow, 2017). But what is fake news?

Few years ago, “fake news” was used to describe content on late night comedy shows such as The Daily Show with Jon Stewart and Stephen Colbert’s The Colbert Report. This kind of fake news was interpreted as media criticism, not intended to deceive the audience (Borden and Tew, 2007). Recently, fake news is almost exclusively described as deceptive stories, intended to fool or mislead the audience. Fake news is typically occurring as fabricated stories presented as news, but the term has also been used to describe deceptive clickbait titles by news media or outright propaganda. Recently, the term has been used by political actors such as Donald Trump to undermine unfavorable media reports. The catch-all term is confusing, and this study will address the different ways the term has been applied in news stories.

The present study will categorize and sort more than 800 news articles about fake news in Norwegian media from August 2016, when the term started to appear, until February 2017. By conducting a content analysis of news stories that mentioned “fake news” (or the Norwegian translation “falske nyheter”) retrieved from the Norwegian news archive Retriever, this study will present a typology of fake news. The purpose of the typology is to map the sender (i.e. a politician, Macedonian teenagers or news media), the intent (i.e. to earn money from online advertising or to hurt political opponents), the degree of falsehood. (i.e. outright lie or partly false), and potentially, how fake news is addressed and stopped (i.e. fact checking or filter). The typology will be a valuable contribution to the ongoing international discussion about falsehood covered as news and how to address it.


Griffin, L. (2017). Trump isn’t lying, he’s bullshitting – and it’s far more dangerous.

Hunt, E. (2016). What is fake news? How to spot it and what you can do to stop it.
https://www.theguardian.com/media/2016/dec/18/what-is-fake-news-pizzagate

Media can lie but they cannot "true": How transnational hybrid media construct the truth about global crises in the post-truth digital era. The case of the Syrian conflict.

Margarita Khartanovich, University of Tampere, marthatcher@gmail.com

“People can ‘lie’ but they cannot ‘true’”, said Toby Miller, an interdisciplinary social scientist. In our everyday life we rely on our own knowledge, experience and critical thinking when we try to understand if we are told the truth or not. But in the situations that can be called “global crises” we have to rely on the opinion leaders, which are quite often represented by media. In other words, journalists and editors construct the truth for us. But how do they do it, on what grounds? What are their criteria for ‘the truth’ and who is entitled to tell the truth? And do we really trust it? What is the truth to us as an audience?

We’ve been extensively told to be living in the so-called “post-truth” age. What does it mean? According to the Oxford Dictionary, it is an adjective defined as ‘relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief’. The idea of reinforcing people’s beliefs and falsely confirming their prejudices is something that media and opinion leaders tend to exploit nowadays. Twisting facts, exaggerating or even inventing them is accepted by the audience because what matters is not objective truth, but the collective sense of doubt, uncertainty dissatisfaction and anger.

The main focus of this research is the truth – how the media construct it, why in that way and how the audience constructs the truth based on the media reports. For the analysis, I take the coverage of the Syrian conflict reported by transnational hybrid media – online versions of four major mainstream broadcasters BBC Worldwide, CNN International, RT (ex-Russia Today) and Al-Jazeera English. In addition to this, 8 semi-structured interviews with the editors of the media mentioned above will be carried out and content-analyzed as well as an audience experiment in 2 focus groups will take place to test its trust, perception of reported ‘truth’ and confirmation bias.

As my theoretical perspective I would like to use pragmatism as seen by Larry A. Hickman. According to Hickman, John Dewey’s version of Pragmatism can be viewed as having advanced beyond the positions held by some of the authors commonly identified as postmodernists. Hickman suggests that Dewey’s Pragmatism can and should be viewed as a form of post-postmodernism. This idea appeals to me as I wouldn’t be satisfied with postmodernism as a solid ground for my research for the reason that it has been used excessively in Journalism and that postmodernism suffers from two great difficulties “that the Pragmatists had already resolved: how to account for and use objectivity; and how to terminate processes of infinite self-
referentiality, redescription, and reinterpretation in ways that can produce reliable platforms for action” [Hickman, 2007].

As a result of this research, I hope to suggest several solutions to the problem of doing quality reporting in the post-truth era as well as to the problem of the audience’s selectivity of the truthful information. Thus, my interest lies in the fields of media ethics and media literacy.

The present crisis of truth presents a rare opportunity for journalists, technologists, and social scientists to collaborate on finding solutions. This is exactly the time to start acting until it all goes out of any rational understanding. The truth does seem to be downgraded to a level where it becomes irrelevant and secondary to emotionally appealing statements flirting with frustration, doubt, uncertainty and anger of many of us. It is a deep cultural mutation that we need to better understand.

BBC has recently announced its shift from breaking news to ‘slow news’ - more resources will go into publishing longer, in-depth text pieces, and video explainers along with data visualization and statistics-led pieces that take longer to produce. Could that be one of the solutions? We need to examine it.
Fake news” dominated the real news headlines in the United States for much of 2016 and 2017. The presidential campaign of 2016 outcome was affected, in part, by one kind of “fake news” circulating on the Internet, much of it emerging from international sources. Then, as president, Donald Trump carried on an unprecedented attack on journalism with his persistent allegations that the U.S. mainstream news media is “fake news” and that these news organizations are an “enemy of the people.”

This completed study analyzes contemporary allegations of fake news and historically reviews the types of news regarded as fake throughout U.S. history. It also analyzes the legal underpinnings which enable fake news to flourish.

Fake news in the U.S. is as old as the nation itself, but with technological advances beyond the printing press, fake news has grown in sophistication and speed.

The study’s key findings identify and describe five different types of fake news creators in the U.S.:

Satirists

This category includes the satire of the New York Sun in 1835 and the more recent work of television shows Saturday Night Live, The Daily Show with Jon Stewart (which Comedy Central promoted as “America’s Most Trusted Name in Fake News”), The Colbert Report, and the satirical newspaper The Onion. Satire wears its “fake news” badge openly and can be extremely effective as a critical voice in the news.

Hoaxers and Hucksters

P.T. Barnum was America’s most famous promotional huckster, and that spirit continues with circus sideshows and “Ripley’s Believe it or Not! Odditoriums” throughout the world. Charles Ponzi and his Ponzi scheme, King Tut’s curse, the Hitler Diaries, Milli Vanilli’s singing, and marketing for films like The Blair Witch Project (1999) and A Cure for Wellness (2017), all fit into this category. Hoaxes and hucksters are generally harmless (there is entertainment pleasure in having one’s gullibility tested), but can cause real harm, particularly with financial hoaxes.

Opinion Entrepreneurs

These are media outlets – from web sites and talk radio, to newspapers and cable news – that seek to influence the news and public agenda, often with false or inaccurate stories. The fake news of opinion entrepreneurs starts as a constant trickle about some issue and expands into a raging river of falsity as more
opinion entrepreneurs join in and amplify the particular interpretation of a story. Their work is aided by social media, where plausible falsehoods and factual stories circulate on the same platform.

Propagandists

Propagandists are official state actors who spread a coordinated, partisan message. Today’s North Korea, China or Russia would be the most easily identifiable propagandists, with a secure hold on major media outlets and a sophisticated system of news and media that supports the goals of their regimes. The United States can also use the power of the state to spread fake news. Most recently, and in an unprecedented fashion, propaganda is coming from the President himself.

Information Anarchists

Finally, fake news is created via people we will call information anarchists. These are actors (often Internet trolls) who want to make people angry with outrageous statements and allegations, and sow doubt and mistrust to undermine legitimacy of genuine news itself and create the perception that truth might never be determined. Of the greatest danger is Trump’s “fake news” campaign, which goes beyond opinion entrepreneurialism or propaganda: his work is that of a trolling information anarchist, one who seeks to blow up the mainstream news media’s credibility and undermine any legitimate sense of what constitutes truth.
“Oh, you are one of us”: Doing inside interviews from an outsider perspective

Emilie Lehmann-Jacobsen, University of Copenhagen

Keywords: Journalism, qualitative interviews, fieldwork, comparative studies, researcher positionality.

Interviewing journalists and editors who interview for living is a tricky task. Interviewing journalists and editors working in media systems and journalistic fields that by the Western world are considered constricted or lacking press freedom is even trickier. Not least if the researcher by coming from the West per definition has an outsider perspective. However, having an outsider perspective can turn out to be an advantage as the researcher might be able to “scrutinise certain problems more closely, instead of seeing them as common phenomena or not seeing them at all” (Liamputtong 2010, 115). Combine that with an insider perspective of the journalistic profession in general and you have, what this paper argues, to be the key to success in obtaining insider knowledge about a journalistic field.

Based on experiences from doing qualitative interviews with journalists and editors in Vietnam and Singapore for a larger research project on journalism in Southeast Asia, the paper presents some of the major methodological challenges of doing cross-cultural studies of the journalistic profession as a researcher with a different cultural background. Through analysis of different interviews undertaken during fieldwork in Vietnam and Singapore and drawing on Pierre Bourdieu’s concept of field theory (Bourdieu 1977; Bourdieu 1993; Bourdieu 2005), the paper shows how the researcher by interacting with interviewees as an equal member of an international version of the journalistic field can get access to information otherwise not available to Western researchers. By invoking the journalistic habitus and showing knowledge of the journalistic doxa, the self-evident, unquestioned truths of the journalistic field, the researcher might be able to perform as insider despite her initial outsider position. Similarly, the researcher might also find it useful to position herself as an outsider to scrutinise self-evident areas of the profession. Working actively with one’s positionality (Herod 1999; Mullings 1999) in qualitative interview can thereby, as the paper shows, become an important tool in the data collection process.

However, choosing an interactive interview technique and using oneself as a researcher does not come without problems. There is a fine balance between encouraging interviewees to share insider information through interaction and coaxing the desired answers out of them. As the paper discusses, the approach requires continuous reflexivity on the part of the researcher during all stages of the research. It is important to be aware of potential pitfalls naturally inherent to a constructed conversation as the interview situation.
Some interviewees might for instance choose to answer to questions in a manner they think, the researcher wants, to aid them with their research. Even though the researcher can play the role of an insider belonging to the journalistic field, she remains an outsider, for better or for worse. Only by being aware of the consequences of using one’s positionality actively can the researcher gain full value of the approach and the collected empirical material.

**Bibliography**


What makes a news source trustworthy? Evidence from a conjoint experiment

Erik Knudsen, University of Bergen, erik.knudsen@uib.no
Mikael Poul Johannesson, University of Bergen
Magnus Hoem Iversen, University of Bergen

The rise of “fake news” and “alternative facts” have in many ways been the latest in a series of symptoms that point toward the problem of trust in media in western societies. As several surveys and cross national examinations reveal, trust in journalism appears to be falling – an observation that potentially entails a whole host of problems for democracy. While levels of trust vary considerably from publication to publication, all journalistic enterprises are engaged in a battle for their most valuable business asset: credibility.

This begs the question: what makes a news source trustworthy? A large literature has investigated this question through experimental and correlational studies. However, previous studies have focused on a small number of explanatory factors and consequently been unable to test competing hypotheses. As a result, there still exists very little experimental evidence to inform the discussion on how journalism can remain a trusted source of information. The present article build on factors identified as important by prior studies (such as political affiliation of the news source, use of native advertising, digitalization, degree of entertainment news, and ethical breaches), and introduce the first causal test of several attributes’ relative importance in shaping citizen’s trust in news. Drawing on recent advances in causal inference (Bansak, Hainmueller, & Hangartner, 2016), we use a conjoint experiment to ask a representative panel of 1500 Norwegian citizens to evaluate how eight different factors increase or decrease trust in a news source.

Conjoint experiments are increasingly used in social science research as it enables an analysis of the relative importance of a range of different attributes by asking respondents to evaluate hypothetical profiles of news sources with multiple, randomly varied factors. The study will be fielded in the eighth round of the Norwegian Citizen Panel in March 2017 and data will be ready for analysis in late April 2017.

Reference: