NordMedia 2017

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Tampere, 17–19 August 2017

Abstracts

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NordMedia 2017

23rd Nordic Conference on Media and Communication Research
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Abstracts
Division 1
Environment, Science and Risk Communication
Thursday, 17 August
15.30-18.00

Science and Environment in the Media

Mikkel Eskjær (Aalborg University Copenhagen)
*Environmental news or climate change news: Does it matter for media users?*

Gøril Borgen Eide (Oslo University of Applied Sciences)
*Scientist sources in Norwegian climate summit reporting: Access, roles and moral stands*

Arko Olesk (Tallinn University)
*Media’s uncritical love affair with a research group: Implications for media and science.*

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*Representations of mental illness and stigmatisation in the media.*

Jarkko Kangas (University of Tampere)
*The colours of the sky: The visual articulation of eco-modernist ideas in climate change imagery.*
Environmental news or climate change news: does it matter for media users?

Mikkel Eskjær, Aalborg University Copenhagen

This paper presents the result of a national Danish survey on how – and to what extent – media users distinguish between environmental news and climate change news.

With noteworthy exceptions, climate change and the environment tend to be treated as separate research fields within media- and communication studies resulting in different research strategies and research traditions. There are historical as well as substantive reasons for this analytical division of labor. Environmental news regularly concerns locale or national risks whereas climate change is a global concern. In addition, environmental news often relates to national legislation and environmental injustice on a national level whereas climate change news concerns international treaties as well as global injustices between countries that contributes to global warming and those, often poor and unprepared countries, affected by global warming.

This division also reflects historical circumstance. The emergence of climate change as a global risk generated new/renewed interest in how the media discursively construct conceptions of nature and climate. Part of this attention came from disciplines and research fields without any prior foundation in environmental communication. For these reasons, environmental news and climate change news have frequently been researched separately employing different research agendas.

The question is, however, whether this distinction makes sense in relation to media users. Do ordinary news consumers distinguish between environmental news and climate change news? Are they more interested in one topic rather than the other, or do they care equally about both? Are they acting differently in relation to information seeking and information sharing in relation to environmental matters compared to climate change issues?

To answer these questions, this paper reports the findings of a national survey on the Danish population’s media use in relation to climate and environmental communication. The survey was conducted by YouGov in November 2015 prior to COP21 and based on a representative sample of the Danish population (n=1006). While the survey mainly concerns questions of media use it also includes a few attitude questions as well as a few cognitive questions about the respondents’ level of knowledge about climate change, in order to test the relations between knowledge, media use and media activity.
Preliminary findings suggest that patterns of media use in relation to climate change and the environment do not differ significantly; that traditional media (TV and radio) are the dominant news sources followed by online media; the level of public knowledge on climate change is somewhat limited; the amount and quality of environmental communication is considered adequate; pollution and extreme weather are among the most preferred topics; online information sharing is noticeable. In the final paper these findings will be further explored and correlated with background variables such as gender, age, education, political orientation and general media use.

The final part of the paper discusses some of the implications of these findings for environmental communication. Do the findings suggest that we abolish the distinction between climate change and environmental news? Or should we insist on this distinction for analytical and theoretical reasons? Can studies of climate change and environmental news be combined and enrich each other?

While there are no easy answers to these questions they nevertheless suggest that we might have to rethink the relation between studies of climate change news and environmental news. On a methodological level this seems to require more comparative studies rather than the predominance for cross-sectional studies of news coverage of either climate change or the environment.
Scientist sources in Norwegian climate summit reporting: Access, roles and moral stands

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The overall aim of this paper is to study the development and dynamics of scientist representation in climate change summit reporting. It is based on a hypothesis that journalists’ choices of expert sources have changed as the debate about the anthropogenic aspect of climate change has cooled down and discussions about national/local mitigation and adaption measures are gaining momentum.

The study will zoom in to examine the degree to which scientists are ready to make advocative statements or explicit connections between climate change and the need for changes in society.

Earlier research show that Norwegian researchers are reluctant to give such comments, partly because it conflicts with the professional norm about objectivity in science. At the same time, the need for scientists to “connect the dots” between the petroleum industry and climate change - as politicians are unwilling to do so – has been noted.

The basis of the study is a broad content analysis of the Norwegian dailies Aftenposten and VG’s climate change coverage during the Copenhagen and Paris climate change summits in 2009 and 2015 respectively. The two papers represent one elite and one popular daily, and are the two most circulated papers in Norway. The data, in total consisting of 488 articles, was collected for the MediaClimate network (https://mediaclimate.net). The network has been studying the coverage of major international climate change events since 2007. Although this study will go in-depth on the Norwegian sample, additional figures from the 22 countries participating in the network will provide a unique backdrop and opportunity for comparison.

The content analysis will be instrumental in identifying the share of scientific voices compared to other categories of sources (politicians, NGOs etc.), and how scientist representation has developed from one summit to another. Special attention will be given the extent to which different fields of science, e.g. natural sciences, social sciences, economics and so on, are represented in the coverage.

A rhetorical analysis of a selection of articles will shed light on the strategies and roles the different scientists/science communities have in the texts they appear. To what extent do scientists speak of climate change in a morally charged and advocative manner, for example by underlining the urgency of action or pointing at responsibilities?
This study assumes that climate change research is a post-normal science, where “facts are uncertain, values in dispute, stakes high and decisions urgent” and that this complex issue may imply new roles for scientists and journalists alike.
Media’s uncritical love affair with a research group: implications for media and science

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Mediatization is a concept that discusses media’s influence on other societal structures such as politics, sports or science. Commonly, it addresses the question to what extent does media logic change or disrupt the operational logics of that societal system. Several studies have shown that the perceived need to „foster media and public attention” has led the scientific actors to individual (e.g. use of promotional language) or organizational changes (organizing press conferences, hiring of communication professionals etc.).

The Estonian satellite project EstCube-1 (2008-2015) is a model example of the mediatization of a research group. They achieved substantial media coverage throughout the course of the project and interviews made during the previous stages of the study showed that the interviewees perceived the media as having a distinct logic which they need to adopt in order to get their message to the target groups. The results showed that a core strategy for the research group was to establish close relations with a small number of journalists who shared the agenda of the research group. These relations helped them to control the media coverage and introduce aspects to the coverage that would have otherwise probably have remained below the news threshold. Therefore, the researchers do not perceive adoption to media logic (i.e. mediatization) as a threat to the autonomy of science but rather as a tool to achieve their strategic goals.

The aim of this paper is to characterize the media coverage that resulted from such a relationship between the research group and the journalists. It will look at the media coverage from two perspectives: first, the science communication perspective will help us to understand how media framed this particular research project. Second, the mediatization perspective will critically discuss the possibilities of detecting indicators for mediatization of science from media coverage.

For the analysis, the study used press releases issued by the research team during the project (n=30) and journalistic items published in the media (n=150) about the project. The sample included press, TV and radio items from both Estonian and foreign press and strived for exhaustive coverage. To be included in the sample, the item was required to be based on an actual interview with the research team. The items were coded for quantitative features and text analysis was used to identify qualitative features of the text such as topics and tonality. Comparison with press releases was made to determine their effect on media coverage in terms of temporal and topical focus.
The results show that the satellite project was reported uncritically in the Estonian media and the journalists faithfully reproduced the messaged the research team has defined as core strategic messages (e.g. the educational and potential economic value of the satellite project). Together with the interview data it is possible to conclude that the satellite team skilfully orchestrated the media coverage and guided it to achieve their strategic aims.

From the science communication perspective, i.e. the effects to the public visibility and image of science, the satellite case was a big success, considering the breadth of the coverage and the positive and inspirational nature it. From the mediatization perspective we see a case where scientists utilized their adaptations to media logic to gain public visibility, sometime at the expanse of autonomy of journalists. In addition, the paper highlights the need for contextual information when identifying indicators of mediatization from media texts.
Representations of Mental Illness and Stigmatisation in the Media

Mette Marie Roslyng, Aalborg University Copenhagen

Background

Marginalisation and inequality are amongst the main challenges in the Danish health system. This abstract focuses in particular on how the public debate on mental health can be construed in ways, which, overtly or in a more disguised manner, add to the stigmatisation of sufferers of mental illness.

While media play a role in raising awareness of this form of marginalisation, they can also accentuate and contribute to stigmatising illness. This paper examines the research question: To what extent do public communicative practices contribute to stigmatisation, inclusion and exclusion of mental health sufferers in the media coverage of health, risk and mental health?

Theoretical framework

The project takes a genealogical approach to science communication to examine how mental illness develops as a signifier in an increasingly politicised field. With an emphasis on how mental illness challenge understandings of normality and health, knowledge and science networks are translated into different social constellations (Foucault 1984). This contributes to transferring truths about the subject and the self away from the psychoanalytical gaze on the unconscious and towards a truth regime based on neurochemical understandings of mental processes (Rose & Abi-Rached, 2013). This move has a particular impact on how stigmatisation is connected to mental illness. The study is therefore preoccupied with how mental illness emerges and is maintained as a political problem, that is, a problem that makes visible the relations of antagonism (Mouffe 2005) in the form of stigmatising and marginalising practices in existing and emerging truth regimes.

Methods

The paper summarises a study based on a qualitative analysis of the news coverage of mental illness and stigmatisation. This is the first stage in a research process that will also include analyses of social media, TV and radio coverage and mental health campaigning as social practices contributing to or challenging stigmatising tendencies in the constitution of mental health as a political problem in the public sphere. This study includes an analysis of five national broadsheet newspaper: Politiken, Berlingske, Jyllandsposten, Kristeligt Dagblad and Information and two tabloid newspapers: BT and Ekstrabladet. The data collection process has been conducted using the database Infomedia and has identified five points in time organised around specific events in media coverage all taking place within a 10-year period of 2006-2016. Using
different strategically identified criteria for relevance, a hit of over 1000 articles has been reduced to 200, which will provide the basis for the qualitative coding process using nVivo. The coding process is conducted in order to find examples of articulations of stigmatisation, marginalisation and questions of inclusion/exclusion.

**Main findings**

The analysis of the data has so far shown that the media reproduce a number of stigmatising practices and that these may in many ways relate to the development of more general truth regimes of mental illness. Despite considerable efforts to talk more openly about mental conditions, to compare them to physical illnesses and to introduce more dialogical and diversification in conceptions of mental illness, the material show a number of overt and more covert ways in which stigmatisation is at work. This is particularly the case within three main topics that are particularly prominent in the news coverage:

1. The status of diagnosis and the ways in which this condition the understanding of causes, solutions and treatments.
2. The status and the use of scientific facts about mental illness in news coverage.
3. The coverage of inclusion and exclusion in public life.

All three topics contribute to the understanding of how mental illness emerges and is maintained as a political problem and how these articulations support and contest stigmatising practices in media coverage.

**References**


The Colours of the Sky: The Visual Articulation of Eco-modernist Ideas in Climate Change Imagery

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During the past fifteen years there has been a growing interest in how the media visualises climate change. While valuable research efforts have been made to analyse the visual themes representing climate change, the empirical findings have rarely been considered from the perspective of vastly shared environmental discourses. The present study strives to bridge this gap by analysing journalistic visualisations of climate change articulate in the context ecological modernisation, one of the most influential environmental discourses in the ‘Western’ countries regarding both political processes and journalistic coverage of environmental issues. The key idea of ecological modernisation is the mitigation of natural risks – brought about by industrial modernisation – with further modernisation (Hajer 1995; Dryzek 2005). Ecological modernisation entails the ‘greening’ of societies and the capitalist economy through administrative responses and technological innovations that enable economic growth and protection of nature to walk hand in hand. Instead of (radical) societal/economic transformations the eco-modernist discourse emphasises economically sensitive solutions to risks and the role of technology.

To examine if/how these ideas are realised by photojournalism, I will analyse the photographic visualisations of climate-related stories published by The Guardian during the Paris Climate Conference in November and December 2015. The analysis focuses solely on photographs depicting the causes of and potential remedies to climate change, both of which are an important aspect of any environmental discourse. Overall the material comprises 143 photographs. In addition to ecological modernisation theory, the analysis utilises Gunther Kress’s and Theo van Leeuwen’s (2001; Kress 2010) approach to multimodal articulation of discourses and modes as culturally varying semiotic resources. The analysis combines quantitative content analysis of visual themes with qualitative analysis of the use of visual modes (the object and colour) and other affordances of images (perspective, distance, cropping etc.).

The preliminary findings indicate that, considering the depicted causes and remedies, photojournalistic images related to climate change articulate a central aspect of the eco-modernist discourse: a strong emphasis of technology. It is argued that a discernible technological dualism appears to dominate the imagery, where photos of polluting fossil energy production and industrial factories (44 % of causes) represent ‘dirty/old’ technology and pictures of wind and solar farms (62 % of solutions) represent ‘clean/new’ technology. Similar emphasis on technology has been observed in other studies of climate change imagery. The images visualise a polarity between ‘sustainable development’ and ‘defiling growth’,
which is a central dimension of the eco-modernist discourse (Hajer 1995). Regarding the multimodal realisation of discourses, the photographed objects (‘object-as-mode’, Kress & van Leeuwen 2001) and their constant co-presence in the imagery are the key modes for articulating eco-modernist ideas in the context of climate change. This dualism of technologies is enforced especially through symbolic or associative use of colour to connote such ideas as ‘heat’, ‘danger’ and ‘dirtiness’ or ‘coolness’, ‘harmony’ and ‘cleanliness’. Also photographic decisions regarding distance, angle, cropping and constructing relations between objects are means of highlighting technological polarity.
Friday, 18 August

14.15-15.15

Reacting to Disasters

Anna Rantasila (University of Tampere)
“They should have dealt with it already!” Expert interviews in YLE news coverage of Fukushima Daiichi Nuclear Disaster.

Natalia Novikova (University of Tsukuba)
The process of radiation sense-making in Japanese post-Fukushima blogosphere.
“They should have dealt with it already!” Expert interviews in YLE news coverage of Fukushima Daiichi Nuclear Disaster

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The March 2011 Fukushima Daiichi Nuclear Power Plant disaster was an exceptional combination of environmental, industrial and scientific crisis. The accident, unleashed by a magnitude 9 earthquake and a subsequent tsunami, engaged communicators from governments, nuclear industry, media and civil society that needed to evaluate and explain the situation to the public and to each other.

This paper examines how Finnish Broadcasting Company (YLE) covered and followed the Fukushima Daiichi disaster until March 2016. The paper focuses on how YLE used nuclear industry and other experts’ interviews to contextualize and frame the nuclear accident in Japan, over 8000 kilometers away from Finland. In the context of these expert interviews, the paper asks what kind of discourses were used to construct meaning to the events unfolding at Fukushima Daiichi power plant.

In order to answer these questions, the study employs a version of critical discourse analysis (CDA; Fairclough 1995; van Dijk 1993). CDA’s focus of analysis is on the meanings that utterances construct, and on power relations these meanings shape and reinforce (Blommaert and Bulcaen 2000; Fairclough 1995; Wodak 2013). As the aim of this study is to uncover how a distant environmental disaster was given meaning in the news, CDA provides a powerful method of analysis. Moreover, as this study is interested examining in the role of expert interviews, CDA’s focus on how power relations are constructed and reinforced on the level of language supports these efforts well.

The theoretical background of the study is twofold. Firstly, as CDA is interested in power relations on the level of language, the study follows a constructionist view that use of language reflects and reinforces power relations on the level of society and culture. Secondly, the study follows Jasanoff’s and Kim’s (2009; 2013) notion of sociotechnical imaginaries. Sociotechnical imaginaries are narratives a society constructs to itself about science, technology and futures attainable through them, and the possible risks involved (Jasanoff & Kim 2009). These narratives are constructed on the level of national science and technology policies, and are often tied to a nation’s self-image as a technologically advanced society (ibid.). However, while sociotechnical imaginaries do not equal media frames or discourses, they can be circulated as media frames when an event involving national views on science and technology becomes a topical issue, such as in the case of Fukushima Daiichi accident and its wider implications on the use of nuclear energy (Jasanoff & Kim 2009).
The research material of the study consists of television and web news stories published by the YLE between March 11th and March 31st 2011, and of follow up stories published from March 1st to 31st between 2012 and 2016. The television news stories are available at the RITVA database maintained by the National Audiovisual Institute. The web news stories have been retrieved from YLE news website (http://yle.fi/uutiset) retroactively for 2011 and in real time for the subsequent anniversaries.

The results of this study offer new insights on how environmental and scientific risk is communicated during a global crisis situation by two national actors, a broadcasting company and nuclear industry experts. By looking at the news coverage during the accident and on its anniversaries, the study also examines how the disaster narrative develops over the years. Moreover, the study explores how narratives about nuclear energy become entangled in nationalistic discourses.
The Process of Radiation Sensemaking in Japanese Post-Fukushima Blogosphere

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Keywords: environmental activism, connective action, post-Fukushima blogosphere

Almost six years have passed since the Fukushima Daiichi nuclear power plant accident on March 11, 2011. Soon after the accident, it became obvious that not only localities in the immediate proximity to the crippled Fukushima nuclear plant, but also urban areas that are close to Tokyo were contaminated by the radioactive fallout. The Tokatsu region, which is located in the north-eastern part of Chiba Prefecture and adjoins the Tokyo Metropolis to the northwest, was one of those localities where hot spots of relatively intense radiation contamination were identified. When the government and nuclear experts failed to provide information about food, soil and air contamination in a comprehensive and timely manner, concerned citizens of Tokatsu region, particularly mothers, have engaged in an action.

Imperceptible with our unaided senses and relatively under-researched, the low-dose radiation exposure and its influence on human health turned out to be a controversial and negligible issue. Some sort of instrumental resources and tools on the one hand, and interactive resources (Kuchinskaya, 2014), on the other, were necessary to describe the situation and to establish it as a problem needed to be addressed. By drawing upon the “logic of connective action” (Bennett & Segerberg, 2012) this paper is going to examine the role of digital media in creating and expanding the discourse on health risks associated with low-dose radiation exposure in a way to influence agenda-setting and policy-making process after the Fukushima accident.

In contrast to collective action, the main idea of connective action is that digital media can replace formal hierarchical organizations allowing activism that based on personal frames and loosely linked networks. This type of action generates different dynamics for information sharing and knowledge production offering various routes to public engagement. Content analysis of eight weblogs created by Tokatsu area activists` groups and hyperlink destinations` analysis aims to reveal the “geography of engagement” (Rogers, 2013) demonstrating the issue networks and the way how the radiation-related information was distributed and acquired over them. The examination of forthcoming lectures` announcements and reports about study meetings further illustrates various opportunities for risk articulation and knowledge co-production available for Japanese local activists.
Findings show that digital media in a post-disaster situation endorsed the process of knowledge sharing, connected people providing social support and reducing anxiety, and offered more personalized ways to engage in local community management practices. Hyperlink destinations’ analysis further demonstrated that Tokatsu activists` weblogs redirected users towards a relatively heterogeneous range of information sources that created the context for citizens` engagement. Moreover, by representing the tendency to connect with institutionalized actors, hyperlinking strategies reproduced hierarchical structures of a Japanese local community. Being limited to a case study in Japan after the Fukushima accident this paper provides theoretical insights that can help to understand broader dynamic surrounding citizen science, citizen engagement and the role of the internet in risk articulation.
Friday 18, August

15.45-17.15

Media, Environment and Participation in the Public Sphere

Liisa Sömersalu (Södertörn University)
A coffee-house or an echo chamber?: Facebook groups as spaces for citizen engagement about environmental issues.

Kajsa-Stina Benulic (Södertörn University), Annika Egan Sjölander (Umeå University) & Anna Maria Jönsson (Södertörn University)
Meat meets media: Public participation in the environmental news discourse.

Yuliya Lakew (Örebro University)
Youth’s environmental engagement: Does communication context matter?
A coffee-house or an echo chamber?: Facebook groups as spaces for citizen engagement about environmental issues

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Keywords: Facebook groups, Estonia, social movement, social media, environment, Eesti Metsa Abiks.

To understand deliberation and the democratizing potential of new media, the Habermasian notion of the public sphere is as actual as ever in the context of social media and public communication. Social media in general and Facebook in particular has become an integral part of everyday life for a quarter of the world’s population by incorporating in one platform a source of news, public and private interaction, and sense of community among other functions. For social movements, one of which is the environmental movement, digital media have become at the heart of mobilization, member recruitment, and general ideological debates around common concerns. But what is the role of this specific medium in these different social movement activities?

Previous research has shown that while digital technologies and social media platforms are actively used by civic activists and carry a potential for greater citizen participation, the actual impact of the digital media is strongly context specific and depends on how particular activists put the tool to use. On one hand, social media could act as a digital public sphere, an infrastructure for the public discussions to emerge. On the other hand, there is a risk that the structural context of social media platforms and users’ tendency to flock with likeminded creates an echo chamber where the chances of rational and multifaceted discussions are limited. It is difficult to reach the consensus about the democratizing power of Facebook since both sides of the spectrum can successfully use it for their purposes.

The aim of this paper is to track the development of a recently emerged environmental movement in Estonia, Eesti Metsa Abiks (For Help of Estonian Forest) to find out in what ways social media is used for creating space for public discussion and for action mobilizing around one environmental issue that has conflicting interests among political, economic and civil societies.

The movement Eesti Metsa Abiks began from a protest event organized against passing of the law that would make logging easier for the forest companies. Since then, it has evolved into a social movement with active presence online: they have a Facebook group with over 3000 members, a website, and an option of becoming a member of the movement.
Being part of a larger research project about civil society and new media in young EU democracies, this case study focuses on the environmental movement’s Eesti Metsa Abiks digital media practices in general and on social media practices in particular. With the help of the data gathered from the movement’s Facebook group and from in-depth interviews with the main activists, the study intends to find out how the public discussion is organized in the Facebook group and how the participants reason their social media practices.
Meat meets media – public participation in the environmental news discourse

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Annika Egan Sjölander, Umeå University
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Keywords: public participation, news discourse, meat, consumers, media

Abstract: Challenges caused by climate change are among the most pressing issues in contemporary societies. Climate change constitutes a complex global environmental risk caused by a number of factors, many of them linked to political decisions and human behaviour and choices we make in our everyday life. We are increasingly worried about what we have done to nature and are grappling with the identification of the most pertinent risks, and actions that can minimize them. The notion of risk is thus closely connected to the ambition of controlling the future and the concern for safety. The handling of risks has become an evermore present feature in the daily lives of people and it has been argued that this heightened awareness is especially evident in relation to the consumption of food. The aim of this paper is to identify and analyse conceptions and roles of 'the public' in Swedish environmental news discourses about meat production and consumption. The purpose is also to discuss how this is related to how citizens engage with the meat issue and what possibilities there is for reaching the goal of sustainable politics in our everyday choices. Meat holds a prominent position in Western culture diets, and consumption continues to increase, despite warnings of potential detrimental environmental consequences. The Swedish meat market has for example been declared environmentally unsustainable due to the high levels of consumption and the adverse environmental effects of its production. Production and consumption of meat are influenced by political decisions, as well as of the choices consumers make on a daily basis. We start from the premise that public participation is a fundamental part of managing environmental risks, and that media could work as one vital arena and moderator for public participation and engagement. The notion of the public in relation to media-centred late-modern societies and its struggles with environmental problems is still an underdeveloped research area. Participation includes at least some level of agency and is often equalled to concepts like involvement and engagement. In relation to this, mediated participation can be seen as either indirect, involving the public e.g. in terms of representation (e.g. journalists speaking of the public opinion), or direct, engaging the public through interaction and co-production (e.g. in readers comments and letters-to-the-editor). In this paper we analyse different forms of participation and roles for the public/citizens in news media and how citizens engage with media material in constructing discourses (or counter-discourses)
concerning meat consumption as an environmental problem. The method and empirical material consists of a) content analyses of Swedish newspapers, as well as focus group interviews (with Swedish news consumers) with reception elements. The results show that the level of mediated participation differs as citizens are presented either as an anonymous collective, passive reactive voices or active voices, and it is only in the latter case the citizens has real influence of the framing of the issue. The active voices are confined to letters-to-the-editor. The public is conceptualized as consumers when media address and/or represent them.
Youth’s environmental engagement: does communication context matter?
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Young people’s environmental values and behavior are formed in a complex world of social connections and communication channels – parents, peers, teachers, and the media. However, existing studies usually isolate the influences and zoom in on one communication channel at a time – the media (Holbert, Kwak, & Shah, 2003), parents (Meeusen, 2014), friends (De Vreede, Warner, & Pitter, 2014), or teachers – and in rare exceptions combining media and interpersonal talks (Östman, 2014). Yet some studies emphasize that people’s social context matters as it constrains what they think or do in relation to environmental problems (Olli, Grendstad, & Wollebaek, 2001). And social context may differ significantly for adolescents: some may be surrounded by environmentally conscious adults and peers and some may encounter relevant information only in school. The role that the media play in their environmental engagement may then vary too. This study will investigate if adolescents’ environmental engagement (understood here through environmental values, related behavior, and a sense of environmental self-efficacy) differ as a function of social encouragement to act in environmentally friendly way. In other words, is it enough that only one of the socializing agents exert positive influence on a young person for him/her to engage? And what is the role of the media across different social support networks? Can the media act as a source of influence on its own or do they join in when other influences are already in place?

Drawing on Hardin’s (2003) tragedy of the commons theory, I argue that environmental engagement is not a typical case of public engagement. Individual acts aimed at minimizing one’s ecological footprint have little impact on the climate unless everyone joins in. To engage in behavior that will have little impact on the planetary state-of-affairs but may bring some inconvenience in one’s life, one needs to know that others are also committed to this type of behavior. For an adolescent, those important others are the parents and friends but also teachers and the media that represent the broad society and its values. Therefore, the influences through various communication channels are crucial for adolescents’ engagement.

To understand the role of the communicative networks in environmental engagement, I will use person-oriented quantitative methods. The longitudinal data used for this study was collected in Sweden between 2010 and 2014 and includes two cohorts – 13 and 16 year olds in the first year of data collection. With the help of cluster analysis, groups with different social context were identified. To test meaningfulness of the groups in relation to environmental characteristics (values, behavior, efficacy) and media consumption habits (general news consumption, interest to stay informed) I ran series of ANOVAs. Regression analysis and GLM were used to test the role of media in the future environmental behavior and change in behavior for different groups.
The results show that young people who are exposed to two or more sources of influence share environmental values, have relevant behavior habits, believe that they can make a difference and consume news. Influence from teachers seems to be an important factor for development of environmental self-efficacy which goes in line with theoretical assumptions deduced from the tragedy of the commons theory. The frequency of news consumption and interest to stay informed through the media play no role in predicting the future behavior or behavioral change.
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Abstracts
Division 2
Journalism
Friday, 18 August

09.00-10.00

Chris Peters & Kim Christian Schröder, *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*
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

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“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 Fransisco (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 Swith, *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

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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
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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

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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.
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

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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
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 friends 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


News reporting and discussions in social media

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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 posts 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 happen 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 concerns 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

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**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 al. 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

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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:


Sirkkunen et. al. 2016. Proceedings of the 20th International Academic Mindtrek Conference

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

**Tine Eide**, *Flows of terror. An analysis of information flows between traditional and social media during the 22. July 2011 terrorist attacks in Norway*

**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


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

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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

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\(^{1}\) Norway: SKUP – Stiftelsen for kritisk og undersøkende presse
Sweden: FGJ - Föreningen för grävande journalister
Denmark: FUJ - Foreningen for Undersøgende Journalist

\(^{2}\) 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

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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?

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Keywords: Objectivity, Journalistic core value, Facts, Truth

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

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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 increased 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 marketly 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 position.
This is the first such study 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 big gap in news media research in Iceland and establishes a reference point for future research.

I’m am 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

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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

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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.
The Five Faces of Fake News

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“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

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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 builds 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:

Thursday, 17 August

15.30-18.00

Jukka Kortti, *Media History: Revolution, Evolution and Mediatization*

Espen Ytreberg, *Media Technology and Verification in the Historical Media Event: The Case of the 1928 Nobile Rescue Operation*

Birgitte Kjos Fonn, *What do we talk about when we talk about the academisation of journalism?*

Our current media culture with the continuing flow of digital applications has created assumptions that we would live in an extraordinary era. Particularly, the rise of social media has increased the talk about ‘a digital revolution.’ This ahistorical talk is often fuelled with market oriented purposes – ‘revolutionary’ is a good selling point for a Silicon Valley innovation –, but also media scholars and sociologist have talked about ‘critical juncture’ (McChesney) or ‘the new paradigm of capitalism’ (Castells) in media development regarding the Internet. This is nothing new since this kind of revolution talk can be found in every phase of the development of communication, at least in the post-Gutenberg era.

However, since the rise of media history studies in the 1990s, there has been strong emphasis on seeing media as an evolution rather than a revolution: media has developed step by step in terms of history, not as leaps to a totally new era. Furthermore, as media archaeology has shown, the development of media is not always linear and clear but often includes unnoticed continuities and ruptures. On the other hand, media and other related industry can use ‘evolution talk’ for its purposes when it sees the convergence development as a sign of the inevitable progress of media, for instance. This sort of a deterministic view on media development has also fascinated media philosophers such as the American ‘media/technology school’ (Innis, McLuhan, Postman, Carey).

My methodology and theory oriented presentation discusses the ways of seeing media history emphasising the essence and division of revolutionist and evolutionist views. Secondly, I introduce my idea how the fashionable concept of mediatization could be adapted to the revolutionist/evolutionist discussion on media history. The ‘strong form’ of mediatization usually sees the development of media as one of evolution. Also those theorists inclining to the ‘weak form’ of mediatization have emphasised that the concept implies historical change. On the other hand, there have been emphases that in order to analyse mediatization as a continuous and linear process the potential for abeyance, accretion and acceleration in media development should also be taken into consideration.

My contribution is based my previous and coming overview monographs on the history media.
Media technology and verification in the historical media event: the case of the 1928 Nobile rescue operation

Espen Ytreberg, University of Oslo

In 1928, the dirigible “Italia” steered by the Italian aviator Umberto Nobile crash-landed on the polar ice cape north of Spitsbergen. An international rescue operation followed, with a number of parties from different countries operating more or less independently. One rescuing aeroplane with the Norwegian explorer Roald Amundsen crashed en route toward Nobile, killing everyone on board. Eventually the Italian party was rescued, but 8 men perished. Nobile was subsequently attacked by the Italian fascist government for failing in his aims, and by Norwegian news media for indirectly causing Amundsen’s death. In political terms, this event was evidence of mid-war tensions between Russia, the US and various European nations engaged in polar colonialism. It also contained a bilateral conflict between the former collaborators Amundsen and Nobile, which was at the same time a personal falling-out, a matter of differing views on exploration technology, and indicative of a tension between Norwegian expansionist nationalism and Italian nationalist fascism.

The 1928 crash and rescue was a major international media event that was extensively covered by the news media, continuously as it unfolded. The relatively recent convergence of print, telephony and telegraphy, coupled with improved logistics for transporting people and equipment, made possible a high degree of simultaneity, of saturation in the coverage, and of reflexivity – that is, media commenting on the media coverage itself. In general terms, this development has been extensively documented and discussed in media-historical terms, via research on historical media events (e.g. Bösch 2010, Lenger 2008, Ytreberg 2014, 2016) and on how media technologies have shaped time and space throughout history (e.g. Gumbrecht 1997, Kern 1983, Kittler 2010, Thompson 1995).

This paper aims to discuss some further consequences of simultaneity, saturation and reflexivity for how the event was understood. In particular, it pursues the idea that a combination of these three caused a chronic uncertainty over facts, one that pervasively shaped the coverage itself. To a larger extent than in comparable earlier media events, the coverage became a matter of assessing the limits of technologies such as meteorological reports and the safety margins of aviation engineering; the constant presence of a plurality of speculations and conflicting accounts; the risk of rumour-spreading and lying. Several of these difficulties are of course well known from media coverage today; in that sense, the 1928 case may help us give present dilemmas a historical backdrop. The analysis will seek out links between uncertainties in the newspaper coverage and the political and technological conflicts involved in the event.
The paper’s analyses will be made from four major Norwegian newspapers covering a range of political and ideological leanings: Aftenposten, Dagbladet, Tidens Tegn, and Social-Demokraten. Two key time periods of the event have been selected: May 4-14 (the departure of “Italia”) and June 18 – August 5 (the crashes and rescue of “Italia”). Analyses will be supplemented with autobiographical accounts of the actors involved. Comparisons will be made with the 1911 conquest of the South Pole, based on analyses reported in Ytreberg (1914).
What do we talk about when we talk about the academisation of journalism?

Birgitte Kjos Fonn, Oslo and Akershus University College, birgitte-kjos.fonn@hioa.no

50 years after the Nordic countries embarked on a journey towards enrolling their former vocational journalism courses and in-house apprentice systems into their academic systems (and over a hundred years after journalism schools were established in the USA), there are still heated discussions about what journalism should be. There is still a high level of conflict between the supporters and opponents of journalism as an academic discipline (see f.i. de Burgh (ed.) 2005; Hovden, Nygren and Zilliacus-Tikkanen (eds.) 2016; Fonn 2015). The current economic media crisis has furthermore spurred new claims that journalism schools (“J-schools”) should put less emphasis on academic features and on different kinds of theorisation, and return more to its original “practical” roots.

The question is, however, if there still exists any kind of non-academic journalism. This paper argues, based on a historical study of the academisation of journalism in Norway, that academic knowledge – explicit or tacit – now permeates journalism at all levels, from the work of scholars (naturally) down to the everyday practices both in the newsroom and out in the field – whether the journalist is trained in a school or not. Digital journalism, which is often used as both an example of practical journalism and a reason why journalism (again) should become more practical, is in itself one of the end results of decades of scholarly research in technology departments. Practical journalism is also permeated with the modus operandi of the social sciences, of ethical questions that have to be solved there and then but which have been discussed in philosophy departments for centuries, of discussions about source criticism that originated in history departments, and so forth. Building on a study of the history of journalism education in Norway – with a side glance to other countries, especially Nordic – this paper tries to develop a typology of the different kinds of academisation that have formed current-day journalism. The different influences span from the so-called academisation from above (resulting from government decisions) that vocational educations of all kinds have been through in many countries during the last decades (Smeby and Sutphen (eds.) 2015) to the way academic knowledge saturates everyday practice. In between there are a number of different forms of “academisations” – from the increased insight into other academic disciplines to the making of journalism or media science as academic disciplines in their own right.


_Literature:_


Andres Jõesaar, Tallinn University

Keywords: media policy, private broadcasting, public service broadcasting, Estonian Public Broadcasting, Estonia, European Union.

ABSTRACT: This article aims to explore the ways in which Estonian broadcasting (with a focus on television) tackled the challenges of transforming from a monopolistic party propaganda machine into a modern dual media system in which public service broadcasting and newly created private enterprises coexist; and how this process evolved in a small post-communist country. This article argues that the Estonian government’s ‘idealisation’ of market forces supported by the European Union media policy, which is driven by common market ideology, did not take into account the market’s limitations and media companies’ actual capability to provide a large range of media services. The research methodology is based on an analysis of EU media policy documents, Estonian media legislation, the protocols of the Cultural Affairs Committee of the Parliament of Estonia, protocols of the broadcasters’ licensing committee at the Ministry of Culture and the broadcasters’ annual reports from the period 1992 - 2015. The article analyses the key trends in Estonian media development and policymaking during the last 25 years.
Friday, 18 August

09.00-10.00

Epp Lauk, *Continuity and Discontinuity in the history of journalism profession: Estonia as an example*

Sanna Ryynänen, *Outsiders of the Finnish press – From the cunning Jews of the 19th and 20th centuries to the suspicious refugees of the 21st century*
Continuity and discontinuity in the history of journalism profession:
Estonia as an example

Epp Lauk, University of Jyväskylä, Finland, epp.lauk@jyu.fi

When comparing countries and seeking to understand the peculiarities of different journalism cultures the importance of continuity perspective becomes clearly apparent. History has demonstrated that relatively stable political, economic and societal conditions support sustainability and continuity of journalistic professionalism. By contrast, political crises or upheavals interrupt the continuous development of journalism culture and bring about a more or less complete negation or/reconsideration of earlier experiences, professional knowledge, values, identities and loyalties. As a rule, the introduction of censorship, destruction of occupational traditions and routines, even the alteration of genres and styles of journalism accompany political and societal turmoil. Applying the theoretical framework of the ruptures in history (Mazlish, 2011) my paper addresses the question what happens to journalism profession, its professional integrity and values when such ruptures occur. Estonia serves as an example of a nearly complete extinction of journalism profession in 1940-41 and destruction of independent journalism in the course of Sovietization, which continued after WWII.

Studying historical ruptures in journalism cultures can help us to understand the barriers to media independence and the limits of occupational freedom of journalists. Also, they provide a perspective with which we can compare and explain the many differences (but also similarities) in journalism cultures that affect journalistic occupational values in different countries in different times.

The paper is based on the previous research on journalism profession in Estonia (Lauk & Pallas, 2008; Juraite, Lauk, Zelčе, 2009), censorship (Maimik, 1994; Lauk, 1999; Lauk & Kreegipuu, 2010 etc.) and changes of journalistic discourse in Estonia (Harro, 2000; Lauk, 2005 etc.), as well as a number of original archive documents and memoirs of journalists.

References:


Racism and xenophobia in the Finnish press: From the cunning Jews of the 19th and 20th centuries to the suspicious refugees of the 21st century

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There is something strikingly similar in the late 19th century and early 20th century newspaper and magazine articles written about Jews, and in the discourse of the news about today’s refugees and immigrants. Just like today, there are “them” who already are here or might be coming here. There is the pondering over what to do with “them”, and the speculations that “they” might not be able to integrate into our society.

Unlike today, the texts of the past are often overtly racist. They describe Jews as greedy, lazy, dishonest, greasy and appalling. Yet, it is very hard to point out the exact racist claims – they are embedded in innuendos and vague citations. Today, the newspaper texts concerning refugees and Roma beggars are not overtly racist. Still, there is a striking similarity: the vague threats associated with migrants coming here. In the 1800s and 1900s the threats included increasing economic competition, growing racism, and “sexual perversions”. In the 21st century, with the refugees and Roma beggars, the threats include increasing crime rates, terrorism, and harassment of women.

According to John Downing, we have moved from the first phase of ethnic group representation to the second phase. Racism has become unacceptable. But although we disclaim having racist or xenophobic attitudes, it does not mean those attitudes do not exist. We simply are unable to see them. As Antonio Gramsci pointed out, people are blind to the inequality of their own time and society.

In my doctoral dissertation I will compare the racist and xenophobic content of newspaper and magazine texts from two distinct eras and will attempt to bring to light the prejudicial attitudes of our own time. The theoretical framework is based on the concepts of racism, xenophobia, equality and inequality. I will do quantitative and qualitative content analysis of 500 newspaper and magazine articles from 1872–1939, and of 500 newspaper and magazine articles from years 2007–2017.
Friday, 18 August

14.15-15.15

Anders Gjesvik, *Import of Bad Guys: Swedish and Danish Newspapers as Sources for the Representation of the Homosexual Man in Norwegian Newspapers in the 1950s*

Bjørn Westlie, *Controlling the Norwegian War Narrative*
Import of Bad Gays – Swedish and Danish Newspapers as Sources for the Representation of the Homosexual Man in Norwegian Newspapers in the 1950s.

Anders Gjesvik, Oslo and Akershus University College of Applied Sciences

This paper presents a narrative analysis of the representation of the homosexual man in Swedish and Danish newspapers in the 1950s. Foreign correspondents were unusual in the Norwegian media in the 1950s and referring to foreign media was common practice. Every second Norwegian newspaper article about homosexual men in the 1950s used newspaper articles from our Scandinavian neighbours as main sources, mainly based on police sources in these countries (Gjesvik 2016). The type of sources used may very well influence the narrative, so this paper will present a source analysis. The selected Swedish and Danish articles created and over all negative narrative about the homosexual man as a villain that seduced the youth and lead them into homosexuality and prostitution. This negative narrative was consistent with the narrative in the articles about Norwegian homosexual men in the newspapers in Norway. The same negative narrative was dominant in the broader Norwegian society. The journalists and the editors in the Norwegian newspapers had a function as gatekeepers and they might have reproduced the articles that supported the narrative they as representatives for their culture believed to be true (White 1950). Other important gatekeepers was the persons in Sweden and Denmark that selected articles to send to Norwegian newsrooms. Many of the articles are marked “telegram”. The question whether there actually existed several narratives about the homosexual man in Swedish and Danish newspapers in the 1950s remains. This paper examines the question whether the Swedish and Danish newspapers offered other narratives about the homosexual man. Did they offer any positive narratives that the Norwegian newspapers could have chosen? Was the Swedish and Danish articles dominated by police sources, as the Norwegian selection of them indicates? Homosexuality was legalised in Denmark in 1933 and in Sweden in 1944 in contrast to the Norwegian decriminalisation in 1972. This difference could have contributed to more positive narratives about the homosexual man in our neighbouring countries.
The Nazi Press Agency (NAT) and the desire to control Norwegian Newspapers 1941-45

Bjørn Westlie, Oslo and Akershus University College of Applied Sciences

Abstract:

From January 1941 to May 1945 the Norwegian Nazi Party Nasjonal Samling (NS) had its own Press Agency named Norsk Artikkel Tjeneste (NAT). The agency based its articles on Nazism, Nationalism and harsh Anti-Jewish Propaganda. The articles were distributed to 150 newspapers and other publications with a ultimate order that the editors had to print everything NAT sent them. NAT was a part of the Pressedirektoratet, which was one of the main offices in the new Kultur og Folkeopplysningsdepartementet which was inspired by the Germans and the Reichskommissariats own Hauptabteilung Volksaufklärung und Propaganda. The Press Office of NS produced the articles for NAT. In every County in Norway there were appointed a Press leader with the duty to read and control every newspaper and other publication on a daily bases in their area and report back to Oslo and Pressedirektoratet. A part of their mission was to find out how many of the NAT-articles the papers published. At the same time they reported back to Oslo every possible political irregularities they could find among the local journalists and editors.

The methodological framework of the paper and my research are the correspondence between the editors and NAT and the theoretical framework is based on analyses of the texts chronologically with the facts on the battlefield as a timeline. Did the articles or the texts reflected the real life or were they just papermoons?

My research and the paper for the conference will be based on the following elements:

1. The NAT-articles which were produced and published by Nasjonal Samling (NS) and articles will hopefully give us a broader understanding of NS political ideological ambitions and their propaganda efforts.

2. The Archive of NAT consists of letter from different editors which gives us a perspective of their reaction when the received the NAT-articles. Did they accept the articles or did they refuse to print them? Was there any opposition or just accepted the factual situation.

3. The articles of NAT has not been used as I am going to do in this paper and further on in my continuing research which will be published in a book in the near future.

4. The Germans controlled the Press on a higher level but NS tried as best as they could to establish their own press dictatorship on a lower ground. NS and Pressedirektoratet wanted to use the NAT to
transform the press into a tool in their political ambitions. Was that a model of indoctrination NS picked up from Germany or Italy?

5. Will the study of the NAT-articles say something new of the reality orientation of the Press office of NS and NS?
Friday 18, August

15.45-17.15

The fall of the wall: Reporting the Berlin Wall in Norwegian Media: A Comparative Study of Press, Radio and Television, November 1989

Henrik G. Bastiansen, Volda University College, henrik.bastiansen@hivolda.no

Abstract

During the year 1989, the Communist regimes fell in Eastern Europe, in a spectacular chain of events that led the commentators of the day to compare it with the French revolution of 1789. A lot of events happened. However, of all the 1989 events, the fall of the Berlin Wall is the most well known single event today. People still refer to “the fall of the wall”, meaning the DDRs opening of the Berlin Wall, late night on Thursday, November 9th. While historians so far has written much about the late part of the Cold War as well as the liberal Soviet reforms under Michael Gorbachev and the political events of the time, much less research has been done on the media these years. How did they cover the events of 1989? In order to answer this, we need new studies from a lot of different countries. This paper presents the results of a study of the news coverage of the fall of the Berlin wall in Norwegian newspapers, as well as the news reports in Norwegian radio and television. All news material related to the Berlin Wall has been systematically studied in all three media forms. The aim is to increase our knowledge about the media coverage of the late part of the Cold War, their role in 1989 and how the report the events in world history more generally. The paper utilizes a media historical method on the press material as well as on the radio broadcasts and the evening TV news programs from the Norwegian Broadcasting Corporation (NRK). One of aims of the paper is to discuss to what degree we can explain similarities or differences between the three media forms by the inherent properties in each of them. The paper’s final discussion about this, will be inspired by theories from the Toronto school of communication theory.
NordMedia 2017

23rd Nordic Conference on Media and Communication Research

Tampere, 17–19 August 2017

Abstracts
Division 4
Media, Globalization and Social Change
Friday, 18 August

09.00-10.00

Tuija Parikka, *Female Bodies Adrift: Undoing Western Media in the Becoming of Refugee Subjectivities*

Anja Aaheim Naper, *Immigration control in the media*
Female Bodies Adrift: Undoing Western Media in the Becoming of Refugee Subjectivities

Tuija Parikka, St. John’s University, parikkat@stjohns.edu

Keywords: gender, globalization, media, media ethnography, migration, refugees, subjectivity

Abstract

This paper focuses on the becoming of refugee subjectivities and a sense of “self” in one’s irreducible difference at the threshold of Western and Oriental gender discourses in the context of Finland, as well as the role of transnational media in that process. The theoretical framework consists of transcending the so-called minority paradigm by the transnational paradigm, and draws upon the Deleuzian notion of “becoming” and Irigarayan understanding of sexual difference as difference in an effort to contribute to a positive vision of female subjectivity beyond the Occidental–Oriental dichotomies and the related gender discourses.

Methodologically, the author combines critical text analysis with media ethnography. Texts subjected to critical analysis include an article titled “Sexual harassment is not a tradition or a ritual: According to an expert, a false conception of mass harassment is spreading throughout Europe” by Helsingin Sanomat, and “Flawed Justice after a Mob Killed an Afghan Woman,” published by the New York Times with a native video documenting the killing. The analyzed cases are subjected to discussion with the refugees. Media ethnographic interviews of three Iraqi refugees and one Iranian immigrant refugee were conducted in Lieksa and Tampere in the summer of 2016.

The results indicate not only a gap between mainstream media accounts of the refugees and their sense of self, but the centrality of the politicization of the female body and subjectivity in the becoming of a refugee subject. This remains elided by the Western media, which resorts to new forms of control of social change, not by Othering the refugee subjects, but by the erasure of a possibility of a difference of another as a Subject. This serves to hide various fears, aims, and desires rooted in globalization. Although a positive understanding a female individuality and subjectivity may be a particularly Western concern, a space is opened up for wonder and imagination in conjunction with Oriental gender discourses, and largely elided by the Western media cases examined in this context. Emerging space, which could otherwise be imagined as Bhabha’s “third space,” and as such, a source of creativity and empowerment in the lifeworld of the refugees, is rather filled with loss, war, melancholia, oxymorons, and alogical explanations for life. Amid such interpretations, the refugees regard the mainstream media primarily as the site for manipulation and
propaganda that has no significant role in their societal integration, but rather, “uses” the refugee imagery to shape the minds of native citizens by, for example, using infantilizing discourses in the construction of refugee subjectivities and by apoliticizing the female body and subjectivity. What is political about the female bodies remains atdrift in between Western and Oriental gender discourses.
Immigration control in the media
Anja Aaheim Naper, Oslo and Akershus University College, anja.naper@hioa.no

This paper will investigate and discuss how the so-called refugee crisis in Europe and the Middle East is portrayed in several mainstream news media outlets in Denmark, Norway and Sweden, with a focus on perceptions of border and migration control.

The Scandinavian countries (Denmark, Sweden and Norway) are similar in many respects, and they have maintained common policies in several different fields. However, one area differs, that of immigration policies. While Swedish immigration policies traditionally have been liberal, focusing on multiculturalism, Denmark has implemented a harsh immigration policy, and Norway has placed itself somewhere in between. Even if Sweden has exposed a greater hospitality facing the refugee crisis in 2015, all Scandinavian countries have since November 2015 exercised border control, to limit the arrivals of refugees.

Thus, this study is a comparative one, aiming to find out how migration control is understood and portrayed in Scandinavian news media. Are these different policies reflected in the medias’ perception and portrayal of border control? How is border control legitimized in the three countries, and what does the legitimization of border control tell us about the countries’ perceptions of immigration, globalization and national identity? Against what do we need to protect ourselves? Following the communication theory of Entman, the study looks at how migration control is framed, that is, what kind of problems are depicted, who are to blame for these problems and what solutions are suggested. The study does not intend to investigate the general media portrayal of refugees, asylum seekers and border controls, but is rather a comparative study of how the media in these three countries responds to a claimed crisis, in a year when a significantly higher number of refugees arrives compared to an average year. In addition, the high number of arrivals occur at a time when the relationship between the West and the Muslim world, where the majority of the refugees originate from, might be described as more tense than earlier.

The study examines the web editions of the two biggest newspapers in each of the three Scandinavian countries, one intellectual and one tabloid. The newspaper investigated are Aftenposten (Norway), VG (Norway), Politiken (Denmark), BT (Denmark), Dagens Nyheter (Sweden) and Aftonbladet (Sweden). Through a quantitative analysis, the study examines components like different approaches and themes as well as voices present, to broaden the understanding of the frames. All articles on borders and migration control are included. The period investigated is 1 Oktober 2015 to 31 January 2016.
Friday, 18 August

10.15-12.00

Florence Enghel, Your attention can save lives? Digitally-driven human rights intervention as business development

Trine Kvidal-Røvik, #grabyourwallet. Purchase with a purchase and the potential for "real" resistance?

Kinga Polynczuk-Alenius, Universalistic moral discourses, situated moralities: Communicating ethical trade in Poland and Finland
Your attention can save lives? Digitally-driven human rights intervention as business development

Florence Enghel, Stockholm University

This paper examines how global governance institutions spread uncritical assumptions about the transformative power of digital technologies in international development (Chakravartty, 2006; Kleine, 2013; Enghel, 2015; Wildermuth & Ngomba, 2016). A qualitative content analysis of recent World Bank and OECD reports (the WB's 2016 report "Digital Dividends" and the OECD's 2016 Development Cooperation Report "The SDGs as Business Opportunities"), and of the United Nations' Agenda 2030 for Sustainable Development, shows how these institutions promote the idea that a digital economy will save the world, thus framing the operations of humanitarian and human rights organizations.

The fit between institutional discourses and the practices of organizations is demonstrated via a qualitative study of the Natalia Project. Launched in 2013 by a Swedish non-profit, it equips ‘human rights defenders’ with a digitally-driven alarm system. Based on interviews to ‘human rights defenders’ as well as staff from the Swedish non-profit and private business company engaged in the project, the paper unpacks the complex links between a) the dangerous labor of local activists in countries where human rights are regularly violated (Albania, Azerbaijan, Kenya, Kosovo, Macedonia, Montenegro), b) the donor-driven distant intervention of the Swedish non-profit with the stated goal to protect them, c) the faith in the power of loose networks to gather response via social media (Facebook and Twitter) in case of emergency, and d) the pilot-testing of a gadget by a private business company (PFOTech) for market purposes in the context of a humanitarian intervention.
#grabyourwallet. Purchase with a purchase and the potential for “real” resistance?

Trine Kvidal-Røvik, UiT The Arctic University of Norway, trine.kvidal@uit.no

This paper deals with resistance strategies within a consumer culture perspective. A recent example is the “grab your wallet” boycott initiative (both a response to Donald Trump’s infamous remark, and a reference to consumer power), which has exploded on social media.

In 2016, Shannon Coulter and Sue Atencio announced on Twitter they would be boycotting any retailer that carried Trump products. They published a short list of such retailers and introduced the #GrabYourWallet hashtag.

My approach to resistive strategies and consumption is broadly set in contemporary critical theory, in which consumption is not about available commodities, but rather about what the product means (Cottle, 2000; Goldman & Papson, 1998). Consumers aim to acquire, through purchasing a product, the “meaning with which it is encoded” (Sturken & Cartwright, 2001, p. 206). Thus, being associated with products that carry the “wrong” values becomes an issue as in the case of the #grabyourwallet-boycott. Critical cultural scholars have however claimed that by blatantly commodifying political and social sensibilities, one run the risk of undermining the very same issues (Shugart et al., 2001).

There are many examples of how consumptive practices have been attempted influenced in the name of social or political issues, for example going back to the clothing company United Colors of Benetton, which in the 80s started using photographs depicting or hinting at issues like AIDS, environmental disasters, terrorism, and racism (Tinic, 1997). More recent initiatives are GAP’s Red-campaign, Kennth Cole’s Are you putting us on-campaign, and H&M’s Fashion against Aids-campaign. With social media, commercial as well as “private” initiatives, can spread faster than before. These campaigns and initiatives are thus particularly interesting to consider as part of a discussion regarding commodification of sociopolitical issues.

In the article I examine different resistive initiatives, relying on/being part of, strategic consumption. Based on discourse analyses of several consumption-based resistance campaigns, I discuss whether such resistance-via-consumption-initiatives serve to lead focus away from “real” political resistance, or if there is

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1 (read more, and see a list of media coverage on this initiative at: https://grabyourwallet.org/What%20We're%20About.html)
more to them. The analyses show how sociopolitical consciousness is commodified via a postmodern aesthetic and I point out how identity, particularly as connected to a sociopolitical consciousness, is aesthetically packaged and commodified in ways that may function resistively and hegemonically. Concepts of the hegemonic and the counter-hegemonic must be understood in a fluid manner, in which those subject to hegemonic forces may actually produce counter-hegemonic expressions by poaching on the terrain of the hegemonic—even incorporating elements of mainstream capitalist culture to their own ends. Commodity culture, then, can be a discursive tool, which can be used to resist dominant hegemony while simultaneously taking advantage of hegemonic structures to gain commercial success. Following this, I argue that resistance-via-consumption-initiatives can function counter-hegemonically, even while they are using hegemonic structures to gain commercial success.
Universalistic moral discourses, situated moralities: Communicating ethical trade in Poland and Finland

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This paper understands ethical trade as a communication problem that relays on a moral disposition which must be purposefully constructed through communication efforts of ethical trade organisations. Theoretically culling from the approaches to mediation as an ethically charged process, this study identifies and examines moral discourses deployed by ethical trade organisations in Poland and Finland to mediate between geographically separated consumers and producers. Originating as they are from the ‘Anglosphere’, such discourses employ the horizontal division between the ‘Global North’, including Poland and Finland, and the ‘Global South’, composed of ‘developing’ countries spread across Asia, Africa, Latin America and the Caribbean. In this homogenising metageography, North is imagined as a hemisphere of consumption, wealth and privilege, while South figures as a hemisphere of production, poverty and deprivation. From the presupposed prosperity in the North stem the moral obligations of solidarity, care and responsibility that Northern consumers should extend towards Southern producers.

Empirically, this paper is grounded in a year-long fieldwork with ethical trade organisations in Poland and Finland. In the course of the fieldwork, I observed that although ethical trade organisations heavily drew on the universalistic moral discourses of solidarity, care and responsibility described above, their communication was nevertheless anchored in and accountable to more nuanced economic, political and cultural conditions in their respective societies. Particularly, Polish ethical trade organisations were much more vigilant than their Finnish counterparts about the potential negative reception of their message among the public. Thus, I argue that ethical trade communication responds to the projected ‘situated moralities’ of consumers. To articulate this situatedness more clearly, I borrow the vocabulary of world-systems theory which positions Finland at the ‘core’ of the global trade system (among the greatest beneficiaries of the global market and the holders of the largest economic capital), and Poland in the semi-periphery (simultaneously dependent on the ‘core’, forced to compete with other semi-peripheral countries, and oppressing the ‘periphery’).

The relevant academic literature, notoriously spotlighting the Anglosphere where ethical trade is the most advanced, puts forth the image of ethical trade communication as a universally applicable marketing device. In the light of my research, however, ethical trade communication looms as an arena of mediated moral education whose discursive horizon is demarcated by and negotiated in relation to the material conditions in each ‘Northern’ country.
Friday 18, August

15.45-17.15

Mari Maasilta, *Listening to ethnic minority youth in Namibia*

Anna Roosvall, *Climate justice activism, agonism, and agency: Indigenous peoples, media witnessing, and the political game of climate summits*

Leonardo Custódio, *Media Activist Tactics for Counterpublics Formation in Favelas of Rio de Janeiro*

Per Ståhlberg, *Indian imaginaries in world literature and domestic popular culture*
Listening to ethnic minority youth in Namibia

Mari Maasilta, University of Lapland

Keywords: politics of voice, listening, ethnic minority youth, political engagement

Thanks to the global blogosphere and different social media sites, ethnic minority youth have got new possibilities to contribute their own future and the future of their community, but as several scholars have noted, access to interactive media technology is not sufficient to be heard by the political decision makers. There are fundamental communicative challenges associated with the digital media and political dialogue. The claim that listening is ‘easier’ in online participatory media is weakened by technological determinism and not supported by studies addressing listening in online media. (O’Donnell 2009; Couldry 2010.)

In the sphere of politics, ‘voice’ is equated with the expressing of opinion or expressing of a distinctive perspective on the world that needs to be acknowledged. This use continues to be useful, especially in the contexts where long-entrenched inequalities of representation need to be addressed, for instance in participatory communication for development and social change (Servaes & Malikhao 2005; Tacchi & Keerthirathne 2009). However, ‘voice’ is about more than just speaking and the growing incitement to speak; one has to pay attention to the conditions of effective voice, under which people’s practices of voice are sustained and the outcomes of those practices validated. Couldry (2010) uses the term ‘voice’ in a way that distinguishes between two levels: voice as a process and voice as a value. Voice as the social process involves, from the start, both listening to and speaking, an act of attention that registers the uniqueness of the other’s narrative, which in its turn requires a sociological attention to the processes of valuing voice. The sociologies of voice have not just individuals as their reference-points but also the ‘landscape’ in which they speak and are, or are not, heard.

This paper analyzes the online and offline participation of a group of ethnic minority youth residing in Windhoek in their efforts to be heard in discussions about education at both national and global level. The activities of the minority youth organization include the processes of representative democracy through their spokespersons, the engagement in international cooperation through NGOs and educational institutions and different social media activities. The efforts to engage in politics are analyzed as a step-by-step learning process in which the reflections of the youth are of remarkable importance. The empirical material thus consists of both social media sites of the minority youth organization and of participatory workshops and interviews with this youth. The material is collected in Windhoek in March 2016 and in April 2017 in an EU funded mobility and research project.
Climate justice activism, agonism, and agency: Indigenous peoples, media witnessing, and the political game of climate summits

Roosvall Anna, Stockholm University

This paper builds on Chantal Mouffe’s (2005; 2013) understanding of Politics versus the Political and elaborates on an agonistic (Mouffe 2013; see also Arendt, 2005) rather than a deliberative (see Habermas, 1981) view of democracy. Such a view is more in tune with justice perspectives, than consensus-oriented deliberative approaches, and thus pertinent when discussing climate justice activism performed by indigenous peoples at and around the UN climate summits. The aim is to identify clashes and interplay between the international summit politics and transnational ideological expressions from groups outside of (inter-)national politics and how the media relate to these. The focus is on ideological struggles that take place around the meetings, the radical transnational politics of indigenous activists, their calls for justice, and how they relate to diverging types of media, mainly mainstream/legacy, vs. social media. RQ: What characterizes indigenous activism at and around the COPs, and how does it relate to the official summit politics, diverse types of media and diverse understandings of climate change?

The main method is qualitative, including semi-structured interviews (Bryman, 1996) and discourse theoretical analysis (Laclau & Mouffe, 1985; Winter-Jørgensen & Phillips, 2002). 11 people were interviewed in COP17 in Durban 2011, 17 at Cop21 in Paris 2015. The interviewees come from all continents of the world, and belong to groups like the Sami, the Inuit, the Maori. In addition to this, the study draws on quantitative studies (Bryman, 1996) of mainstream media material from the UN climate summits 2009, 2011, 2013, and 2015. The qualitative analyses of content focuses on Swedish and Canadian mainstream print media material, and material from indigenous NGOs and organizations co-operating with indigenous peoples. The discussion spans how summit ‘politics’ as a win-or-lose-game clash with ideological expressions (‘the political’) from groups outside of institutional (inter-)national politics, and rights in relation to politics and media are discussed in terms of an agonistic cosmopolitics (Hanafin, 2012).

The interviewees state they are being blinded and muffled in the political process, if/when they have access to it at all, and similar patterns can concurrently be found in media reporting. Zooming in on opportunities for capturing political aspects of climate change and indigenous peoples the paper subsequently targets media witnessing about climate change (Chouliaraki, 2014; Frosh & Pinchevski, 2009; Peters, 2001) – instances when indigenous peoples do have agency and voice in the media – and analyse how it plays out in diverse media contexts, in mainstream media (edited media witnessing) and in social media such as YouTube and Facebook (un-/self-edited media witnessing). There are differences concerning the dis/connection of
culture and politics as well as emotion/affect and politics in legacy vs. social media. The concluding discussion argues that regardless of media platform, in a mediatized world the need to be able to see and hear the arguments from the adversary in order for an agonistic democracy to work, and the connected need to formulate your own arguments depends to a large extent on articulation in the media, in combination with the absolutely necessary recognition and representation in politics (Fraser, 2008). Not just the fact that you can formulate arguments, but how you can formulate them, matters. Which modes of communication are possible in what arenas? Can you express political emotions? Are political and cultural/spiritual discourses allowed to co-exist? These are some of the issues discussed in the conclusions.
Media Activist Tactics for Counterpublics Formation in Favelas of Rio de Janeiro

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Abstract

How do low-income and marginalized media activists act to overcome class-related constraints, neoliberal imperatives, mainstream media pervasiveness and the rise of reactionary movements to mobilize collective action for human rights? This paper analyzes online and offline tactical actions by activists from low-income and violence-ridden favelas of Rio de Janeiro not only to raise their voices, but also to reach and convince other residents to join action.

Theoretically, this paper explores debates about actions of citizens whose voices are marginalized (Dreher, 2009) to form “counterpublics” and forge their participation in public life (Fraser, 1992; Warner, 2002). Many scholars have analyzed the conflicting nature between publics and counterpublics (e.g. Asen, 2000; Downey & Fenton, 2003; Dahlberg, 2007; Loehwing & Motter, 2009). Fewer however have examined the challenging nuances of counterpublic formation (e.g. Johnston, 2000). Analyzing these nuances is the goal of this paper.

The empirical materials for the analysis result from my seven-year ethnographic research process (2009-2016) about media activist trajectories among young favela residents (Custódio, 2016). By applying qualitative methods (interviews, observations on/offline), I identified four types of tactical actions: (a) narrative and aesthetic construction; (b) knowledge exchange; (c) participatory coverage; and (d) actions of solidarity. By presenting cases, I argue that these are creative actions aimed at informing and mobilizing peers to act collectively for human rights in a context of inequality, political disinterest, violence and discrimination. I also argue that while immediate results are apparently small, these actions have contributed to the growth of a favela counterpublic in Rio de Janeiro over the past decade.

References


At the turn of the millennium India became widely known as a “global superpower of the future”. The image of a country rapidly transitioning from tradition and poverty into modernity and wealth was a dominant story, reported both internationally and domestically. Since then, these expectations have been both questioned and challenged, but they have also evolved as a recurrent theme in literature. During the last two decades the Indian book market has grown remarkably and stories in English about urban Indian middle class realities are abundant.¹

This paper is part of a larger project, “Indian imaginaries in world literature and domestic popular culture”, which will study narrations of Indian society in different, but sometimes interlinked, cultural fields. The paper will focus on two novels, both of them written in English by Indian authors and published in the same year, 2008: Aravind Adiga’s *The White Tiger* and Chetan Bhagat’s *The Three Mistakes of my Life*.² These are novels that relate closely to contemporary Indian society, or rather, to certain ideas of what a new Indian society, emerging around the first decade of the second millennium, is becoming. Both books could be read as commentaries on what it means, in terms of desires, possibilities and constraints, to be young in today’s India. Similarities and differences between them, are in several ways instructive for discussing some conceptual issues within the scholarly field of World Literature.³

Although they share several themes and narrative elements in common, one could claim that these books do not belong within a common literary field. Indian fiction, according to Francesca Orsini, is distributed across three distinctive literatures. First, an *international* field of Indian literature in English, published by international publishing houses; second, a *national* field of English literature, usually limited to domestic recognition; third, several *regional* literature in various vernacular languages that are rarely translated.⁴ Suman Gupta have spelled out the difference between the first two Indian literatures, written in English:

> The Indian commercial fiction in English which circulates predominantly within the country can be regarded as reasonably distinct from the “literary fiction” which has a larger-than-India presence.⁵

Adiga’s *The White Tiger*, awarded the Man Booker Prize of 2008, obviously qualify as belonging to the field of international high status Indian writing, while Bhagat’s *The Three Mistakes*, hardly recognized outside India, would fall in the national category of commercial literature in English.

In this paper I will not engage closely with the stories as such, but rather read the books from some distance (though not as distant as Franco Moretti suggests for reading World Literature)⁶: First by discussing the
literary technique by which these stories are told, second, by looking at how the novels converge with other forms cultural productions and, third, by asking how the stories relate to a contemporary Indian reality. My aim is to understand how vernacular and cosmopolitan tendencies are juxtaposed in various ways, thus constructing “world-making” narratives for separate audiences.


5 Gupta, “Indian ‘commercial’ fiction in English”, 46.

Saturday, 19 August

09.00-10.00


Negotiating professionalism with personal ethics: The emotional labor of Finnish journalists reporting on the ‘refugee crisis’ in 2015-16

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Project is lead by: Kaarina Nikunen, University of Tampere & Mervi Pantti, Professor, University of Helsinki

Along with a number of other European societies, Finland was taken by surprise by the arrival of a great amount of asylum seekers in late 2015. Within a few months, the country received more than 30,000 asylum seekers – five times the amount of previous peak years. The news media and journalists were among those ill-prepared for this sudden event. Whereas a small group of Finnish journalists already had experience in covering migration issues, most reporters needed to quickly adopt this new topic as part of their daily journalistic routines. Moreover, the ‘refugee crisis’ has become one of the burning political and societal questions, and it has amplified the debate on multiculturalism, tolerance, human rights and racism like no other event in the recent past. In a context of a heavily polarized public debate, asylum seeking has turned into an increasingly delicate topic for news journalism.

This study asks how journalists understand their role and objectives as journalists and how they position themselves in relation to asylum seekers and other actors involved in the midst of a societal situation full of tensions. Journalistic roles are cultural conventions of the tasks journalists ought to perform in society. It is generally assumed that journalists internalize certain role conceptions on the basis of their perception of what news organizations, audiences, sources, key reference groups and society as a whole expect from them. Research on journalistic roles thus points to the way in which journalists typically negotiate with a variety of perceived interests and expectations.

Moreover, when reporting on asylum seekers, due to delicacy of the subject matter journalists’ personal views and emotions have potentially become increasingly difficult to align with some of their traditional conceptions of their professional roles. We therefore explore the ethical considerations journalists make when reporting on asylum seeking, and their emotional labor when trying to find a balance between their professional role ideals and their in times more personally shaped ethical considerations. The findings are based on 22 individual and group interviews of Finnish journalists with a focus on their experiences in reporting the so-called ‘refugee crisis’. The interviewees include journalists working for national, regional and local media all across the country and especially in towns and municipalities most affected by the arrival of asylum seekers.
The study finds that whereas most journalists took the arrival of asylum seekers as any other routine news event, others ended up learning specific skills and terminologies to cover the issue in detail. Journalists typically described their role in terms of journalistic codes of conduct, for instance, in reference to sources, accountability and ethics of reporting. However, there was significant variation between the interviewees concerning their stated objectives in reporting. While most journalists said their objective is to report accurately and provide the public with verified information, many also stated that it is important to let asylum seekers tell their personal stories, and still others emphasized the need to shed light on systemic problems and injustices in the asylum process and the conduct of authorities. Giving voice to various civil society interests concerning migration was also among the cited objectives. Yet balancing anti-migration or racist voices within the framework of neutral reporting has been a challenging task for many. Often journalists themselves had become targets of hateful commentary and even threats, which for many turned out to be an additional source of emotional stress when covering this already sensitive and incendiary topic. Overall, the study highlights the context-dependent and negotiable nature of journalistic roles as well as the importance of personal attitudes and emotions in shaping journalistic role conceptions.
Bungled Connections: What the Reinhart-Rogoff Controversy Tells Us about Austerity, Academia and the News Media

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Abstract

In January 2010, American economists Carmen Reinhart and Kenneth Rogoff published a working paper titled ‘Growth in a Time of Debt’ in which they argued that a country’s GDP growth slows once government-debt levels exceed 90% of GDP. This publication, as The Economist noted, ‘quickly became ammunition in political arguments over austerity’. Republicans in the US, the Conservative party in the UK and the European Commission for instance, all used the arguments from Reinhart and Rogoff’s article to justify the introduction of austerity policies. These austerity policies, as several scholars have shown, have led to significant political, socio-economic and cultural change in Europe and the USA.

Three years after the (in)famous Reinhart and Rogoff working paper was published, a group of scholars at the University of Massachusetts sought to replicate the study and ended up revealing major flaws in the Reinhart and Rogoff article. This, understandably, sparked significant political, policy and public discussions especially in the media.

To the extent that austerity has been at the center of some of the major patterns of social change currently being experienced in Europe and the USA, it is important for us to understand the bases upon which policy makers have legitimized these austerity measures and in particular, the role played by academics and the news media in this process. In this regard, this article examines the ways in which mainstream newspapers in the US (The New York Times and The Wall Street Journal) and the UK (The Guardian and Financial Times) covered the Reinhart and Rogoff research; its use in the policy sector and its subsequent debunking. Through this examination, the article aims to further our understanding of the role of the news media in the (de)legitimization of austerity as a particular public policy ideology. The analyses will, among others, draw from discussions of academic performativity and neoliberalism (Carole Leathwood & Barbara Read, 2013); the ‘dark side’ of knowledge brokering (Roman Kislov, Paul Wilson and Ruth Boaden (2016); popular communication of science (Massimiano Bucchi, 2008) and news media’s use of experts (Erik Albæk, 2011).
Saturday, 19 August

10.15-12.15

Andreas Widholm and Anna Roosvall, *Cultural journalism in Sweden 1985-2015: Outlooks and introspection in the global era*

Camilla Haavisto, *From affective encounters towards a politics of listening: The role of social media in anti-deportation protest*

Karin Fast, *Whose “Mobility Revolution”?: The Social Construction of Mobile Media by Telecom Companies*
Cultural journalism in Sweden 1985-2015: Outlooks and introspection in the global era

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Kristina Riegert, Stockholm University
Anna Roosvall, Stockholm University

In recent years, a growing body of especially Nordic research has been devoted to cultural journalism. Studies have documented blurring boundaries between cultural journalism, life-style and entertainment coverage (Kristensen & From 2012), and an increase in news oriented coverage compared to cultural critique (Hellman & Jaakkola 2012). Although Swedish cultural journalism share many of these characteristics, studies have revealed tendencies to the Swedish material being more oriented towards societal and political issues compared to other Nordic countries (Hellman et al 2017, Kristensen & Roosvall, 2017). A study has also indicated that Swedish cultural editors have not only a national but a global remit, conveying a broad geographical outlook, problematizing events of international and global significance through a “cultural filter” (Riegert, Roosvall & Widholm 2015). Traditional foreign news reporters in contrast often operate with a narrow definition of politics and tend to steer representations towards strategies and interactions among political elites. Numerous studies have revealed how the world is represented in foreign news of various countries (e.g. Wilke, Heimprecht & Cohen 2012, Rössler 2004, Roosvall 2005, Wu 2007), while most scholars have turned a blind eye towards practices and content of cultural journalism, despite its potential to convey alternative and more critical world views.

This paper presents result from the first systematic study of the development of cultural journalism in Sweden from the 1980’s and onward. We focus on the contribution cultural journalism makes to our understanding of the world and our place in it during a time period marked by major geo-political turning points, globalization, rapid technological development, and structural transformations in the journalistic market. Employing content analysis of a representative sample of cultural journalism in the press, and in public service radio and television (1985, 1995, 2005 and 2015), we analyze transformations in how the remits of culture has been interpreted and articulated with a particular focus on political and global aspects. In so doing, we address the dearth of research on Swedish cultural journalism, as well the lack of research on globalization in cultural news more generally. More particularly we ask: How is the world outside of Sweden understood through the prism of cultural journalism, in diverse media, at different points in time? The quantitative analysis focuses on news topics, actors, and problematizations of norms and values which are analyzed in light of geographical and spatial scales. Theories on media, globalization, identity and geographical scales frame the discussion (Fraser 2008; Orgad 2012; Fairclough 2007).
Preliminary results on the press (coding of radio and TV will be finalized shortly) show that cultural journalism has conveyed narratives of the world outside Sweden during all periods studied. However, we note a significant global/translocal turn in the coverage of 1995, a period when cultural journalism pays increased attention to multicultural phenomena as well as to norms and values connected to class, ethnicity, religion, nationality race and their broader implications for democracy. Many of these aspects have been important ingredients in later periods as well, but in relative terms, cultural journalism of 1995 was more political and more global/transnational in character compared to the latter periods examined. This should be seen in light of the historic political transformations that took place in Europe during the same period, including increased migration to Sweden. We discuss this further in relation to the migration context of 2015, and to how outlooks and introspection clash and/or converge in the coverage.
From affective encounters towards a politics of listening: The role of social media in anti-deportation protest

Camilla Haavisto, Åbo Akademi University

Social media have become fundamental tools to help asylum seekers to settle in an unfamiliar environment and to support their rights claims. In Finland, a growing community of civil society agents have organized themselves on Facebook where they strive to create support networks and build solidarity across the lines of culture, legal status and gender. The growing civic online support for asylum seekers invites sustained reflection on emerging forms of online solidarity and listening practices. Within this context, my paper focuses on a 'critical event', namely the moment when asylum seekers in Finland in increasing numbers started to self-organize in order to protest against deportations to Iraq and Afghanistan. By using both computational tools (big data analytics) and qualitative methods (close reading), the paper focuses on the evolving anti-deportation movement in Finland in general, and the circulation of support discourses between social media and mainstream news media in particular. In this paper, I answer if and how rights-claims put forward in social media by both by asylum seekers and their supporters in relation to anti-deportation rallying managed to challenge ingrained hierarchies of voice, expertise and authority in public and political discourses on migration. The study particularly focuses on the question of cultural capital in the formation of voice: what qualifications are needed to be able to voice political views and to be heard? The main theoretical point of departure is political listening – a concept that has been developed within different strands of scholarship; so-called forensic architecture, phonetic linguistics, arts and studies on media and democracy (cf. Abu Hamdan 2015 and Dreher 2009).

The Big Data material used for the study has been gathered within the project “Racisms and public communication in the hybrid media environment” (HYBRA).
We are on the brink of an extraordinary revolution that will change our world forever. In this new world, everyone, everything and everywhere will be connected in real time” (Ericsson, *Networked Society Essentials*, 2017: 2).

“Just as the Internet did before, mobile networks—and the devices that exploit them—are radically changing the way we interact with the world. Everything, from how we transact with merchants, to how we educate our students, to how we entertain ourselves, is moving to mobile platforms with stunning speed.” (IMB, *The Individual Enterprise: How Mobility Redefines Business*, 2017: 1).

When the “World Wide Web” and “The Information Highway” gained momentum in the 1990s, telecom companies, in unison with many politicians, policy makers and researchers, praised the “revolutionary” potentials of the Internet. Today, when the Internet has become an essential part of everyday life, mobile and locative media (e.g. GPS, geotagging techniques, etc.) are what is claimed to revolutionize the world. Typically, as exemplified by the Ericsson report, these media are said to transform both how we live and how we work. But how is this ‘mobility revolution’, and the technologies behind it, discursively constructed in writings and imagery? Where is the revolution imagined to take place, and who is part of it? If we agree that media technologies are social constructs and that media and society are mutually constitutive, questions like these become important.

This paper, thus, asks how Ericsson, IBM, and other major actors in the telecom industry contribute not only to the development of locative media technology *per se*, but also to the construction of mythologies around these media. The empirical data consist in promotional content aimed at different stakeholders, including consumer advertisements (e.g. via the official company website), business-to-business communication (e.g. visionary statements, white papers, etc.), and investors information (e.g. letters to investors in annual reports). To the extent that historical analyses are possible, changes in discourses over time are also considered. The data are analyzed through the lens of critical discourse analysis (CDA) and semiotics, in combination with theories on the production of space (Lefebvre, 1991; Massey, 1999). My preliminary findings indicate that mobile and locative media are constructed as indispensable objects in modern, globalized, and connected life; they “empower” their users and “augment” whatever spaces they are used in. However, the results also suggest that media mobility, and the technologies that enable it, is something that is first and foremost of relevance to white-collar professionals in urban environments. When mobile and
locative media are cast in rural areas, they are primarily framed as facilitators of leisure or recreational activities.
Saturday, 19 August

14.30-16.15

**Sol Agin**, *Communication knows no borders—For media literate mobile elites there is no such thing as distance*

**Elham Atashi**, *Diaspora Media Networks, Reality TV and Social Transformation*

**Heike Graf**, “I trust only this 100 percent”: Trust-building in forced migration
Communication knows no borders - For media literate mobile elites there is no such thing as distance

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Keywords: Cosmopolitanism, polymedia, human connectivity, digital divide, migration.

During the past 20 years there has been a technological advancement in interpersonal communication unlike any other in history. Long gone are the expensive phone calls and the slow and unreliable dial-up modems; for those with access to fiber-optic, Facebook, e-mail and video call services such as Skype users do no longer have to chose whom they can afford to stay in touch with – the world is indeed their oyster.

Previous studies have mainly been based on south-to-south or south-to-north migration whilst this one focuses on the scarcely examined north-to-global migration. These previous studies are based on communication with migrating family members and shows that the communication pattern mainly is constructed out of the particular relationship and media literacy of the family members. To contrast this, this study focuses on chosen relationships, in this case friendships, rather than blood related, from a perspective of media literate mobile elites, the ones with access and means to make use of various communication resources. Even though some earlier studies on communication amongst mobile elites do exist, none have been done on cross-border communication amongst friends, and especially not from such a large group of respondents as this study.

The data used comes from a comprehensive and unique web-based survey questionnaire on attitudes towards societal matters and issues, which were sent out to Swedes living abroad by the Swedish Institute for Society, Opinion and Media (SOM Institute). Of the 10 000 expatriates whom received the questionnaire, 2668 answered. The respondents come from different backgrounds but all fall into the category of media literate mobile elites since they tend to have higher education, higher income and higher network capital than the general global population. From the questionnaire, this study focuses on means of communication with three categories of friends: (1) friends in the same country as the respondent currently reside in, (2) friends in Sweden and (3) friends in other countries and/or regions of the world. Drawing from a triple theoretical approach, starting with migration and mobility, following up with Madianou and Miller’s concept of polymedia and ending in Beck and Hannerz ideas of a cosmopolitan self-identity, the study seeks to understand how the communication patterns change depending on variables such as age and level of education, number of countries lived in and years spent abroad and a sense of global citizenship (i.e. feeling part of a bigger picture than the basic nation-bound citizenship). Regression analysis was used in order to see what impact the different variables have on each of the means of communication.
This study shows that location does have a great impact on how the relationship is maintained: The Swedish expatriates prefer phone calls and text messaging in the first category, video call peaks in the second one and e-mail and Facebook are most popular for keeping in touch with the final category. The usage of Facebook, chat, text messaging and video call were more frequently used amongst the younger respondents whilst usage of e-mail and phone calls tended to increase with age. Naturally, the connection with friends around the world increased for each new country the respondent had lived in and for every year spent abroad the communication with Sweden decreased. Previous studies have also shown a link between level of education and a cosmopolitan identity, but in this study there is no significant correlation between them.
Diaspora Media Networks, Reality TV and Social Transformation
Elham Atashi, Georgetown University

Abstract

Keywords: Social Transformation, Reality TV, Diaspora Media Networks, Migrants, Iran, Identity.

Diaspora television as a form of media and communication is a symbolic politicized space where acting as a periphery to state controlled media. Migrants have used diaspora television in diverse and complex ways to sustain connections back home and to advance representation of lived experiences. It is not surprising that diaspora media networks have been pioneers in terms of designing and adopting new media to connect back home. Diaspora represent some of the most significant minorities across the world and as agents in shaping political, social and economic agendas back home. However, little is known on the way diaspora television networks use content and programming to impact local audiences. Manoto TV, a free to air Iranian diaspora media network based in the UK is influential in targeting millions of audiences’ back home with reality TV shows with migrants as participants. Such shows have become a new way for Iranian migrants living across the globe to display identity and publicly document lives. This has provided and constructed a space away from the portrayal of citizens belonging to the homeland as a state, and focused on the experiences of Iranian migrants in transnational spaces as diaspora. This paper explores the potentials of this genre acting as a mediated platform and its impact on social transformation at the local. It examines the reality show Befarmaeed Sham which is based on the original UK cooking show “Come Dine with Me”, featuring Iranian migrants as participants that host dinner in the context of their private homes and compete for the title of best cook and entertainer. Discourse and content analysis based on interaction among participants in ten randomly selected episodes focuses on extracting themes to demonstrate agency and motivation in participation. Findings suggest participants use a careful combination of domestic space and performative narrative in exploring social, political and cultural themes that connect with audiences back home. The interactions and dialogue transcend beyond participants living rooms and kitchens where each episode is filmed. Such private domestic places soon transition to a democratic negotiating space for representation of identity and exchange. The article concludes more generally that migrants increasingly utilize diaspora media networks to transmit narratives back home and construct new spaces for civic engagement.
“I trust only this 100 percent”: Trust-building in forced migration
Heike Graf, Södertörn University

Last years observed forced migration to Europe can be described as the first of its kind in the digital age. For many refugees from the Middle East, the most valued item out of their few belongings is a smartphone. The smartphone is used as logistical media during refugees’ travel and as narrative media to communicate with other refugees and keep in touch with family and friends back home. Even when refugees have arrived at their desired destinations, smartphones enable refugees to access wide areas of information.

This paper touches upon a special concern, that is, to analyze the role of modern communication technologies such as smartphones and other mobile and personal media for refugees in migration flows. My point of departure is that offline and online communications constitute specific situations and require different resources in order to establish stable social relationships that are based on trust. How do communication technologies such as smartphones and other mobile and personal media shape trust-building in refugee migration, and vice versa?

Within media- and communication studies research about migration and media has only marginally addressed issues of trust, and, if, research mainly considers trust as referring to the trustworthiness of information sources. How to know who and what information to trust is seen as a fundamental precondition for refugees’ journey and resettlement. Media scholars in general usually prefer the term “credibility” instead of trust, meaning which sources and information to trust in traditional mass media as well as in online media. It refers to the attribution of someone or something is the object of trust.

A problem is that trustworthiness, credibility is directed to the information source, that is, to the object as such that has (or has not) indicators for being trustworthy. In this paper, I want to change the focus and want to direct the attention to the user, or to the recipient. By referring to phenomenological research, the point of departure is how and why the user (in this case the refugee) make judgments about trustworthiness and credibility of information they encounter offline and online.

Here, I want to make use of systems theory as developed by the German sociologist Niklas Luhmann (1968/1979). He relates the notion of trust to the actant, in his words, to the “observer”. The observer, in this case the refugee, acts in a context, and describes something in one or the other way, as for example a person or an information is trustworthy or not. Or, in the words of constructivism, the reality of for example trustworthy information only appears to us, to the observer, through the construction/observation an observer makes. Trust, in the broadest sense, is described by Luhmann as “confidence in one’s expectations”
(Luhmann 1979, 4), meaning an expectation on the grounds that people, organizations and also technologies behave/work in accordance with one’s positive expectations of them.

This paper is based on a research project application which received funding for 2017-2019. So far, no interviews with refugees could be conducted, so the paper explores the research literature and theoretical approach in order to mark the shortcomings of previous research. The paper shows possible new ways of addressing the issue of media use and trust-building under conditions of forced migration.

References

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Abstracts
Division 5
Media Literacy and Media Education
Thursday, 17 August

15.30-18.00

Tore Ståhl: ‘ICT savvy Digital Natives?’

Klaus Thstrup and Kjetil Sandvik: ‘Challenging makerspaces’

Jelena Perović: Digital divide in Montenegro makes media education key for eradicating poverty in the digital age

Mads Middelboe Rehder and Niamh Ní Bhroin: Exploring “digital natives” learning processes: What happens when family and other informal settings are the primary arenas for young people’s instruction in how to use digital media?
ICT savvy Digital Natives?

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This study takes a critical stance towards the over-generalizing rhetoric regarding Digital Natives, and explores to which extent university freshmen can be regarded as Digital Natives or Native-like. Due to the lack of a theoretical definition, the Digital Natives concept is identified based on characteristics that have been attributed to Digital Natives in literature and public rhetoric (see e.g. Prensky 2001, Anderson, Balsamo 2008, e.g. Kennedy et al. 2010).

Data were collected among two cohorts of first-year university students (N=916) representing a large variety of degree programmes. Analyses were performed on a domestic subsample (86%, n=715). First, an online questionnaire was used to collect information about the participants’ media and ICT use habits in terms of frequency and purposes for use. Exploratory factor analysis was used to explore use areas and to support the composition of five subscales. The emerging use patterns resembled previously identified patterns (e.g. Kennedy et al. 2010, van den Beemt, Akkerman & Simons 2011, Thompson 2013).

Second, the ICT and media use pattern subscales were used as input factors in Two-step cluster analysis. Five clusters emerged, resembling clusters identified in previous studies (e.g. Kennedy et al. 2010, van den Beemt, Akkerman & Simons 2011).

Third, the ICT Driving License level tests (developed at University of Helsinki) were used to explore the students’ actual ICT competencies by measuring four different knowledge and skills areas with performance-based tests.

Finally, the performance-based ICT test scores were analysed over the whole sample and compared across clusters. The results showed that ICT skills varied strongly over the whole sample, and that significant skills differences occurred across the clusters. In all knowledge and skills areas, the skills were distributed over the whole scale also in those clusters that (based on use patterns) resembled what has been described as Digital Natives.

Based on this sample, the conclusion was that young students are not as net savvy as commonly maintained, which supports previous studies (cf. van Deursen, van Dijk 2009, Helsper, Eynon 2010, van den Beemt, Akkerman & Simons 2011). A third of the sample corresponded to what has been called Digital Natives, and around a fifth of the sample demonstrated both low use frequencies and low test scores.
This study contributes to the Digital Natives and digital divide debates by confirming the heterogeneity in young students’ ICT competencies by using performance-based ICT skills tests as opposed to self-reporting.

References


This paper takes its departure in the EU-project MakEY - Makerspaces in the early years – enhancing digital literacy and creativity, that is part of a RISE-program and is running January 2017 - June 2019. Here digital literacy and creative skills of young children between the age of 3-8 will be developed through participation in creative activities in specially-designed spaces termed ‘makerspaces’. This paper discusses, develops and challenges this term in relation to Danish pedagogical traditions, to expanding makerspaces onto the internet and on how to combine narratives and construction.

The Danish part of the project will be undertaken by a small network of partners: DOKK1, a public library and open urban space in Aarhus, that is experimenting with different kind of makerspaces, spaces and encounters between people, The LEGO-LAB situated at Computer Science, Aarhus University, that has developed a number of work space activities on children and technology and finally Katrinebjergskolen, a public school that has built a new multi-functional room, that among other things are meant for makerspaces and new combinations of media and materials.

This group will work with the notion of Next Practice Labs, a combined pedagogical and research method to engage children, staff and researchers, where the focus is the joint development of the next practice based on mutual play and experiments. These labs can be in pre-defined spaces or erected momentarily according to needs but include in principle all media and all materials in combinations, where new uses of technology and narratives or new technologies and narratives can be invented. The laboratory itself is open to new combinations and open to the surrounding world through digital and global communication (Thestrup, Andersen, Jessen, Knudsen & Sandvik 2015).

In these Next Practice Labs the idea of the makerspace will be used and taken to the next level and include communication, play and experimenting to create a situation, where the participants can use any emerging technology and continuously unfold and develop digital literacy and creativity across different makerspaces. This will happen in a process, where DOKK1, Katrinebjergskolen and the LEGO-LAB in the first phase each will develop and run locally functioning Next Practice Labs, then in the second phase start exchanging and producing with each other and in the third and final phase communicate out towards other makerspaces. The Robot technology, programming and other actual digital production and communication technologies will be part of the experiments.
During the project the very notion of makerspace will be expanded. It will be discussed how and when makerspaces can use synchronous and asynchronous communication as part of the very creative processes inside and between maker spaces. These maker spaces can be based in the same physical space or virtually or a combination. There already exist vital examples of how this can be done (Peppler, Halverson & Kafai 2016). Narratives and construction will be combined in ways, where both sides support each other as technologies for experimenting, telling and discussing important questions in life. Processes of narrating and constructing will be deconstructed and re-mixed in principle to new narratives and constructions. The already existing tradition in Denmark where kindergartens, after school clubs and also schools conduct practical activities in informal pedagogical settings, will be used as part of a renewed framework for future makerspaces.

Bibliography


Digital divide in Montenegro makes media education key for eradicating poverty in the digital age

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Keywords: children, parents, digital divide, poverty, media education, Montenegro, Eastern Europe

In line with the international literature (Buckingham, 2013; Gee, 2013; Hoechsmann & Poyntz, 2012; Jenkins & Kelley, 2013; Kotilainen et al, 2011; Livingstone et al, 2011; Morcellini, 2007; Potter, 2013; Tapscott, 2009), this article aims to analyse if and how the digital divide reflects the socio-economic inequalities in the specific contest of Montenegro, a small country in the Eastern Europe. Therefore, this article describes the main results of the 2016 Global Kids Online research conducted on a nationally representative sample of children aged 9-17 and of parents of children of this age in Montenegro. The research shows that 91% of children aged 9-17 and 80% of their parents use internet. Children and parents non-users are mostly from families with low socio-economic status, living in the poorest northern region of the country and in rural areas. In addition, socio-economic divide is reflected not only in the access, but also in the cultural capital and digital skills possessed by those using the internet. For example, almost three times more parents and twice more children from families with low socio-economic status say to find it difficult to check if the information they find online is true compared to those with high socio-economic status. Participation gap (Jenkins, 2010) is also influenced by poverty: 32% more parents and 10% more children admit to not know how to create something new from video or music available online in families with low than in those with high socio-economic status. Consequently, the intergenerational gap and the parental capacity to support children and mediate internet use is affected by socio-economic inequalities as well. Namely, almost twice more children claim to know more about the internet than their parents in families with low than in those with high socio-economic status. Further, parents with low socio-economic status in greatest percentage admit to not know what their child does online, while those with high socio-economic status say in greatest percentages to supervise children’s online activities. While half of parents from families with low socio-economic status (50%) never or very rarely do shared activities with the child online, only one third of those with high socio-economic status claim the same (34%). Twice more parents living in the poorest, northern region (50%) do not encourage the child to explore and learn things online than in more developed and richer central (26%) and southern (23%) regions. Finally, twice more children and parents claim that parents talk or help the child when something upsets him/her online in families with high socio-economic status than in those with low. To conclude, children who are already disadvantaged because they grow up in poverty - defined not only as a lack of income, but also as a deprivation of human capabilities (Sen, 1999), are
marginalized again through the digital divide, which makes it even harder for them to break the vicious circle of poverty. Education is, thus, key not only to eradicating poverty, but also to overcoming the digital divide which contributes both to the present and future poverty. Having in mind that 52% of parents prefer to receive advice on how to support the child online in the child’s school and that primary education is compulsory for all children, schools result to be in the best position to effectively address the challenges of the digital divide. In this context, media education results to be not only a necessary part of quality education that prepares children to become active and responsible citizens of the digital society, but also a necessary intervention for eradicating poverty in the digital age.
Exploring ‘digital natives’ learning processes: What happens when family and other informal settings are the primary arenas for young people’s instruction in how to use digital media?

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Keywords: Digital Natives, Digital Media, Children and Media, Child-Centred Perspective, Learning Processes, Community, Future-Orientation

When using terms such as “digital natives” (Rouskoff 1997, Prensky 2001), or discussing children and young people as individuals who have “grown up digitally” (cf. Tapscott, 2008), our language is laden with connotations implying that these people have the skills and competences needed to engage with each other and with the world, through digital media. However, we believe these assumptions to be problematic, even in a modern social welfare state such as Denmark.

A distinction between ‘digital natives’ and ‘digital immigrants’ was theoretically established in the mid-90’s when some adults began to realise that their children had technical advantages over them. This gave rise to a fear that adults were lagging behind in digital contexts that appeared to be unproblematic for their children (Roushkoff, 1997). Prensky (2001) called attention to the fact that this problem related to the education system. He categorised some of the new skills and interests that distinguished digital natives and emphasised that adults did not appreciate these skills or know how to benefit from them in an educational setting. Since then, the divide between digital natives and digital immigrants has evolved into a discourse used both in public media and academic discussions about media literacy. By exploring these concepts in an empirical context, we aim to challenge these established discourses, and to provide a more nuanced account of how children learn about digital media.

One of the central findings of the pan-European research network, EU Kids Online, has been that children and young people learn mostly from their parents and their peers, rather than their teachers, with regard to their use of social and mobile media technologies (cf. Livingstone, Mascheroni and Staksrud, 2017). This has consequences for the kind of access children have to knowledge about digital technologies. When children learn media skills from their communities, rather than their teachers, the variety of contexts that surround them lead to an uneven distribution of opportunities to acquire digital media skills.

Working from a child-centred perspective, this ethnographically-inspired observational study explores children and young people’s interactions (both mediated and otherwise) in a youth club in Copenhagen,
Denmark, to achieve an understanding of how local communities and informal learning contexts (youth clubs, friends and families) prepare their participants to engage in future-oriented digital ecologies. We ask what the role of a youth club is and might be, in helping children to engage digitally.

Our hypothesis is that children need the guidance of adults to realise the potential opportunities that relate to engagement with digital technologies. However, inspired by Gulløv & Højlund (2003) we are interested in exploring children and young people’s own perspectives on their media use with particular regard to what motivates their actions and how they understand and interpret these actions in the context of their social worlds.

Working closely with the pedagogues in the youth club, we aim to map out the understandings and expectations that are met and shaped between the children and their teachers. It is important that the youth club has a pedagogical focus in order to help the children develop social and relational skills. In spite of this, in preliminary interviews we have found that mobile technologies are often not allowed or seen as a part of the social learning that takes place at the institution. This entrenches an imaginary divide between digital natives and immigrants that we set out to explore and understand in further detail.
Friday, 18 August

10.15 - 12.00

Sumita Sharma, Juhani Linna and Markku Turunen: *Designing Inclusive Digital Media for Education for Children in India*

Elise Seip Tønnessen: *Datavisualization for education*

Guna Spurava: *The Role of librarians as mediators in promoting digital literacy in Latvia: Analysis of librarian self-assessment*
Designing Inclusive Digital Media for Education for Children in India

Sumita Sharma, Juhani Linna and Markku Turunen, University of Tampere

We live in a world of diverse digital realities, from digital natives, to digital immigrants, to a spectrum of people across the world who still have little to no access to digital technologies. In a diverse city like Delhi, these digital realities often coexist, creating an amalgamation of challenges and digital aspirations. For the ‘digital-have-nots’, schools can be considered to provide one of the first introductions to new digital media and technologies, to both parents and children. While there is plenty of research on digital media for education, it has largely focused on classroom context and teacher-student interaction. In order to develop more inclusive digital media for education, we need to understand also the indirect drivers and barriers that surround the children and the usage of digital media both in schools and outside. To build more coherent approaches on design, we focused on the micro-level (Bronfenbrenner's Ecological Systems Model) of the educational ecosystem. Therefore, we conducted a series of semi structured interviews with parents, teachers and children from different social strata in Delhi. The interview questions were based on a wide range of perspective that affect aspiration, expectation, adoption and current use of digital media for education. We looked economic (school budget, disposable assets, economic responsibilities, contracts), socio-cultural (social practices e.g. between teacher and child, teacher and parent, etc), organizational / political (rules, regulations) and environmental (e.g. infrastructure, architecture, spatial arrangements) perspectives.

The different stakeholders brought in their own digital realities and aspirations. Although the price of technology access is considered prohibitive for people from low-socio economic backgrounds, it has been observed that people living in urban informal settlements do indeed have cable television, even if they do not have a supply of running water. With the growing pervasiveness of digital media, we also observed an aspiration to own and have access to digital technologies. Our findings indicate that owning technology is symbol of status, especially for urban low and middle income families. We also found that children living near Delhi industrial areas and owning smart phones, would share passwords for the company Wi-Fi networks in the area. This created a repository of Wi-Fi details ensuring that the children have access to the internet wherever they are. In the complex Indian social strata, one is always potentially working towards moving up the “social ladder”. Moreover, both low and middle class parents acknowledged the benefits of digital media for education, and expressed their desire to be at part with the developed world for education.

On the downside, parents also stated their apprehensions about technology being isolating and the need to monitor their child’s online activities to make sure content is age appropriate. Parents and teachers who
were less tech savvy expressed a fear of children being badly influenced by technology, often saying, that there are a lot of online crimes against children, and children are easy prey for people with malicious intent. For middle income families who send their children to private schools, there is peer pressure to own trendy technology. Overall, our findings also indicate that regardless of the social strata - people aspire to be digitally included. This becomes, especially important in the context of digital media for education, as digital literacy provides better opportunities for future growth and livelihoods for school going children and young adults. Therefore, it is important to consider designing and developing digital media and educational technologies that are inclusive, globally and economically.
Datavisualization for education

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In a society where more information than ever is accessible, big data present a challenge to communication. This paper presents a limited part of a larger project on “Innovative Data Visualization and Visual-Numeric Literacy” (INDVIL). The focus is on how topics including big data are communicated in an educational setting, and what this may require of numeric-visual literacy on the part of the user/reader.

More specifically this paper will focus on use of digital visualization in upper secondary education, exploring digital literacy in the context of subject learning in the natural and social sciences, where digital visualizations from big data sets are increasingly relevant. In the current Norwegian National Curriculum (Knowledge Promotion plan 2013) the subject curricula of both natural and social sciences aim at developing the students as researchers, claiming that this “main subject area is essential to all the other main subject areas” (KP 2013). Learning objectives include the ability to search, find, compare and evaluate information. These objectives will be understood as vital dimensions in literacy for digital media.

The ability to make meaning from texts (in a very broad sense of the word) has been coined as ‘literacy’ in the English-speaking world. Along with the advances of technology the term has been expanded. The New London Group (1996) points to the multiplicities of texts and media when claiming that we need a plural notion of literacies, due to the processes of globalization and new media technologies. The notion of visual-numeric literacy as it will be used in this study is meant to include a more precise description of the competence required to engage in digital visualizations as a means of learning. It integrates the semiotic work involved in learning (Kress 2015, p. 86) with the media involved in production and dissemination of digital visualizations.

This paper aims at exploring the semiotic and technological resources involved in learning materials that employ digital visualizations, to answer the research question: What characterizes digital visual representations of numeric data in terms of design, production and distribution for use in Norwegian schools?

Relevant material for analysis will be found in digital learning resources produced by publishers of traditional text books and/or the national platform NDLA (Open Educational Resources for Secondary Schools, http://ndla.no/nb), but also in digital material mediated for the general public within areas such as climate change, demography and ecology. The analysis will uncover the meaning potential of the multimodal text as
well as the action potential afforded by the medium of production/distribution, and discuss the consequences for literacy work in schools.

In the next instance, this analysis will form the basis for a reception study of how these texts and media are actually read and used in upper secondary schools. The aim of the study is to uncover whether school literacies are sufficient and relevant to learning resources made possible in digital media, reaching up to UNESCOs high ideals that literacy should enable “individuals to achieve their goals, to develop their knowledge and potential, and to participate fully in their community and wider society”.
The Role of librarians as mediators in promoting digital literacy in Latvia: Analysis of librarian self-assessment

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Survey data from the EU Kids Online study showed that Latvia is at the top of internet usage by children in libraries: 46% of young respondents indicated that they connect to the internet from libraries and other public places, while the EU average stands at only 12%. To the question of whether they had ever received advice on internet usage from librarians, about one-fifth of children (21%) answered that they had - nevertheless a high indicator compared to the European average (6%). These data from the EU Kids online study strongly suggested that librarians can be perceived as digital literacy mediators for children. Nevertheless, the digital competence of librarians is still an issue in Latvia. Librarians' skills span the spectrum from very weak to very good. An extensive body of knowledge was needed to establish whether a librarian of a public library in Latvia is sufficiently prepared (professionally and psychologically) to act as a mediator for the improvement of digital literacy of children and young people.

A librarian-centred approach to the research of the mediation of children’s use of digital technology, or in a theoretical conceptualization of the topic, has not so far been applied. Nevertheless more and more often the role of digital literacy mediators is emphasized in academic literature when it comes to various risks children face on the internet and the skills needed either to avoid it or to overcome it successfully. Within the framework of the EU Kids Online study the role of parents as mediators in the internet usage patterns of young people was studied. Parental mediation, as seen from both - the children’s and parents’ perspectives, was analysed in the case study in Latvia as well. The analysis showed that there exists a significant gap between how self-confident children use the Internet and the parent’s knowledge of what actually happens in their kids’ online life. The ability of parents to serve their children as mediators of Internet use is therefore questionable, and hence the potential role of other possible adult mediators, such as teachers and librarians, takes on added significance (Brikse, Freibergs & Spurava, 2014).

Librarians of public libraries in Latvia were defined as the main target group of the research carried out in 2016. Study aimed to discover librarians’ perspectives of their role of the mediation of children’s internet use. Qualitative study included libraries expert discussion and 12 in-depth interviews with librarians, where librarians’ self-assessment of their ability to serve children as mediators was established.

Based on interviews with librarians and expert’s discussion, it is possible to see following tendencies: librarians don’t feel safe in both functions of mediation: social support and rules and restrictions. To give support and to make rules and restrictions, librarians need to be enough skilful and well-informed about
digital world, but often they are not because they lack digital knowledge and skills necessary for use of new technologies.

The understanding and readiness to assume the role of the mediator of digital literacy is not equally expressed by all library representatives. The interview results of librarians suggest that the different approaches depend on (a) the understanding of a librarian of his / her role in these processes, (b) the digital knowledge and skills of using the technologies and (c) the time resources of librarians.

Having assessed their potential role in terms of digital competence, both librarians and experts arrived to the same conclusion that the most important task of librarians is to teach how to work with information. There was a prevailing opinion that the librarian should be capable of teaching a child that the internet can be used for other things than only entertainment, computer games and communication in social networking sites. In the expert interviews the need for cooperation with schools and teachers in the field of digital literacy was mentioned, contributing to their understanding on the use of new media and technologies in the school study process.
Friday, 18 August

14.15 – 14.45

Lauri Palsa and Saara Salomaa: Multiliteracies in the local curricula – a media educational perspective

Jesper Tække: Main Features in the Concept of Digital Bildung
Multiliteracies in the local curricula – a media educational perspective

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In the age when media in various forms plays an important role in the many aspects of people’s lifes and in society, the meaning of media literacy and media education is significant. In the context of Finnish educational system, media literacy and media education were taken into account, when the renewed national core curriculum for basic education was commission in 2016.

The core curriculum introduced new transversal competences addressed in several subject areas that are closely related to media education. One of these competences is multiliteracy (monilukutaito), defined as “the skills to interpret, to produce and to evaluate different kind of texts. These skills help students to understand diverse cultural forms of communication and to build their identity” (FNBoE, 2014, p. 22). The curriculum defines texts as information presented through various symbol systems (linguistic, visual, auditive, numeric, kinesthetic or a combination of these). In the core curriculum multiliteracy is defined as an umbrella term that include various literacies, such as visual literacy and media literacy. According to the curriculum (FNBoE, 2014, p.86) multiliteracy can be promoted with media education.

The definition of multiliteracy in the core curriculum is closely related to the concept of media literacy, which is traditionally defined as an ability to access, analyse, evaluate and communicate messages in a variety of forms (Aufderheide 1993) and which is the aim of the process of media education (Buckingham 2003).

The national core curriculum has a important role on how media education is adressed around Finland. The local curricula are prepared and developed based on the national core curricula. The National core curriculum supports and directs the organisation of education in the local level and promotes the implementation of unified education in different parts of Finland. Altough the core curriculum presentens the definition of multiliteracy in national level there is still a lack of broad-based understanding on how multiliteracy is understood and implemented in the local level.

This paper presents and discusses the results of the qualitative research focusing on the definitions of the concept of multiliteracy in the Finnish local curricula for basic education. From the point of view of research it is important to focus on the concept of the multiliteracy in the Finnish educational context due to the newness of the concept and the broadness of the definition of the concept in the core curriculum. With the
help of the in-depth analysis of the presented definitions in the local curricula, it is possible to clarify and give insights on the different aspects how multiliteracy can be understood. Also by focusing on the local curricula it is possible to notice the aspects that are possibly left unaddressed. The aim of the paper is also to draw attention and raise discussion about the relationship of the concepts of multiliteracy and media literacy.

Understanding the ways multiliteracy is defined and the role of media literacy in the local curricula can give important insights for researchers, policy makers, developers and educators to promote media education.
The question of this paper is how we can understand the concept of Bildung in the time of digital media seen from a Klafkian perspective. It draws on Klafki (2001) by extrapolating what he suggest is the main features of Bildung, answering six questions: how can education 1. Create persons who can improve the world? 2 Cultivate the capability to self-guidance, co-guidance and solidarity? 3. Secure that everybody get equality of chances of Bildung. 4. That everybody learn to address epochal key problems. 5. Develop all-round (versatile) interests. 6. Learn general skills and habits. These six main features of Bildung is then discussed in the light of Biesta’s (2006) concept of otherness and the theory of the three waves and empirical findings from the Socio Media Education experiment and the BIT-project by Tække and Paulsen (2015; 2016). By going through the six main features of Bildung in relation to digital media we reach a rudimentary understanding of how Digital Bildung could and should be comprehended following a Klafkian line of thought.


Friday, 18 August

15.45 – 17.15

Ivar John Erdal, Ana Sanchez Laws and Tormod Utne: Experimental journalism: Collaborative learning and students entering the newsroom

Mari Pienimäki & Sirkku Kotilainen: Towards the well-being of vulnerable youth through media participation
Experimental journalism: Collaborative learning and students entering the newsroom

Ivar John Erdal, Ana Sanchez Laws and Tormod Utne, Volda University College

Keywords: Digital journalism, web documentary, collaborative experimentation, practicum, media education, journalism training

Abstract

This paper presents preliminary findings from the project ‘Situated technology - mediation, experience and journalism’, a collaborative effort between Volda University College (VUC) and the Norwegian newspaper Sunnmørsposten (SMP). In the period autumn 2015 - spring 2017, students from the BA programs in ‘journalism’ and ‘media, ICT and design’ have, as part of their studies, collaborated with Sunnmørspostens digital desk (interaktiv.smp.no) on shared projects. The students have designed and developed journalistic and/or documentary productions within courses in ‘digital journalism’ and ‘web documentary’, focusing on innovative forms of storytelling. These projects have then been further developed in collaboration with staff at SMP. The project have so far resulted in three co-published stories.

This form of experiential education, or “learning by doing” (Deuze 2006, p. 28-29), differs from the standard practice of media industry internships or apprenticeships where students enter a newsroom or production company for an extended period of time in order to learn by stepping into the daily workflow. It also differs from the standard form of campus media production where students work together over an extended period of time to maintain an on-campus newspaper, website, radio or television broadcast. Likewise, it differs from an emerging practice within media production and design studies where students are given a task from an external party, like making a promotion video, and act as project managers to complete the task as an independent project.

In our case, the media company and the students collaborate on experimental projects where the goal is for both parties to learn something from the process. After reviewing field work and qualitative interviews with the students and journalistst involved, this paper outlines a possible model for this category of learning projects: How can we organize this kind of academia-media industry collaboration in a way that is viable and fruitful for both parties with respect to time, resources, competence levels and learning outcomes?

References

Towards the well-being of vulnerable youth through media participation

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In media culture, there are plenty of opportunities for citizens to mingle with others, have a voice and participate in societies through media. Especially young people have adopted the new media as a social and entertainment playground. Still some youth are in margin of participation, particularly the vulnerable who has diminished motivation, ability or possibility to make personal life choices (e.g. Liamputtong 2007). One has talked about either youth participation or media participation but rarely about youth media participation. However, both of these talks emphasise the importance of people having a say and taking part in decision-makings (e.g. in youth houses, media organisations). Thus, the focus is on the power aspects of participation. (E.g. Black, Walsch & Taylor 2011; Carpentier 2011; Hart 1992; Shier 2001.) Such discussion has a great value; however, it leaves in margin the socio-cultural dimension of participation (e.g. Head 2011; Percy-Smith & Thomas 2010). We are interested in, what vulnerable young people can gain through a community-based media participation. In the proposed paper, we describe the results of a nation-wide action research in youth work. In the analysis, we are lying on the theories of well-being (e.g. Allardt; Deci & Ryan 2000).

Young People in the Limelight. Towards Agency through Multiliteracies (YPAM) is a 3-year media educational study (2015–2017) conducted around Finland. The aim of the study is to develop a media pedagogy that supports youth to express themselves in and through media, creates a possibility to get their voices heard in public and develops their multiliteracies. The action research consist of seven sub-studies refer-ring to media workshops implemented in collaboration with youth institutions, such as non-governmental organisations (NGOs) and municipal youth centres. In the workshops, the youth were encouraged to create media contents and art (e.g. journalistic writings, photographs) and present them in public (e.g. in Instagram, a magazine, an exhibition). The participants are mainly 15–20-year-old young people (altogether close to 100 persons) who are vulnerable or at-risk of marginalisation for various reasons, such as unemployment, learning difficulties, depression and immigration background. The data of YPAM was collected through mixed methods including observation diaries, interviews with youth and youth workers, audio-visual materials and questionnaires about the backgrounds of the youth and of their workshop experiences.

Based on the results of YPAM, the well-being of vulnerable youth is enhanced through producing media together with peers and publishing it. According to self-determination theory, the three important conditions increasing well-being are the experiences of competence, autonomy and relatedness (a sense of
The youth in YPAM workshops had an apparent need for instance to experience competence through mastering a technique. In addition, the creation of media contents gave them an opportunity to explore their strengths and weaknesses. They felt pleasure of their competence when they were able to create unique media contents (e.g. photograph, video, novel) or to have their say about societal problems (e.g. youth unemployment). Getting positive feedback from peers and valued adults was also important in the growth of the experience of competence. Publishing the media contents in art exhibitions, magazines and social media turned out to be particularly important, as the youth interpreted the act of publishing as a sign of their competence and of adult’s appreciation of their work. The experience of competence, in turn, appeared to enhance their self-confidence, form a slight feeling of possible pleasant things forthcoming and it increased their willingness to work with others and to participate in projects in future.

**Literature**


Saturday, 19 August

10.15 – 12.00

**Margareta Melin**: Media Didactic - Arguing for a concept and best practices

**Mogens Olesen**: Balancing environments – digital strategies in Danish upper secondary schools

**Linus Andersson** and **Martin Danielsson**: The kids will have their say?: Child participation in media literacy interventions
Media Didactic - Arguing for a concept and best practices

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Keywords: media didactic, media education, didactic design, in-between spaces of knowing, double perspective, multimodal learning, doxa, reflexive practitioner

In times when the media market is undergoing substantial changes, when the practices of media professionals are faced with finding new ways of employment or doing several jobs at the same time (print journalists filming, doing radio and taking photos as well as writing), it is time media education is re-valued and possibly re-thought.

There are several strong theoretical concepts that in practice are used to strengthen media education in schools, e.g. media literacy, challenge based learning, convergence culture. In tertiary education this is not the case. In this paper I will therefore, present and discuss the concept Media didactic as a potential tool with which to think and do media education. The paper will consist of two parts, the first of which is a theoretical discussion of the concept Media didactic and the second is an argumentation through practice, i.e. using some researched best practices from media educations in order to emphasise my theoretical discussion.

Theoretically the concept media didactic (and myself) is inspired by theories found in the field of Scholarship of teaching and learning, e.g. relational pedagogy (Aspelin & Persson, 2011), didactic design and multimodal learning (Selander & Kress, 2010), reflective practitioner (Schön, 1987) and of course learning by doing (Dewey, 1916/1999). Through these I will carry an argumentation in order to define media didactic, as well as argue for its necessity in media educations.

In the second part I will use the findings of three large research projects done the past decade to support my arguments. Performing knowledge (2008-2010) was a project including five academic institutions, where the degree work of three cohorts media students and art-and-media teacher students were analysed. In-between spaces of knowledge (2011-2014) used Pierre Bourdieu’s field theories to study and problematize discourses and cultures at four academic institutions with strong outspoken ideologies concerning bridging the gap between theory and gestaltung/practice. Re:searching New Media Professionals (2011-2015) – again using Bourdieu’s field theories – studied how media professionals in new (interaction design) and old (newspaper) parts of the media field, experienced consequences of digital media, and how the corresponding media educations dealt with this change.
The paper concludes with my final arguments that we need to re-think media education in order to be in advance of where the media industry is today and heading. Only then can we produce democratic, critically thinking media practitioners which have the skills and knowledge to shape the media future. For that, we need a new kind of media didactic design, which in earnest takes into account that learning processes are spiral movements, created through a series of theoretically driven practices and reflections. This is particularly apt in media education, where media practice is arguably best learnt through understanding and reflecting over its structural and cultural contexts. And the theoretical understanding of media practices is – equally arguably – best created through multimodal experience-based learning.

Although I introduce this concept and support it both empirically and through normative arguments, I have no final solution. The paper therefore ends in an inviting opening, and the hope that we as media educators together can find ways of talking and writing about, as well as doing, media didactic.
Balancing environments – digital strategies in Danish upper secondary schools

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1) Theoretical framework of the study

The paper examines how students in Danish upper secondary schools experience the uses and effects of the digital environment in relation to their school activities. Theoretically a media ecological perspective (Strate 2006) is applied which understands teaching and learning practices as shaped by the interrelation between teacher, student and the media technologies. According to this perspective, media creates an environment that shapes our possibilities for acting and communicating. In a basic sense, teaching and learning is a communicative situation where, traditionally, the teacher sends information to the receiving students through a medium (e.g. speech, blackboard, book or online learning platform). Digital media challenge this situation due to their affordances (Gibson 1979) for interactivity.

Affordance has become an increasingly popular term within media studies for describing a complementary interrelation between media technologies and users and specifying how our tools and media presents us with possibilities and limitations for action. For instance, a computer affords interaction with information in contrast to e.g. a book which affords information reception. Importantly, the affordance concept implies that the user and the object influence each other in a holistic interplay. The consequences of this are twofold: 1) an object’s affordances shape the users’ understanding of their environment, and 2) user qualities such as attitudes, skills and age shape which of the object’s affordances are perceived and pursued. Consequently, we can distinguish between perceived and hidden affordances (Norman 1999), as well as affordances that are desirable and undesirable in certain contexts. Thus, this paper promotes the affordance theory as a tool for analyzing which didactic potentials and problems that emerge in a digital learning environment.

2) The methodology used to conduct the study

The paper is based on data from two qualitative studies of a few classes in two different Danish upper secondary schools (Ørestad Gymnasium and Frederiksberg Gymnasium). The data was collected through observations, small surveys, teacher interviews and student focus groups.

3) Description of the research material

Ørestad Gymnasium has abandoned paper and exclusively uses digital media. This data will inspire and be compared to a new study at Frederiksberg gymnasium which combines paper and digital media.
4) The key findings of the study (for completed projects)

The students at Ørestad were clearly dissatisfied with the digital media practices. Still, two student groups could be identified: An IT positive group that criticized how the digital media was used, and an IT sceptic group that tended to see digital media as fundamentally disrupting elements and therefore called for more teacher-centered control and a return to paper.

Generally, the students struggle to relate their personal media experiences with the digital practices in school. They call for more teacher guidance as they lack the competencies to utilize digital media for progressive learning activities. In other words, digital media’s didactical affordances are hidden to the students.

The study reveals that the students are caught between two media environments – the traditional, book environment and the digital environment – which are characterized by markedly different work practices and communication patterns. Conclusively, the paper examines how the two environments possess very different affordances, some desirable and some undesirable for learning. From this a set of principles for designing teaching activities is created.

Literature


The kids will have their say?: Child participation in media literacy interventions

Linus Andersson, Martin Danielsson, Halmstad university, Sweden

This paper presents the findings from a scoping review of articles about media literacy interventions, with the purpose to discuss the value of child participation in the design of media literacy interventions.

The findings indicate that while numerous studies present evaluations of media literacy interventions, it is rare that the design processes behind these interventions are thoroughly described. Furthermore, the review shows that even though child participation in the implementation of interventions is put forth as important by several studies, it is rare that participation in the design stage is discussed. Finally, the findings show that child participation in the design of media literacy interventions is not considered as a factor for successful media literacy interventions.

The paper ends with a discussion of the implications of these findings for further research on child participation in media literacy interventions. It is argued that we need to pay closer attention to the ways in which media literacy interventions are designed in order for us to better understand what makes them succeed or fail. More specifically, the role of child participation in this respect – not only in terms of listening to their various media-related questions and needs, but also in the sense of actual co-design – must be further examined.
Saturday, 19 August

14.30 – 16.15

**Agnieszka B. Jarvoll:** *Minecraft at school! Focus on pupils’ experiences from an intervention*

**Sirkku Kotilainen:** *Towards transcultural media competencies in higher education*

**Maarit Jaakkola:** *Between teaching hospitals and innovation labs: The concept of pedagogical newsroom and its application in the Nordic journalism training*
Minecraft at school! Focus on pupils’ experiences from an intervention

Agnieszka B. Jarvoll, Nord University, agnieszka.b.jarvoll@nord.no

The computer game Minecraft is often connected to motivation (Canossa, Martinez, & Togelius, 2013). Schools use the game in different topics and class level (Nebel, Schneider, & Rey, 2016). Statistics from Norway show that Minecraft is the most popular computer game for children between 9 and 14 years of age. Despite this, only 8% have the possibility to play digital games in school (Medietilsynet, 2016). It is not mentioned if they actually play or want to play Minecraft, or what their experiences are.

The intention of my research project is to gain knowledge about how pupils experience a formative intervention using Minecraft in the classroom, and what the consequences from their involvement and understanding may be. An intervention approach may give an opportunity to grasp pupils’ experiences and include them in the further processes.

The object of the intervention conducted during 2015 and spring 2016 in one Norwegian class from primary school was to use Minecraft as a new working method in mathematics. Minecraft had not been earlier an option for the teachers at this particular school.

The theoretical framework is connected to Cultural-Historical Activity Theory (Engeström, 2015), which implies that a contradiction may be resolved between acting subjects using an artefact as a tool to try to reach the object and the desirable outcome. If a teacher discovered a drop in motivation, he may try another working method, for instance Minecraft, to restore pupils’ interest. Furthermore, the subjects can redesign the artefact or find other tools. Two important processes can explain this kind of activity. Process of internalization, reproduction of a culture including an artefact, and process of externalization, the creating of new artefacts or how artefacts can be used in new ways. The intervention is inspired by “formative change laboratory intervention” (Virkkunen & Newnham, 2013) as a tool to approach the developmental processes, and as a strategy to anchor the intervention in the school context.

The research design has been carried out as a single-case study (Yin, 2014). This implies an in-depth investigation of a contemporary phenomenon, in this case an intervention in its real life context, the classroom. The research has also been conducted with inspiration from ethnographic approach where the emic perspective (Fetterman, 2010) have been important to understand why pupils do what they do. Data corpus consists of eight semi-structured interviews, eight focus group interviews and participant observations. The analysis is conducted with the Constant Comparative Method (Corbin & Strauss, 2008).
27 pupils were divided in two groups. In group A the pupils are doing well in mathematics, in the smaller group B some pupils need more support and attention. Each group received seven different tasks at forefront of their 90 minutes lessons. Interviews were conducted after the lessons.

The goal for most of the pupils in group A was to play Minecraft, the received tasks were of secondary importance. In group B the working process was different. Pupils worked in more dedicated manner showing how they managed to solve the tasks using Minecraft. This suggests that the groups had different idea of outcome, despite our stated object of the intervention. According to the activity theory, it is important to distinguish between the expressed object and the actual outcome. During interviews, pupils had suggestions about future tasks also in other subjects, or what could have been done differently. Not everything could be realized, or worked successfully the first time. However, the intervention makes it possible to follow up experiences, and try again.
Towards transcultural media competencies in higher education

Minna Koponen, University of Tampere
Sirkku Kotilainen, University of Tampere

Keywords: higher education, media competencies, media literacy, multiliteracies, participatory culture, transcultural

Abstract

The higher education student’s learning process is more often outside the classrooms in online communities and in local and global mobile networks (see. Frau-Meigs 2013; New London Group 2000; Nohl 2007). Such networks enable open and international co-operation for students such as game communities or coding. These communities are called participatory culture (Jenkins & al. 2009), which as such is characterized by inclusion, transparency, convertibility and the use of new media technologies in a global context (Mäkinen 2000 83, 87). The global context enables transculturally interconnected and entangled culturally diverse online-societies (Welsch 1995; see Bradford Allen ja Beisser 2000, 36). The idea of learning is distinct from formal higher education in many ways, while learning in participatory culture enable spaces to mix formal and informal learning, such as blogs and wikis, which Gee (2004 2005) calls affinity spaces. Affinity spaces enables spaces for students where they can participate in various ways according to their skills, interests, age, class, ethnicity, gender and educational levels. Therefore it is necessary to ask what kind of transcultural media competencies higher education should promote.

The aim of this article is to provoke discussion about transcultural media competencies and to further develop this discussion through qualitative content analyses of case study towards transcultural media competencies.

The study is based on the Transcultural perspectives in media education -course for international masters’ degree students (N18) in media education. The course was held in spring 2016 as part of ERASMUS+ -project (eMel.org). The participants were international (N18) media education master students from 14 different nationalities: seven from Europe, nine from Asia and two from America. The course objective was to enhance student’s awareness of transcultural media experiences and to develop some pedagogical methods for their future work, for example, one memory-based media pedagogical method. The empirical data is based on master students narratives, Media Life Studies (Kotilainen, 2001) and Learning Diaries, and video news based on the shared narratives. The material is introduced as a case example.
The written narratives were analyzed by qualitative content analysis (Tuomi & Sarajärvi 2002). The data was sorted. Running numbers, age, gender and nationality were used to separate the participants from one another. The data was categorized by using content-characteristic words: observational notes of learning by transcultural media competency areas were extracted to describe different aspects of the text without losing the nuance related phenomenon (cf. Tuomi & Sarajärvi 2002). The notes were further grouped into the three competence areas to identify the underlying units. The 11 separate tasks were identified; navigate, circulate, create and express for Informative competence area, conceptualize, simulate, analyze and reflect for Critical competence area and apply, perform and negotiate for Ethical competence area. The data was then generated and categorized into subthemes and formulated to themes to describe student’s transcultural media competency development.

The empirical data includes three dimensions of transcultural media competencies: informative, critical and ethical. The students understanding developed as a kind of cultural sensitivity during the course. We propose, that these particular media literacy skills should be concentrated on in higher education especially from a transcultural perspective.
Between teaching hospitals and innovation labs: The concept of pedagogical newsroom and its application in the Nordic journalism training

Maarit Jaakkola, University of Tampere

Keywords: journalism training, journalistic practice, instructional design, experiential learning, professional reflection

This paper presents a comparison of technical, organizational, and pedagogical structures of six curriculum-related newsrooms in journalism education in the Nordic countries. The newsrooms were selected for comparison on the basis that they had permanent physical facilities and technical channels for publication and they presented an integral part of the curriculum. To structure this comparison, the concept of the pedagogical newsroom (PN) is introduced, described, analyzed and contextualized with recent debates on learning environments within journalism education, including the “teaching hospital” model and “entrepreneurial lab” model. It is suggested that a PN is not a direct adoption of a professional newsroom but an attempt to create a critical surplus with regard to the professional newsrooms, more generally reflecting the relationship between journalism education and the professional field of journalism. It is argued that a PN provides a conceptualization that can be used in re-designing the future learning environments in journalism education.
Friday, 18 August

10.15-12.00

Barbara Brandstetter, *Measuring the usability of payment processes for paywalls*

Ingeborg Sofie Heggem Holmene, *Outlining strategies for social media in a small Nordic film nation*

Aske Kammer, *Data Exchanges in News Apps for Smartphones: media, audiences, and third-party actors*
Measuring the usability of payment processes for paywalls

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Coverage of media and advertising of print newspapers in Germany decreases (ZAW, 2016; BDZV, 2016). Patterns of news consumption are changing. More and more people use mobile devices like tablets or smartphones to read news (Newman et. al 2016). Shrinking revenues in print and changes in news consumption lead publishing houses to seek for new revenue models.

One idea to generate new revenue streams is to charge for online content which most newspapers used to offer for free. By February 2017, 123 daily newspapers in Germany had implemented a paywall to increase digital revenues (BDZV, 2017). Newspapers implemented different kinds of paywalls and pricing models.

Most newspapers like the tabloid BILD or the national Die WELT implemented a freemium paywall demanding readers to pay for exclusive content. Other newspapers like the national SÜDDEUTSCHE or the regional SÜDWESTPRESSE offer a limited amount of articles per month for free before asking readers to open their wallet (metered paywall). Only few newspapers in Germany like BÖHME ZEITUNG implemented a hard paywall giving reader only access to the content after paying. In case of the donation model the reader is asked to donate some money. Research focused so far on the success of paywalls (Myllylathi, 2014; Herbert & Thurman, 2007) and the willingness to pay for journalistic content (Flechtner & Kleis Nielsen 2016; Chiou & Tucker, 2013; Chyi & Lee, 2013). The research of the usability of payment processes implemented by newspapers has until now received little attention.

In our study we will take a closer look at the usability of the payment processes on newspaper websites and the corresponding mobile devices. The easier the payment process is constructed, the more likely customers are willing to pay for online news. How do readers experience the usability of the payment process on newspaper websites and the mobile devices? Do newspapers lose customers because of a complex payment model? Are the users able to find the best offer fitting to their needs?

To answer our research questions we conducted a usability study, using an exploratory eye-tracking study of different newspaper websites and the corresponding mobile devices. To carve out if there are any differences concerning the usability of payment we analyzed news websites with different paywalls and pricing models.
First results show that it is not always easy for readers to buy an article or an access to the website even if readers are willed to do so.
Paid, owned or earned media? Outlining strategies for social media in a small Nordic film nation

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The age of the digital is often portrayed as giving way for smaller companies, since the level of entrance is lowered by available digital and social media platforms. This is indeed also the widespread rhetoric and buzz surrounding social media platforms such as Facebook and Twitter.

In this article, I explore how individual film companies of a small film nation sets out to define their social media strategies prior to the release of films in movie theatres. I examine this from Hesmondhalgh perspective on the cultural industries (2007/2008), in order to investigate how strategic knowledge is associated with power relations within media production. How does company size and level of available resources matter when designing a social media strategy? Further, to what extent are the diverse companies capable of articulating strategies for the analytical tools provided by social media?

I base my analysis on information retrieved from applications for the promotional support scheme, approved by the Norwegian film institute (NFI) in 2015. This gives us privileged knowledge on how film companies - embedded in both production and distribution - articulate their strategies on social media. As scripted by NFI’s instructions for the applicants, the companies are encouraged to articulate strategies for their campaigns in online and offline media - including social media. The company’s ability to transcend NFI’s guidelines consisting of paid (i.e. traditional) media, and owned (i.e. social media) is one indication of acquainted knowledge on strategic use of Facebook in 2015.

I aim to investigate to what extent we might identify a correlation between the company’s ability to articulate strategic knowledge on social media, and the size and marked position of the company. Moreover, I set out to examine whether the companies manifest knowledge on social media logics counter more than confirm the thesis that social media diminish the gap between large and small players.
Data Exchanges in News Apps for Smartphones: media, audiences, and third-party actors

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Filip Wallberg, University of Southern Denmark

In the digital age, a new type of actors participates in the exchanges connected with news consumption, namely third-party actors who offer audience metrics, visibility on social media, improved performance of digital news media, etc., in exchange for data on audiences and their online behavior. Earlier research shows that such data constitutes a component of various media firms’ web-based business models (Bechmann, Bilgrav-Nielsen & Jensen, 2016; Evens & Van Damme, 2016; Gerlitz & Helmond, 2013; Lindskow, 2016), suggesting that a more complex theoretical model for understanding media economics in the digital age is needed than the traditional two-sided model (Picard, 2002).

This paper presents a quantitative study of the exchanges between news organizations, audiences, and third-party actors in connection with the use of news apps for smartphones. While some research has been conducted into the phenomenon on news websites, almost no systematic scrutiny of it exist with reference to mobile news use even though this platform is becoming increasingly popular (Newman, Levy & Nielsen, 2015). Mapping the networks of exchanges, the paper asks which types of third-party actors are involved in these exchanges, what characterizes the involved actors as well as exchanges, and how it challenges the established theoretical framework for understanding the fundamentals of media financing. How has the model of the analogue/electronic era adapted to the digital age?

The paper studies 22 news apps across different types of (legacy and new) media as well as media systems. This variation allows for nuanced insights into the position of third-party actors in the circuit of exchanges connected to the financing of news media. The data collection has taken place over two rounds in 2016 and 2017, tracking all in and out-going calls from a smartphone where the news apps are in use.

As the analysis is still on-going when this abstract is written, no results can be presented here. The analysis will, however, be finished in the Spring of 2017, and whatever the results, the study of this type of data exchanges contributes to the existing knowledge about media management and business studies: first, it offers the opportunity to update one of the fundamental building blocks of the theories of media economics to the digital age, namely that of the two-sided market model; second, it offers knowledge about a largely unmapped field that has profound implications for news media and their business models as well as audiences and privacy. In a media business that is increasingly digital and will be even more so in the future,
the role of third-party actors and the implications of their presence will continue to be subjected to closer scrutiny.

References


Friday, 18 August

14.15-15.15

Indrek Ibrus, *Nordic Audiovisual Media in Emergent Cross-Innovation Systems*

Karen Arriaza Ibarra, *Recent public service media transformations in Spain and Sweden*
This paper will report on the initial results of a large R&D project in the Baltic Sea Region of Europe – Cross Motion (http://www.crossmotion.org/) – that focuses on facilitating as well as studying ‘cross-innovation’ processes between four sectors – audio-visual content production sector on the one hand and three other sectors – tourism, education, healthcare – on the other. Partners of the project come from eight countries around the Baltic Sea – Estonia, Finland, Sweden, Norway, Denmark, Northern Germany, Lithuania and Latvia. The project therefore focuses on these countries/markets. The rationale of the project is that the techniques of audiovisual, interactive, participatory and multiplatform storytelling and forms of gamification are increasingly used in service of these chosen sectors. The understanding is that there is a momentum for inter-sector cooperation to open up new avenues for innovation. At the planning phase several associated emergent markets were identified that the project aims at investigating: video based and gamified e-learning, including applications that teach medical self-treatment; location-based applications that add value to tourism, etc. New policy measures aimed at further facilitating innovation in these areas could be seen to enable new revenue streams for digital audiovisual industries and new cost-effective and socially valuable solutions for health, education and tourism sectors.

Regarding the conceptual and empirical work the project’s mission is to study the regional ‘cross-innovation systems’. Cross-innovation systems would be a new concept that is derived from the ‘national innovation systems’ concept. According to the authors of the latter, Christopher Freeman and Bengt-Ake Lundvall, the national innovation system is constituted by interconnected private and public institutions such as commercial enterprises, start-up companies, universities, investment banks, libraries, business incubators, etc. When such a system is well coordinated it starts facilitating the emergence and diffusion of new technologies, which then, effectively, will start contributing to the national GDP.

Our aim has been to describe and analyse cross-sectoral innovation systems that include the specifics of audiovisual media industries – what institutions, regulative frameworks, market practices may contribute to their constitution, when are they well coordinated, etc? Secondly, at the time of internationalization and regionalization of media industries – could innovation systems be analysed as pan-regional systems – what transnational policy actions or other interventions are needed on the regional level? We have been conducting three studies, each focusing on innovation coordination between the audiovisual sector and one of the other three sectors – tourism, health care and education.
As the initial phase of this study we have conducted in 2016 a mapping of cross-innovation practices in the region and our paper will report on those. The mapping included collection of secondary data, extensive interviews with 14 benchmarking companies from the region and a study of relevant policy frameworks in these countries and in the EU more generally. Based on this work we will have initial proposals on how ‘cross-innovation systems’ tend to evolve regarding AV-industry cooperation with other sectors. Regarding each of the three ‘other sectors’ we discuss what characterizes ‘innovation’ in these convergent systems, what tend to be the barriers to innovation coordination in these sectors as well as between them. The general conclusion is that while creative industries policies encourage cross-innovation, the regulations in other sectors tend to hinder it in various ways.

In conceptual terms our work is based on the contemporary media convergence and policy research (Doyle, Hesmondhalgh, Ibrus, Cunningham, etc.), innovation systems research and the ‘cultural science’ approach by Hartley and Potts (2014). Especially relevant is the concept ‘social network markets’, part of Potts and Hartley’s approach, that is used for articulating the role of networks that connect both the institutions and individuals into innovation coordination systems of the network societies.
Recent public service media transformations in Spain and Sweden: regulation, organization and financing

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Abstract

Keywords: Spain, Sweden, European, digital, public service media

The European economic crisis that prevailed in 2008-2014 left behind different audio visual scenarios. One of them, important and determinant, has been the transformation that many public service media institutions went through in their attempt to survive and continue striving for audiences in an era of digitalization and competitiveness (Arriaza Ibarra, 2015). And even though these public service institutions are a consistent element in most European countries, there are many differences among them: Their way of financing, managing, and effectively controlling its efficiency and operational structures may vary substantially.

Public media in general face new challenges, while in many countries laws and regulatory frameworks are being addressed, little by little, to favour private audio visual competitors and limit the role that public service media had in the first half of the twentieth century. In this new situation, and when the phrase “budget cut-offs” has been persistently repeated, especially in Southern Europe, public service media companies have faced a transformation. Given that they now have to ‘demonstrate’ that they act as an element of balance in most European audio visual markets, notwithstanding the critics and fierce competition they have to face, their survival is, at least for now, intended to continue. However, their organisational structure, their regulatory basis and sometimes their way of financing has been modified.

In this paper we carry out a comparative analysis on two very different public service media institutions: Televisión Española and SVT, in the digital European audio visual scenario; research material was data gathered during the years 2008-2015 on a continuous basis, which was basically used in the book cited in the References. By doing this, we intend to point out the differences and similarities that prevail in both models in big and small terms, as well as to give a more reflexive hint on the future that may be waiting for both public service media institutions in the North and South of Europe. Spain and Sweden may be comparatively analysed as most different public service media systems with regard to media-politics relations and historical contexts.
The above-mentioned is due to several reasons: Spain, for instance, does not have a licence fee to support the survival of Televisión Española, while SVT, Sverige Television, has been from its very first moment financed by the citizens through a consensual licence fee. Additionally, audiences have faced differently the entrance of private competitors, which paradoxically started out almost at the same time in both countries, as it did before public television. Then there is the factor of the political influence over public media, executed undoubtedly more aggressively in the case of Spain than in Sweden, but which has driven the attention on the importance of the autonomy and independence of public service media.

This paper addresses the transformations of public service media institutions in Spain and Sweden with regard to regulation, management and financing under the complex pressures of the recent global economic crisis, and also given the ‘rethinking’ processes of media policy arrangements, digitalisation, and changing media use patterns.

References:

Friday 18, August

15.45-17.15

Nina Kvalheim, *Diversity in the local news market? A quantitative analysis of local newspapers*

Helle Sjøvaag, *The Diversity of Newspaper Markets in Norway*

Marko Ala-Fossi, *EU spectrum policy dissident*
Diversity in the local news market? A quantitative analysis of local newspapers

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This study concerns diversity in a local newspaper market. Diversity is a multifaceted concept, but here diversity refers to the presence of multiple stories, themes and voices within different newspapers and in the news market as a whole. It is often maintained that diversity is a prerequisite for a vivid public debate, and ensuring diversity in the news market is a common political goal. Further, local news is important in a democratic perspective and, despite challenges related to news consumption, local newspapers are important sources of news in their area and thus also important for the public debate. Insight into the diversity within a local news market is thus important in a societal and democratic perspective.

The study will have the Norwegian county of Telemark and eight newspapers of various size, competitive situation and publication place and catchment area as its case. To investigate newspaper market at the county level is interesting both because the county constitutes a separate unit within the political system, and it is therefore reasonable to assume that this level serve as a reference point for the newspapers, and because the two largest newspapers in the sample, Varden and Telemarksavisa, have the entire county as their catchment area. Further, Telemark is specifically interesting because both Varden and Telemarksavisa are published in Skien, the largest city in the county. The two newspapers are thus respectively regarded as so called ‘no. 1’ and ‘no. 2’ newspapers. It is often assumed that having two or more competing newspapers within one market is positive for diversity, and preserving the no. 2 newspapers have for long been an explicit political goal in Norway. The remaining six newspapers are smaller newspapers published at different places in the county with different catchment areas. Interesting then is how these smaller newspapers relate to the two larger newspapers, and how the two larger newspaper relate to each other. Based on a quantitative content analysis of the eight newspapers, the study thus aims to answer the following research questions: 1) How and to what extent do the no. 1 and no. 2 newspapers put different themes, voices and stories on the agenda? 2) Do these newspapers also set the agenda for the smaller newspaper within the same area?

In order to study and explain diversity, or the lack thereof, the study combines market theories with theories of news selection. From the perspective of the umbrella model (see f. ex Høst 2016) and niche theory (see f. ex Dimmick 1997), the study starts from the assumption that because of various size and positions in the market, the selection of newsworthy stories will vary and that the different newspaper will serve different audience needs. On the other hand, market theories such as the Hotelling model (Hotelling 1929), theories
of economies of scale and scope, as well as the economic nature of news predicts homogenization instead of variation. There are thus arguments in favor of both homogenization and differentiation, and this study aims to explore this duality.

As of 2015, Norway have 229 newspapers spread across 428 municipals and 19 counties. Their combined diversity has been discussed elsewhere, but few studies have analyzed more closely the role played by newspapers within a limited geographical area. The study will thus add knowledge to what role different newspapers in a local market play in delivering diverse information to their readers. Further, because the newspapers are owned by different owners, the study will also provide knowledge to policy matters related to ownership restriction and press support.
Norwegian media regulation gives positive support to media assumed to contribute to the diversity of the public debate that supports the democratic order. §100 of the Constitution concerns freedom of expression and carries the so-called infrastructure demand that assigns to the state responsibilities to uphold the structures that enable an open and diverse public debate. Journalism in Norway is therefore supported either directly or indirectly by state regulation. Direct support in 2016 amounted to NOK 313 mill. in production support to low-frequency local newspapers, number-two newspapers, opinion papers and minority language newspapers. Indirect support includes full platform neutral VAT exemption for news and current affairs (from 1 March 2016), valued at NOK 1.6 bill. The question addressed in this paper is what this support system means in terms of ensuring diversity in news and current affairs in the Norwegian newspaper landscape. Hereunder, the following research questions are addressed:

• To what extent has direct press support to low-frequency, number-two and opinion and minority newspapers contributed to the overall diversity of voices and topics in the news? In other words, do press support newspapers provide a greater diversity of voices and topics in the news than newspapers without direct press support?

• To what extent has the change from VAT exemption for print news only to a platform neutral VAT exemption affected the diversity of voices and topics in online news? I.e. is there a greater diversity of voices and topics in online news in 2016 compared to 2015?

To answer these questions, we analyse the news and current affairs output of the web editions of 160 Norwegian newspapers (including 85 press supported newspapers), comparing data collected from October-December 2015 with data collected from October-December 2016. The two datasets amount to approximately 1 million computationally gathered news articles. The datasets are compared in terms of
voice and topic distribution before and after the change in VAT regulation, and in terms of voice and topic distribution between newspapers with and without direct press support. The methods used for the analysis include Named Entity Chunking (NEC) to identify names in the corpus (Johansen 2015). As a first measure, we identify politicians as an indication of voice distribution along the political spectrum. We also use LDA (Latent Dirichlet allocation) to map the distribution of topics in the corpus. Diversity is operationalised as range and variety of voices and topics, the aim being to uncover where in the newspaper landscape marginal voices and topics are most likely to be found.

Together, the analysis provides insight into the extent to which press supported newspapers provide more diversity to the overall news content in the corpus than non-supported newspapers, as well as indications as to the effect of the platform neutral VAT exemption on web-published news. Preliminary analyses suggest that press support newspapers are slightly better at presenting marginal voices than non-press support newspapers, while topical diversity is more pronounced in the specialist segment than in the low-circulation and number-two segments. Online VAT exemption seems to have had little or no effect on diversity levels overall. The findings from this analysis will enable evaluations of media policy effects on the diversity of the Norwegian newspaper landscape.

References:

EU spectrum policy dissident - Why it is not good for Finland what is good for Europe?

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Finland has ended up on a collision course in spectrum policy with the European Commission. It was the only EU member state, which at the World Radiocommunication Conference of 2015 (WRC-15) voted together with the US and Canada against the joint EU policy position on the future of UHF drafted by the Commission (Pursiainen, 2015). But by supporting the release of the entire UHF broadcast band also for mobile use on a co-primary basis, Finland did not make any radical turn against the EU, but rather remained faithful to its long-term goals for spectrum policy.

This paper examines Finnish spectrum policy in wider European policy context using theoretical perspective, which combines political economy with new institutionalism (Brevini, 2013) as well as the multiple streams approach to policy-making (Kingdon, 2014 [2003]). By using both qualitative and quantitative methods, it will analyse a large body of public documents and previous research on this field as well as 12 stakeholder interviews made in Finland in 2014.

While most of the European countries auctioned their 3G spectrum by the turn of the century, Finland granted its 3G licenses in a beauty contest for free and with very flexible conditions (Sims et al, 2015; Haaparanta and Puhakka, 2002). Spectrum auctions were not taken into use in Finland until 2013, when the frequencies released from television use were reallocated for 4G mobile broadband. Interestingly enough, according to the latest reports those countries, which cashed in most with the 3G auctions, have now the worst 4G availability in Europe (UK, Germany and Italy). Meanwhile, Finland has the lowest prices and the highest mobile data consumption per capita in the world. Also the share of households dependent on mobile internet (30.9 %) is highest in Europe. The total mobile data traffic in the Finnish mobile networks generated by a population of only 5.4 million people is currently about the same as the total traffic of the mobile operators in Germany (population 81 million) or Italy (60 million) (Jungerman, 2016). The largest Finnish mobile operator Elisa is claimed to be the world’s most efficient company in “spectrum usage” or in the business of turning megahertzs into gigabytes (Zaraney, 2016).

The policy behind this development has not been a coincidence, but not a result of a wider political discussion over the use of spectrum for culture and communication either. In the European context, Finland is unique as all the spectrum issues are decided at the Ministry of Transport and Communications. Second, the relative importance of Nokia and the entire mobile sector for the Finnish economy is unparalleled (Ali-Yrkkö et.al, 2016). Taken together, this means that spectrum policy is at the heart of the Finnish
communication policy, which according to the Ministry of Transport and Communication aims primarily at creating economic growth and jobs. (MINTC 2008) All this reflects also a wider shift of government policy goals from the welfare of the citizens to the competitiveness of the national economy (Jessop 2005).
Saturday, 19 August

10.15-12.15

Jens Barland, *Changing Strategies for Online Publishing of Journalism*

Sabine Baumann, *Learning from the Apprentice: An Investigation of the Portrayal of Entrepreneurs in TV Business Formats*

Turid Borgen, *The changing role of editors in chief*

Sven-Ove Horst, *How mediated realities impact our understanding of strategy*
Changing Strategies for Online Publishing of Journalism

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This abstract describes an research project that is planned to result in a paper and a scientific article describing how media managers have had different strategies to different times in the history of online publishing of news, since 1995.

The theoretical framework will be media management (Albarran, Chan-Olmsted, & Wirth, 2006), including in particular perspectives as media production (Barland, 2012), media economics (Bang, Solvoll, Barland, Krumsvik, & Roppen, 2014; Doyle, 2007; Picard, 2011), marketing management (Kotler, Hansen, Brady, Goodman, & Keller, 2009), as well as media policy (Krumsvik, 2011). The theoretical framework needs to be elaborated further than outlined here.

The study will be based on data from my earlier research projects in a Norwegian and Swedish context, though, enriched with new material. The method will be analysis based on data gathered by interviews with selected experts in the field of practice, and text analysis of annual reports from selected influential media outlets.

The aim of the study is to identify and describe the most important “imperative” for media managers’ strategies for online publishing of journalism. A major point is changing strategies. In example, in the beginning, a clear strategy was to publish on internet. The most important strategy was just to have a homepage on internet, to be present a place where all other media outlets were. The next phase was to use the opportunity to update some news in real time, resulting in a typical discussion if news should be published online immediately or wait for first to be published in the paper edition. And so on. Today an important strategical topic for online publishing of news is personalization of the content.

A guideline (or “hypothesis”) for the project is that it is possible to identify and describe different phases where specific strategies have been of specific importance for online publishing strategies.

For some years ago an article concerning the Swedish media outlet Aftonbladet’s first digital era to be the first online (launched in 1994). Then at the end of the 1990’s the strategy was to offer relevant up to date content real time. As a result of the dot-com-crash after 2001, new strategies emerged as the most important for online publishing, such as developing new revenue streams (Jungkvist, 2009).

That article written by Lasse Jungkvist is as an expert in the field, not as a scientific article. However, by reading that article an idea emerged. Is it possible to describe phases in the history of digital online
publishing? Is it possible to divide it in periods on one, two or three years that can be describes as a specific period characterized by a clear strategy? If the answer is “yes”, I will do it and give a short description on each of these phases. If it is possible to identify clear phases, these can be summed up and presented in a time line.

The contribution is suggested to be an understanding of how a specific strategy has characterized each distinctive phases. Further, that will give an insight in how strategies have changed over time to better understand changing contexts for the media managers’ strategical decisions. I hope these contributions will be useful in the field of media management and in the field of recent media history.

References (the literature list will grow during further work with the project)


Learning from the Apprentice: An Investigation of the Portrayal of Entrepreneurs in TV Business Formats

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Keywords: Celebrity Entrepreneurs, The Apprentice, International TV Formats, TV Format Innovation, Business Education, Values, Branding

An increasingly prominent TV format type for both public-service and private broadcasters is the so-called Business Entertainment Format. This format either depicts business leaders in their quest to address problems in their own or others’ companies or frames game shows around business challenges. Examples include Undercover Boss, The Restaurant, Hell’s Kitchen, The Apprentice or Dragons’ Den and their numerous global adaptations and spin-offs. A common element of business entertainment formats are celebrity entrepreneurs that act as protagonists who help the businesses to make a turn-around, who as judges select candidates for jobs or who decide which business(es) they want to invest money in.

The celebrity entrepreneurs typically are business moguls in the country in which a particular local adaptation airs. Their previous business success provides the necessary credibility for their role on the show. While some of the entrepreneurs had achieved star status before being on the show, most entrepreneurs have been known mostly in their business communities. Provided the format is successful in their respective markets the entrepreneurs become famous and well-known to a larger audience. The most notorious example is Donald Trump who was recently elected US President widely leveraging on his (inter-)national prominence through his TV personality.

The broadcasters claim that their business formats not only entertain, but educate the general public in how (not) to run a business, particularly in product development, marketing & sales, general management skills (e.g. project management) and leadership. The celebrity entrepreneurs assume the role of business educators through commenting on the performance of the candidates and suggesting potential improvements.

This paper investigates the Anglo-Saxon versions (US, UK, Ireland, Australia, New Zealand) of the business entertainment format The Apprentice. In this reality game show a group of aspiring businessmen and businesswomen competes for a top management position in the show host’s company. The UK version competition is now about winning a £250,000 investment towards a business created by of the candidate with the show host holding half of the equity. The US version moved towards celebrity contestants who compete for winning money for their favourite charity (the show has been renamed Celebrity Apprentice).
The aim of this paper is to explore the innovative educational elements of the format behind The Apprentice, such as the role of hosts and their assistants, the topic areas and business challenges of the tasks, the procedures of the boardroom meetings as well as the final interviews. Through the analysis of the business elements the role models set by the hosts become apparent as well as the business frameworks provided through their comments. This also provides for a critical account of the cultural values associated with these programs, i.e. the often one-sided archetypic ideological presentation of how successful entrepreneurship relates to cultures of fierceness, harshness, masculinity, rather than the possibility of also combining entrepreneurship and sustainability, corporate social aspects, equality, etc.

The merits of this innovative research are twofold. Such an in-depth analysis into the educational elements of a business entertainment TV format has previously not been conducted. Existing research on TV entertainment formats focuses primarily on the enjoyment, recreation and diversion elements and less on education (except for children) or archetypical role models of entrepreneurship.

Literature:


The changing role of editors in chief

Turid Borgen, University of Stockholm (IMS) (University of Stavanger (IMKS))

The editors in chief of newspaper companies are part of the dual role of the media. Media outlets have both journalistic and commercial goals. This duality which is called a normativ polarizing (Westlund, 2012), has dominated the way the press in the nordic countries has been perceived. It has also influenced how leadership has been conducted and how the editors have been evaluated. On the other hand research has shown that the “brick wall” between the business departments and the newsrooms have been torn down (Westlund, 2011;Barland, 2012). A more management oriented leadership has emerged among the editors (Anderson & Wiik, 2013, 2014). In this paper I will examine the role of newspaper editors in chief in two companies in Norwegian and Swedish press from 1985 till 2015. More specific my research is into the editors in chief of newspapers that today are part of Schibsted and Bonnier. The main research question is to identify the characteristics of this role in the time period of thirty years, and also to identify how it has changed. The analysis has a theoretical framework of institutional theory. Within the institutional frame I use role theory in combination with normative and economic perspectives.

The main research method is qualitative interviews with 33 of these editors in chief. In addition I’ve interviewed three CEOs. The study also include an analysis of how the editorial role are presented in magazines that are part of industry organizations.

The material presented in the paper is part of an ongoing phd study. Results will be included in the paper.
How mediated realities impact our understanding of strategy: Exploring entrepreneurial development in the start-up accelerator neudeli

Sven-Ove Horst, Bauhaus University Weimar, sven-ove.horst@uni-weimar.de

Theoretical framework

Media management is not only present in large media-content producing organizations, but also in smaller organizations and start-ups that are situated in different industries (Albarran, 2008; Daidj & Jung, 2011; Küng, 2007; Lowe, 2016; Lowe & Brown, 2016; Will, Brüntje, & Gossel, 2016). This means, if we want to successfully manage any kind of organization today, we should understand what it means to work in and organize for a “mediated reality”. But as we organize our daily business, we already experience, make sense of and act upon the world (including ourselves) always tied up in media (Deuze, 2012, p. 5). This means, the way we manage our organizational strategies is heavily dependent and shaped by the way we understand and work with this mediated reality. Therefore, Plesner and Gulbrandsen (2015) have argued that new media impacts strategy in fundamental ways by challenging our assumptions around organizational boundaries, choice, and control.

Defining and exploring these impacts in productive manner becomes a strategic challenge for many media organizations today, which struggle to find new business models and need new innovative approaches for creating value and dealing with technological change (Baumann, 2013; Ekdale, Singer, Tully, & Harmsen, 2015). At the same time, the strategic challenge may be even greater for start-ups and entrepreneurial organizations, which need to conceptualize their product, develop relationships with possible consumers, and build their organizations for new, increasingly digital business realities (Achtenhagen, 2008; Will et al., 2016). For them, understanding how they should organize themselves strategically in the face of “mediated realities” and a “media life” (Deuze, 2012), becomes a fundamental strategic challenge. Surprisingly, it currently remains an under-explored issue.

Therefore, the paper addresses the question how mediated realities impact our understanding of strategy. In particular, how entrepreneurial start-up organizations manage the process of organizational development with media and in a mediated reality. The focus is on the way in which they conceptualize strategy and communication, thereby taking the claim seriously that media and communication not only mediate, but are constitutive of entrepreneurial organizations today.
Theoretically, the paper draws on the literature of media management and strategy-as-practice to conceptualize and theoretically substantiate how mediated realities strategically challenge the management in entrepreneurial organizations.

Methodology

The study uses a qualitative methodology for answering the research question. Through a case study (Stake, 2003) of the start-up incubator neudeli at the Bauhaus University Weimar, the study draws on about 30 different interviews with a variety of different entrepreneurial organizations and support staff from this context.

For the analysis, the paper adopts common analytical procedures to make sense of qualitative data (Corbin & Strauss, 2008; Gioia, Corley, & Hamilton, 2013) and to provide rich descriptions of the particular case. Overall, the methodological setup allows to inductively explore the strategic challenge of organizational development in a mediated reality.

Description of research material

The following provides an overview of the data used for the research process.

<table>
<thead>
<tr>
<th>Type of data</th>
<th>Details</th>
<th>Use in the analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews</td>
<td>More than 30 semi-structured interviews.</td>
<td>Gather data about the daily work of entrepreneurs (e.g. What is your strategy process? How do you make decisions? What skills are important to be an entrepreneur? How do you communicate?)</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurs and startup projects of the science &amp; business incubator neudeli of the Bauhaus-University Weimar.</td>
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<tr>
<td></td>
<td>Theoretical sample i.e. from different industries, from solo-entrepreneurs to interdisciplinary teamwork entrepreneurship, B2B or B2C markets and different stages of organization growth.</td>
<td></td>
</tr>
<tr>
<td>Participation in everyday work</td>
<td>Half a year of work experience: as colleague to startup consultants at the neudeli; conducting workshops with the neudeli; working more closely with one start-up company to refine their marketing and communication strategies.</td>
<td>Gather ethnographic data, understanding of entrepreneurship and strategy development.</td>
</tr>
<tr>
<td>Field notes, pictures and documents</td>
<td>A variety of documents; pictures of daily work, the context and situations.</td>
<td>Recalling and describing experience in a rich manner.</td>
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Preliminary findings

A tentative reading of the interviews has shown that the start-ups have a strong intuitive understanding of strategy. They focus on developing their products, creating networks and connecting with audiences and consumers through various forms of communication, often mediated through social networks. They regard
strategy typically as a plan and state that their work often does not allow for long-term planning to occur, because “things change all the time anyways” (Founder, fb1). We simply act in the moment and “see strategy as a road or an adventurous path that we walk along” (Founder, vo1). Taking mediated realities seriously and managing with media as constitutive of entrepreneurial organizations today, an analysis of the data will show how strategy functions in a mediated reality and how our understanding of strategy changes (Plesner & Gulbrandsen, 2015).

References


NordMedia 2017

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

Abstracts
Division 7
Organization, Communication and Society
Friday, 18 August

09.00-10.00

Margarita Khartanovich, *Exporting Finnish education through multiple images and channels*

Alparslan Nas, *Branding Turkey as the “Home”: Probing the Boundaries of a Nation Brand Identity*
Exporting Finnish education through multiple images and channels

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Finnish education system is widely discussed in global education markets and various images and export channels to shape those discussions exist. The Programme for International Student Assessment (PISA) designed by the Organization for Economic Co-operation and Development (OECD) measures the cognitive skills level of 15 years old students, and it builds up the national ranking table. In this global education race to the top, Finnish education has been ranked at the top in the PISA test and gained the high remarks of the OECD (Simola, 2005; Takayama, 2015). Accordingly, the victorious image of Finnish education was circulated around the world and shaped the opinions, assumptions, and perceptions of scholars and wider public through various media sources. Given this setting, this research aims to examine how the Finnish education is described by various media channels and discourse communities.

A concept of the travelers’ tales in the comparative cultural and policy studies provides major conceptual framework for this research (Green, 2002; Phillips, 2000). In the early modern era when the media tools were not as advanced, the travelers’ tales played a significant role in shaping the image of external world, as they defined the others with their ‘comparative gaze or recognition’. In this research, the classical model of travelers’ tales will be relocated in the current media-scape including rather complicated structure of various actors and media channels. Thus, this research examines how this transformed version of travelers’ tales facilitates the production of Finnish education images using the comparative gaze and cultural recognition.

Data for this study consists of various sources. We have identified four discourses and discourse practices for closer analysis. We will utilize two textual examples from 1) personal travelers, 2) government of Finland, 3) policy entrepreneurs, and 4) pop culture - documentary filmmakers. For the case of personal travelers, their internet blogs and publications are mainly examined, and the discourse of the government of Finland and policy entrepreneurs is collected from their formal publications such as government publications, brochures, research articles, and books. For the analysis of pop culture, this research collects documentary film video clips. Each of these examples represents diverse channels of producing and disseminating images of Finnish education including different intention, perspectives, and description, while commonly understated in the existing literatures.

After all data has been categorized and summarized we use Gee’s (2014) discourse analysis to identify and interpret various discourses and discourse practices. More specifically we focus on language use and ways in
which language produces and is being produced by practices and power. According to Gee (2014) individuals and texts “enact specific socially meaningful identities” (p. 29) and language in use reflects specific way of viewing the world, ourselves, actions, and practices. As such, diverse types of the descriptions on the Finnish education is considered to reflect specific world view and intention of the writers and their socio-political contexts. Therefore, by analyzing different forms of media depicting the Finnish education, this research is expected to produce research outcomes identifying how the relevant discourses are framed and structured around specific stances and contexts of the authors.

References


Branding Turkey as the “Home”: Probing the Boundaries of a Nation Brand Identity
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Abstract

The rise of branding under consumer societies since the second half of the 20th century paved the way for branding practices to spread in various other social and economic fields. Particularly since the late 1990s, branding has been applied to the promotion of nations in order for the states to increase their profiles globally for political, economic or cultural benefits. As an outcome of this process, nation branding has been one of the most important communication initiatives applied by nation states all over the world in 21st century. Aiming to enhance the visibility and the recognition of the nation state, nation branding is a multi-disciplinary scope of effort that deals with the states’ political, economic, cultural and social benefits and purposes. Although nation branding primarily communicates to external audiences due to its attempt to regulate and shape the connotations attached to a nation, it at the same time targets internal audiences to create or to reproduce relevant forms of national attachment for a nation’s citizens. Therefore, the practices of nation branding provide an importance space for analyzing the ways in which national identity is represented for particular agendas. Turkey is one of the countries that applies nation branding. This paper analyzes Turkey’s nation branding attempt that started in 2014 with “Turkey Home” and “Turkey Discover the Potential” campaigns. While “Turkey Home” campaign focusses on the country’s cultural and touristic promotion, the latter focusses on Turkey’s economic promotion. Providing a summary of both campaigns, this paper will focus on “Turkey Home” campaign that utilizes the metaphor of “home” for Turkey as an indicator of multiculturalism and diversity. Despite being world’s one of the most visited tourist destinations for the last decade, Turkey has been facing serious challenges mainly due to the political instability at its neighboring countries in the Middle Eastern region. In this regard, nation branding appears to be a strategic tool for Turkey’s image management and the communication of its identity to global audiences as well as reasserting it to its citizens. This research is based on a discourse analysis of Turkey’s nation branding effort that includes narratives and visuals that discursively construct the core values of a particular Turkish national identity characterized with the “home” metaphor. This paper first engages in a theoretical discussion on the concept of nation branding, as it will highlight the role of constructing nation brand identity as a crucial step for nation brand to be actualized. Following this theoretical background, this paper analyzes nation branding statement documents and advertisements to reveal the ways in which the discourse of “home” is
constructed. The main discourse of the campaign shows that Turkey is branded as the hub of civilizations characterized with diversity and multiculturalism, including references to Ancient Greek society, Christianity, Islam and various other cultural heritages. Neighboring violent clashes in the region mostly due to religious extremism and authoritarianism, “Turkey Home” discourse positions the country with a distinctive identity in the region that expresses the government’s purposes for soft power. This paper further argues that nation branding also communicates to Turkey’s citizens, reminds their significance as the carriers of a civilization characterized with “home” and calls for their self-confidence and empowerment in pursuant of a stronger Turkish nation brand identity. In sum, this research points out the ways in which Turkish state applies nation branding for various purposes as a means of strategic communication towards global and national audiences.
Friday
10.15-12.00

Jessica Edlom, *Fluid communication strategies in music online brand building*

Rita Järventie-Thesleff, *The dialectical view between ‘doing’ and ‘orchestrating’ a corporate brand*

Robert W. Vaagan, *Diversity management in media enterprises in Turkey, the Netherlands and Norway*
Fluid communication strategies in music online brand building
Jessica Edlom, Karlstad University

Brand building and strategic communication have drastically changed the last decade. As a brand you need to be present on the social web all the time, to be able to interact with your target groups. But knowing how to do this in a successful way is not easy. The constant “noise” on the Internet makes it difficult to reach out – “everybody” wants to be heard. Social media has created possibilities and accessibility. It is possible to manage the communication on social platforms, even for smaller actors without budget or professional communication help. But does it work? In a media environment that is rapidly changing and is challenging, what is the role of the strategist and the communication strategy?

This paper is studying Swedish music brand building – how brands are built and strategically managed on the social web. The study has a qualitative approach, based on deep interviews with stakeholders in the music industry: artists, communication strategists, management and record companies, both independent and major ones. The music industry is a diversified: from small independent artist without representation or money, to big artists with manager, record company and marketing professionals working for them. Of course these different conditions affects the ways of reaching out with music and reaching audiences.

The aim of this study is to understand how the online communication work is created and steered in practice in this industry, and the power relations between the different agents in it. The theoretical base is interdisciplinary: media and communication crossed with marketing perspectives and cultural studies, to be able to understand this highly commercial and at the same time creative industry, based on artistic values. The study draws on concepts like strategic communication, branding, brand management and open source branding.

In traditional organizational communication, marketing and brand building, strategy and plans are central and even crucial. But research shows that the new social web demands flexibility and real interest in the target groups. It is more important for a brand on the social web to excel in execution, rather than planning. It is equally important to create engaging content that helps content to be shared, so called spreadability. (Fournier & Avery, 2011; Jenkins, 2013)

The strategies of today in a digital world, need to be dynamic, fluid and derived from interaction between reader/hearer response, situated context and discursive patterns. You tend to need to se upon strategic communication as open and participatory to make it work. And listen to the audience and adjust the strategy to that – to have a “liquid” strategy (King, 2010; Greenberg & Kates, 2014). This collaborative open source
branding requires letting go of control. (Falkheimer & Heide, 2011; Macnamara & Zerfass, 2012; Fournier and Avery, 2011).

To get “big” as an artist in today’s media landscape the prevailing opinion is that you need big budgets, professional help and strategies. But you also need a personal voice and to meet the artist “for real” on the social platforms. A fluid strategy and a collaboratory way of working is also needed. But how do you make the strategist, marketer, the record company and the artist work together in reality to do this? How do you manage a fluid strategy in a rapid media environment, where the artist often is let loose in for social media, to make it feel interesting, personal and authentic?
The dialectical view between ‘doing’ and ‘orchestrating’ a corporate brand

Rita Järventie-Thesleff, Aalto University School of Business, rita.jarventie-thesleff@aalto.fi

Despite the fact that brands, and especially corporate brands, seem to have become internal organizing principles for businesses (Kornberger 2010:22), up until recently, critical organization scholars have paid little attention to branding processes (Mumby, 2016). This paper aims to contribute to filling this gap by empirically exploring and theoretically elaborating on the way corporate brand is ‘done’ by employees and how they make sense of the management and orchestration of the corporate brand.

Comprehensive corporate brand management processes tend to focus on integration, coordination, and orchestration of organizational interaction (e.g.; Hatch & Schultz, 2003; Knox & Bickerton 2003, Cornelissen, 2008). They also emphasize the creation of a brand-aligned organizational atmosphere, and employees’ everyday alignment with the corporate brand (Christensen & Cornelissen 2011; Mumby, 2016). Recently, however, more critical perspectives on corporate branding have emerged, that emphasize a constantly negotiated meaning of the brand (Cornelissen et al., 2012). It is claimed that to practice branding and to create a brand internally, an on-going negotiation of what the brand is, and what it means to employees in their everyday activities, is needed (Vásquez, Sergi, & Cordelier, 2013).

Our empirical case is a monthly periodical that positions itself as an ‘intelligent’ fashion magazine, with a tagline ‘it is all about attitude’. The primary data consists of two rounds of personal interviews with the entire editorial team (18 interviews, each between 1-1.5 h, tape-recorded and transcribed). Based on the analysis of our study, the meaning of the corporate brand was continuously negotiated and constructed by the journalists, and based on the interviews, we could identity two practices of ‘doing’ the corporate brand. We labelled them as (i) ‘Striving for excellence’ and (ii) ‘Reproducing street credibility’. These practices seemed to form the core of the ‘modus operandi’ via which the corporate brand was produced. In other words, the corporate brand of the fashion magazine seemed to emerge non-deliberately through everyday practical coping and mundane operational magazine publishing activities (Chia and Holt 2006). The editorial staff constituted the magazine in their everyday actions – from bottom up. Despite the apparent congruence with the promotional corporate brand statement, the journalists seemed to struggle in making sense of the top down-managed corporate brand, and perceive it as an entirely promotional tool - to be used in marketing and ad selling context.

Overall, our study contributes to the rapprochement between critical marketing and critical organization studies by illustrating the tensions and complexities between the corporate brand as enacted by the journalists in their mundane editorial activities and the corporate brand as managed and communicated by the marketing people of the magazine.
References:


Diversity management in media enterprises in Turkey, the Netherlands and Norway

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Abstract

Studies in organizational communication and business management have documented the importance of culture(s) and cultural diversity in shaping internal and external organizational communication, both at the domestic and transnational levels (Graham 2001; Olsen & Martens 2012; Wilson 2014; Vangen 2016; Vaagan 2016). Culture and cultural diversity also play an important role in media enterprises that often specialize in the production of media content for culturally diverse audiences (Albarran 2013; Hamelink 2001; Haydari & Holmes 2014; Haydari & Kara 2015; Hepp 2015; Moerlie 2009, 2011). This explains why intercultural communication and cultural diversity are important aspects of The European Media Cloud Campus (EMCC) project, a 3-year Erasmus + strategic partnership project 2014-17 between 5 programs in Media and Communication studies in Germany, the Netherlands, Turkey, Denmark and Norway (Rinsdorf, Kirklar, Christensen, Nina & Vaagan 2016). In this article, as part of the EMCC project, we compare diversity management strategies in selected public and private media enterprises in three countries. The article draws on theories of organizational communication and business management, while the methodology consists of content analysis and discourse analysis of annual reports and key policy documents combined with interviews with media executives.

References


Wilson, Fiona (2014).
Friday, 18 August

14.15-15.15

Katja Valaskivi, *Building the image of Finland. From the Kantine process to the Mission for Finland report*

Anna Sendra, *Using illness narratives on social media: practices and types of self-narratives of chronic pain through Instagram posts*
Building the image of Finland - From the Kantine process to the Mission for Finland report

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Much of the nation branding literature has been busy describing and conceptualizing from the point of view of practitioners reflecting in technical-economic terms (Kaneva 2011). As such, it aims at convincing governments of their communication issues and of the need to revise their communication technics in order to increase competitiveness, economic growth, visibility and attractiveness. This type of approach presents branding as pure communication technology: an efficient, value-free way to implement the lessons of corporate branding into the communication of nation-states. As time went and the phenomenon attracted academic interest, political and critical approaches to nation branding have also emerged. Branding has been studied from the point of view of international relations and cultural diplomacy, while critical research has contributed to frame it in the developments of national identity brought by the neoliberal age (Browning 2013, Aronczyk 2013, Kaneva 2007, Jansen 2008). This strand of research has replaced branding into the corporatisation and marketization of public collective practices and the emergence of a neo-liberal subject.

However, the explanatory value of these approaches seems to be to some extent questionable once applied to specific cases: while neo-liberalism certainly had an influence on nation branding practices, it doesn’t seem to be the only influence or to lead to standardized practices. Pamment (2014) has called for a more nuanced understanding of the policy processes that nation branding initiatives are embedded in, while others (Clerc, Glover & Jordan 2015) have insisted on the necessity to also look at nation branding in historical depth, as the result of idiosyncratic evolutions. Valaskivi (2016a, 2016b) sees nation branding as a policy fashion, a set of “best practices” taken on by nation after another and embedded into older practices. Although nation branding is a transnationally circulating set of practices, these are not swallowed whole by gullible governments – more often, global trends are “domesticated” by national contexts (for the notion, cf. Alasuutari & Qadir 2013). As Göran Bolin and Krister Ståhlberg have written, nation branding would thus appear as a “...historically specific form of producing images of the nation” (Bolin & Ståhlberg 2010, 79).

Since the early 2000s, the Nordic countries have been avid early adopters of nation branding (Pamment 2014), and have given researchers a field for studying actual practices. Merkelsen and Rasmussen (2015) have analysed the conceptual foundation of Danish nation branding, describing it as the relabelling of existing trade and foreign policy initiatives. In the Finnish case, debates about nation branding have gone from protagonists’ accounts to a few attempts to qualify Finnish nation branding. Hytönen (2012) insists on
the Finnish fascination for foreign models, the Ministry for Foreign Affairs’ role in planning, and the effect of a specific cultural background.

This paper looks at national image building in Finland from a historical perspective, looking at the development in relation to changes in politics and the media environment. Through the analysis of documents, media texts and interviews the paper has an analytical take on branding focusing first on historical continuities specific to Finland, and second on the weight of new elements of context, forms of communication and governance between 1980s and early 2000s.
Using illness narratives on social media: practices and types of self-narratives of chronic pain through Instagram posts

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Jordi Farré (coauthor), Universitat Rovira i Virgili, jordi.farre@urv.cat

Theoretical framework

Nowadays, chronic pain treatment is one of the major challenges for health communication. Pain is a pathology in which predominates the culture of disbelief (Newton et al. 2013), and patients often feel stigmatized and alone by both health professionals and their own families (Hyvärinen 2015; Gonzalez-Polledo 2016). In this sense, social media have become fundamental tools for chronic pain sufferers (Ressler et al. 2012; Keim-Malpass et al. 2016). These technologies have allowed patients to share their stories with equals, in order to create a space of support and comprehension between people who share the same disease (Ressler et al. 2012; Hess 2016). Thanks to these illness narratives, patients are able to explain their suffering in multiple innovative ways (Kleinman 1988; Hydén 1997).

Besides, in people who have chronic pain, problems constantly appear (Kleinman 1988). Due to the lack of control of one’s illness, identity fades and uncertainty appears (Goffman 1959; Williams 1984; Johnson and Hudson 2016). Chronic pain creates a disruption in patients’ lives, and social media narratives are used to give meaning to that rupture, fitting it into a temporal framework (Hydén 1997). Through the use of these technologies, chronic pain sufferers can make their pain visible thanks to creating intimate narratives for decreasing the feeling of isolation (Ressler et al. 2012; Gonzalez-Polledo 2016; Salzmann-Erikson and Hiçdurmaz 2016). This study explores the uses of illness narratives about pain on Instagram.

Methodology

Although there are already some studies about illness narratives on social media, there is a lack of research on this field. The aim of this study is the identification of patients’ narrative practices on Instagram, in order to (1) determine the predominant narrative among users who share chronic pain posts; (2) establish what kind of pains those sufferers speak on Instagram; and (3) define the narratives typologies used by patients’ who use this tool to speak about their pain. In order to fulfill the objectives of our study, we are going to conduct both a quantitative and qualitative content analysis.

Description of the research material
We are currently working on an API in furtherance of obtaining the data for our analysis, which are all Instagram posts of January 2017 tagged with the #chronicpain hashtag. Then, following certain conditions, we will pick a sample of the collected data for the detailed-analysis. In order to be selected, posts (1) have to be personal; (2) publicly shared; (3) must contain both image and text; (4) shared with the #chronicpain hashtag and another pain-related tag (previously selected); and (5) do not be an advertising post. Finally, drawing on illness narrative typologies literature (Frank 1995; Hydén 1997; Sharf 2016), and communication and uncertainty studies (Brashers 2001), we will analyze the data according to the objectives of the study.

Key findings of the study

This is an ongoing investigation in process of data collection, analysis, and theory development.
Friday 18, August

15.45-17.15

Visa Penttilä, *Talking Responsibility - Construction of CSR in Strategy Documents and Discussions*

Marja-Liisa Kuronen, *From societal demands to corporate practices: The Institutionalization of transparency in the European financial markets*

Markus Mykkänen, *Understanding the contribution of PR to decision making and autopoiesis — a conceptual model*
Talking Responsibility - Construction of CSR in Strategy Documents and Discussions

Visa Penttilä, Aalto University, visa.penttila@aalto.fi

Organizational communication research has lately paid increasing attention to issues of corporate social responsibility (CSR) (Crane & Glozer 2016; Ihlen, Bartlett, May 2011; Schoeneborn & Trittin 2013). While the concept of CSR is highly contested (Banerjee 2008), some of the communicative perspectives have suggested that despite such criticism, communication regarding CSR can be important “aspirational talk” that inspires change of organizational practices for the better through performative potential of language (Christensen, Morsing & Thyssen 2013). Such research provides a “critical discourse of hope” on CSR (May 2011). However, there is lack of empirical research regarding how such communication might transpire and how its effects could be conceptualized within a theoretical framework that emphasizes communication.

To elucidate the communicative basis of responsibility related aspirations, I conduct a qualitative, historical case-study of an organization, Combine, that has portrayed itself as particularly responsible during the last 10 years. Combine is owned by another organization, Su, that defines the scope of businesses, values, and general direction of Combine. During their history, a particular strategy document has become the central in defining what responsibility means for Combine and its owner. To explore this meaning-making I analyze archival materials from 1993–2014. The materials include biannual strategy documents, transcriptions of meetings where the documents were discussed and decided on, annual reports, rules of finance, meeting minutes and several other texts. The materials comprise a naturally occurring data set that provides several interesting insights into responsibility related talk in organizations.

I draw on communication as constitutive of organizations (CCO) theorizing (Ashcraft, Cooren & Kuhn 2009) to conceptualize how communicative practices affect CSR aspirations. Preliminary results suggest that documents and interactions regarding them play a significant role in enabling responsibility aspirations by creating authoritative understanding of organizational values and by providing such aspirations with permanence but also with possibilities for renewal. However, while such aspirations do provide important resources for sensemaking, their effect on organizational practices are problematic to evaluate and, in this case, even of no interest to the actors involved. Thus, aspirational talk is perhaps best seen as construction and contestation of discursive resources that can be drawn on in framing organizational practices. The main purpose of such communication is not so much in defining detailed goals, but rather in auto-communication that maintains the identity of the organizations involved.
References


From societal demands to corporate practices - The Institutionalization of transparency in the European financial markets

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The purpose of this paper is to discuss the state of institutionalization of transparency thinking in European public companies in a cross-cultural perspective. We approach transparency thinking as an idea, which is filtered from supranational norms through national norms to corporate practices. Studying the path from norm to corporate practice may unveil the potentially strategic role of the Investor Relations function in companies, defined as the link between a company and the financial community. Lately, the IR function has gained importance, boosted by regulatory measures taken by national and international authorities, as well as by the increasing public pressure from ethically aware stakeholders. In this context, we are interested in how the regulations requiring transparency penetrate into national practices in Denmark, Finland, Germany, and Italy. Our research question is: how is EU directive regulation in the form of an “institutional recipe” contextualized and re-contextualized in the named countries.

We approach this question from the perspective of neo-institutional theory, which has gained ground among communication scholars (e.g. Fredriksson & Pallas, 2015; Frandsen & Johansen, 2013). Still, factors constraining the institutionalization of IR communication and its relation to strategic communication deserve more attention, especially from a cross-cultural point of view, because new regulations concerning transparency have been introduced globally (e.g. Transparency directive 2004/109/EC; Market Abuse Directive EU 596/2014/MAR), and a dynamic development of best practices in listed companies is currently going on.

The data analyzed in this paper falls in two parts. First, we focus on institutional regulations directing company practices in four countries: EU directives, stock exchange rules, and corporate governance codes. Second, we study data gathered from the IR websites of public companies in the named countries. This data comprises policy texts, such as communication policies, IR policies and disclosure polices, as well as mentions of communication principles in other IR communication texts, such as annual reports and corporate governance codes.

By studying data from the four countries sharing the European context but having different regulation practices and business cultures we want to illustrate how changing global environment and diverse cultural settings are reflected on the status and practices of IR communication. Methodologically, the study is based on a multi-method approach combining qualitative and quantitative analyses. Based on the principle of
qualitative content analysis, a systematic coding of communication related content was conducted (see Schreier, 2012), and comparisons were made.

Our preliminary results show that the guidance for implementing the EU directives on transparency is structured in different ways, indicating that the weight and role of the institutional regulations vary from country to country. Similarly, the corporate practices vary both within the countries and between them. Some companies publish their communication principles on their IR websites while others make no reference to their principles anywhere. Such variations of practices make it difficult for investors, analysts and financial media to find the logic in disclosing information to the market.

Corporate practices can be seen as collective interpretations of internal and external procedures, and the interaction between these two (Fredriksson and Pallas, 2015, 148). This might indicate that there are some taken-for-granted practices and symbolic constructions that guide the IR practices in companies. However, based on our findings we may conclude that companies feel free to improvise in terms of transparency in disclosure principles (Ibid., 151). We also argue that investor relations communication in our data is not strategic, as communicative efforts do not seem to try to ensure stability and predictability (ibid., 151). Instead, tactical communication seems to suffice in serving the goals of individual companies.

References


Understanding the contribution of PR to decision making and autopoiesis—a conceptual model

Markus Mykkänen, University of Jyväskylä

This paper seeks to better understand how public relations (PR) professionals contribute to decision-making processes by looking at it from a Luhmannian system perspective and focusing on the self-production of organisations, autopoiesis.

Organisations provide the settings for various processes. For example, communication and decision making are highly formalized in organisations, and part of a complex set of social processes (Scott and Davis, 2015). An organisation can be considered as a closed system for its own operations and processes, allowing interaction within the organisation to make sense of events, whereas they are open for observations of the outside world (Hernes, 2008). The autopoiesis of organisations is a continuous process in which decisions are reproduced from decisions (Luhmann, 2003), based on the interpretations that the organisations make. PR is generally considered a strategically important function to decision making and can be seen as a reflexive social expert system or a reflective functional system practice (Ihlen and Verhoeven, 2014).

To further explore the topic, a qualitative research approach, built on a multidisciplinary theoretical framework concentrating on decision making in the context of system theory, was conducted. The research utilised Niklas Luhmann’s functional method approach, which generates observations between problems and solutions. The empirical data mainly focus on perceptions of professionals, investigated through face-to-face interviews.

The findings of this study acknowledge PR as the subsystem of organisations through which the management of organisations responds to and influences the organisation’s environment. The outcomes conclude that PR is not only contributing to top-level decision making but is also functioning as a special organisational character or catalytic agent. The roles and tasks of PR indicate that PR contributes to decision making in the whole organisation. Autopoiesis in organisational context can be consider as a compilation of actions. PR performs several tasks related to decision making is partly self-producing the organisation and, thus, PR can be considered being an important part of the autopoiesis itself.

This paper introduces a conceptual model of contribution to autopoiesis. The proposed model, inspired by the Luhmannian perspective of autopoiesis, goes beyond traditional communication processes describing PR as a reflective function for organisations contributing to strategic decision making. The contribution model emphasises a system’s internal operations towards autopoiesis and enables PR to better understand the
contingency of the environment. The contribution model of PR can be categorized into a framework consisting of four strategic modes: enacting, discovering, reacting and defending.

References


Saturday, 19 August

09.00-10.00


Britt-Marie Leikvik Knowles, *Inter-Organisational Crisis communication*
Digital dynamics of accountability and public legitimacy – case of Finnish Immigration Service during the “European refugee crisis”

Salla-Maaria Laaksonen, Markus Ojala & Mervi Pantti, University of Helsinki

In the contemporary hybrid media system, civil society organisations, groups and networked individuals (the Fifth Estate, see Dutton 2009) join the press (the Fourth Estate) in efforts to hold authorities accountable. As a result, social accountability can be approached as a dynamic, interactive process in which a public authority is obliged to publicly explain and justify its conduct (Bonner 2009). In this process, the legitimacy of a particular actor is maintained or eroded through socially constructed discourses (Suddaby & Greenwood 2005; Van Leeuwen 2007). This paper examines these digital dynamics of accountability by focusing on the Finnish Immigration Service which came under heavy public scrutiny during the so-called “European refugee crisis”. Following the publicity and online discussion around an investigative media report that revealed a heightened political pressure on the agency and deteriorated working conditions endangering due processing of asylum applications, we examine the role of the legacy media and various citizen online groups promoting the interests of asylum seekers for activation of social accountability. Using hyperlink tracing and big data sets collected from various social media platforms we focus on the negotiation of the Finnish Immigration Service’s institutional legitimacy. This is done by, first, examining the interaction between the Immigration Service and its critics, assessing the capacity of both news media and citizen actors to force the Immigration Service to account for its performance to the public. Second, a more detailed analysis using Discourse Network Analysis (see Leifeld 2016) is carried out to explore the legitimation claims presented by different actors. We conclude, on one hand, that networked actors can take advantage of social media affordances and hold public authorities accountable in crisis situations. On the other hand, we argue that social media functions as an important forum for public agencies to inform the public about their conduct and gain social legitimacy.


1 Authors are in alphabetical order


Inter-Organisational Crisis communication
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The authorities and the media together have the important responsibility of informing the citizens in the event of extraordinary situations. The authorities and the media are dependent upon each other to be able to fulfill this duty (the publics’ use of social media most certainly does not replace the journalists need for facts from the authorities). The interdependence in being the source and the channel can be described as an interplay between the actors. Their dependency, but also the diametrically opposing tasks and the differing operational circumstances, will lead to a more or less constant tension in the relationship. The authorities and the media’s inter-organisational crisis communication is important to study because the interplay can have an effect upon the rescue work of the authorities, it often lies behind the media’s coverage, and can be the reason for how an extraordinary event develops into some kind of crisis situation. A consequence of the interplay between the actors can result in lives being saved and damage to both people and property being mitigated. Research into the inter-organisational crisis communication between the authorities and the media has for a long time been in demand, the theoretical development also lacks behind and new theories and explanatory models are missing.

In this paper I will mainly argue for the advantage of using the system theoretical perspective whenever studying inter-organisational crisis communication between the authorities and the media. This perspective involves the notion that organisations are complex open systems, with a need for interaction between the different components/parts of the organisation and with the surrounding society – in order to survive. Three aspects describe system components: a hierarchical ordering (super system, system, sub system), interdependence (one component in the system is dependent upon other components in the system), permeability (both the system and the system component have borders that are possible to force, which make influence possible between the components in the system).

The authorities and the media do therefore need an exchange between the inter-organisational parts, i.e. between units and departments, working groups and individuals, as well as with the surrounding society, for instance with other groups in the society. In other words, the authorities and the media’s respective organisations, constitute contexts that influence the respective actors’ behavior, because the systems and the borders of the system components are possible to force.

The different organisations of the authorities and the media thereby influence the inter-organisational crisis communication between the actors, while the organisations can be looked upon as systems within a super system (the society), which constitute yet another context of influence. But also extraordinary events or
situations that occur in the surrounding society (in the super system) can be expected to influence the organisations of the authorities and the media, if one relates to the hierarchical ordering.

From the inspiration of mainly the system theoretical perspective, I have developed a system model, which will make it possible to explain the inter-organisational crisis communication between the authorities and the media in combination with extraordinary events. The model consists of: the surrounding society/situation (external-organisational component), profession, preparation, emotion (internal-organisational components), and relation (inter-organisational component).

The Estonia catastrophe, through its magnitude and complexity with a lot of different actors involved, is an appropriate case on which to apply the system theoretical approach. The empirical material is built on qualitative interviews. The study is a work in progress, therefore no results or conclusions will be presented. The focus in this paper will be on a presentation of the developed system theoretical model for inter-organisational crisis communication.
NordMedia 2017

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

Abstracts

Division 8

Political Communication
Thursday, 17 August

15.30-18.00

Birgir Gudmundsson, Political market media in Iceland: Trust and distrust between politics, the public and the media

Jakob Svensson, A Logic of Polarisation and Dissent in a Hybrid Media Setting - Emotion displays on Twitter during the 2014 Swedish Elections

Elisa Kannasto, The Relation of Personal and Professional Content on Twitter During an Election Campaign - Building a politician’s online identity on Twitter

Troels Runge, From Cognition to Impact

Hans-Joerg Trenz, Political participation on Facebook during Brexit: Does citizen engagement on media pages stimulate engagement with campaigns?
Political market media in Iceland: Trust and distrust between politics, the public and the media

Birgir Gudmundsson, University of Akureyri

Political parallelism was a characteristic of the Icelandic Media System until the late nineties. The transformation that Blumler & Kavanagh characterized as „The third Age of Political Communication” and includes e.g. increased communication expertise within the political parties as well as professionalization of journalism, thus has had shorter time to develop than in many of the neighbouring countries. In this paper the results of four surveys are analysed, two among candidates from all political parties and all constituencies in the 2013 and in the 2016 parliamentary elections, one among candidates in the 2014 municipal elections and one among voters in 2015. The findings suggest that politicians and voters have little faith in the professionalization, impartiality and balance to political parties of the Icelandic media and journalists, characteristics that would be expected to follow the commercialisation of the Media System and transformation from external diversity to internal diversity (Hallin & Mancini, 2004). Icelandic politicians on the contrary view the Media in a political light where political parallelism and external diversity is important. It is argued that in Iceland there has developed a “Politically Commercial Media System” due to a combination of reasons. Among them are the historical proximity of a system of political parallelism, a relatively recent professionalization of journalism, an unregulated media environment and an extreme ownership concentration of the media, where ownership powers and political parties became mixed with each other.
A Logic of Polarisation and Dissent in a Hybrid Media Setting - Emotion displays on Twitter during the 2014 Swedish Elections

Jakob Svensson, Malmö University

Abstract

This study attends to the emotional framing of interactions between politics and traditional broadcast news media in an online space of social networking. Today we live in a hybrid media system in which the online and the offline intersect and feed off each other in intriguing manners (Chadwick, 2013). For example, studying campaigning Parliamentarians on Twitter during the 2014 elections in Sweden, broadcast news media and their online presence represented a form of authority (Svensson & Larsson, 2016). These interactions were often also charged with emotions. Displaying emotion in general could be considered as a way to negotiate status and group belonging (Elliot, 1959), something that is particularly important for campaigning politicians in a party-based democracy like Sweden (Svensson, 2013). By studying Parliamentarians emotion displays when interacting with broadcast news media I find that Parliamentarians were expected to be angry and upset with political opponents. These emotion displays were largely directed towards the in-group of their own party comrades. What does this say about the media logics in this hybrid setting? In the presentation I will discuss this in terms of the mass media logic of conflict (Asp, 1986) being transferred online and intersecting with network media logic favouring attention maximising witty one-liners (Klinger & Svensson, 2015). The result is that polarisation and dissent becomes foregrounded in this hybrid media setting at the expense of reason discussion and debate. But before becoming too pessimistic about the state of political communication today, it is important to remember that Twitter is just one arena in the communication ecology of a national election. And while Twitter is not geared towards dialogue and reasoned debate and we should perhaps not expect it to be in the future either, there might be other arenas for more deliberative style of communication.
The Relation of Personal and Professional Content on Twitter During an Election Campaign - Building a politician’s online identity on Twitter

Elisa Kannasto, University of Vaasa, elisa.kannasto@seamk.fi

Twitter is an interesting tool for political communication as it only allows people to use 140 characters when writing messages that are called tweets. In Finland there has been a lot of discussion about Twitter only being a channel for the elite’s discussion and its growth has actually stopped. (Pönkä 2016.) However, Twitter is an arena where a lot of political discussion takes place so it should not be disregarded from communications research, especially when looking at its significance in the international field (See Gröndlund & Wass 2016; Nulty et al. 2016; Comet 2014).

The aim of the paper is to investigate the boundaries and relation of personal and professional in the tweets of political campaign candidates. When political candidates tweet, they do the same thing as everyone else: they build up their online identities, thereby building their personal brand. With an online identity, we refer to the identity that is created through a person’s actions online. In the case of politicians this is rarely spontaneous, honest nor completely honest, argues Warnick. (2007; Thumin 2012.) The main question is what kind of an online identity is being built based on their activity in Twitter. This is investigated through the relation of private and professional issues in the content. In this case “professional” will be referred as political content, issues that are somehow involved with the elections and the political work that the candidates are doing. “Personal” will be looked as including everything else, whether it is hobbies, free-time activities, family life or something else. However, it will most probably happen, that some tweets cross the boundaries and this needs to be taken into consideration during the analysis. These will be investigated together with the specifics that the theory of political communication suggests about personal online branding in addition to a discussion on the type of personal issues are being brought up during campaigning.

The starting point for the theoretical framework of the paper is discourse analysis, which is used to interpret the findings from the tweets. In addition to this, functional analysis is used to view the specifics that Twitter brings to personal online branding in political campaigning will be investigated through functional analysis (see Reitz 2012). Functional analysis aims to understand motives for behavior in media and its use and to notice functions rising from them. This paper focuses on to what functions political candidates are using Twitter.

The data for the paper is selected from a collection of tweets from the European Union parliamentary elections in 2014. This data was collected between 7.4.–20.6.2014 from Twitter on the candidates’ Twitter profiles by using Twapperkeeper. This paper will be a pilot study about the subject so only the three biggest
political parties, and their most tweeting candidates who got enough votes to made it to the parliament, will
be included in the sample data. Also, the tweets that are included to the investigation are the ones that have
an actual voice of the candidates. Therefore retweets without a comment are not included as a candidates
own voice. Later, the data will be complemented based on the results of this study.

This analysis illustrates how personal life is being brought up as part of personal branding during
campaigning in the Finnish politics. It is also possible to see what the personal issues are that are brought up
when producing content to candidates’ Twitter accounts. This analysis helps to construct a model for
building a political online identity, and it can give ideas for strategic political campaign communication.

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Lang Publishing.
From Cognition to Impact
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1. Theoretical framework of the study

This study is an investigation into what issues, individual Danish politicians think should be on the political agenda, how they advance those issues on social media, and, finally, to what extent is the impact considered successful, either in terms of symbolic (media) manifestations or actual legislation.

The study is - in parts - inspired by Van Aelst, Thesen, Walgrave, and Vliegentharts article, Mediatization and political Agenda-Setting (2014), but investigation will build upon existing agenda-setting theory and research (e.g. Dearing and Rogers, 1996; McCombs, 2014), the use of social media for political purposes (e.g. Enli and Skogerbö, 2013), and as a result of (social) media logic and mediatization (e.g. Hjarvard, 2008; Strömbäck, 2008; Altheide and Snow, 1979; Altheide, 2009, van Dijck, 2013).

Right now, the study is in its initial stage with grounding of research questions the theoretical framework, as well as in relation to existing research. The results will be presented at NordMedia 2017, but the following is a brief outline of upcoming research, data collection, and analysis.

2. The methodology used to conduct the study

In the study, the use of a variety of methods are planned to cover the three stages, cognition, behavior, and impact. The data collection is split into three distinct phases, but the overall collection is planned to take place between April and June 2017. This time frame is selected, since it coincides with the final debates in the Danish parliament.

In early April, a survey form will be sent to the members of the parliament. The survey will focus on what key issues and legislation the parliamentarians plan to prioritize, and subsequently communicate.

From May to June, collection of data from Facebook and Twitter will take places.

In June, a small group of parliamentarians will be interviewed. Invitation will sent out in late March together with a presentation of the project.

The overall analysis will take immediately after the final debates in parliament.

3. Description of the research material

If successful, the research material should include data from the survey, social media such as Facebook and Twitter, legacy news media, and legislation.
4. The key findings of the study

No findings yet, but the study should be considered a pilot study. If it produces results of research value, it is the intention that it should be repeated in the fall of 2017, in the spring of 2018, and, finally, in the fall of 2018.

5. References


Political participation on Facebook during Brexit: Does citizen engagement on media pages stimulate engagement with campaigns?

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The 2016 referendum on Britain’s EU membership – commonly referred to as Brexit – resulted in a slight majority (52%) of British citizens in favor of leaving the EU, compared to 48% for those wishing to remain in. The near-even split highlights the high degree of polarization among the British public over the EU question. During the campaigning leading up to the vote, many political actors took to Facebook, out of both strategy and necessity, in an attempt to persuade and mobilize voters. At the same time, mainstream media reported about the campaigns through their Facebook pages, and thus many British citizens were exposed to both political and media messages via Facebook over the course of the campaign. The present study traces citizens’ comment patterns on Facebook, in order to uncover a) whether engagement with online news media catalyzes online political participation and b) whether Facebook patterns of news consumption and campaigning is conducive to users’ polarization of opinion over the question of EU membership.

Using the Java-based tool VoxPopuli, we have surveyed the five newspaper Facebook pages (Daily Mail, Telegraph, Guardian, Independent and Daily Express) and three campaigns (Stronger In, Vote Leave and Leave EU) for the period June 1, 2015 – December 1, 2016. For each of these public pages, we harvested all the posts made by the page administrators and, for each post, all first and second order comments. In total, we gathered 189,940 posts that generated a total of 33,508,798 comments from 6,735,234 unique commentators. For each comment, we collected the user ID of the commentator, the ID of the post they commented on, as well as the time when the comment was made.

Media engagement is operationalized through citizens’ Facebook interaction, measured in comments, with the public posts of mainstream newspaper outlets. Due to the high quantity and variety of posts, it is likely that a user is exposed to both political and non-political news through their Facebook feeds. Online political participation is approximated through the activity of leaving a comment on the public pages of the three referendum campaigns: Stronger In, Vote Leave and Leave EU. Political participation refers to citizens’ attempts to influence political outcomes, and commenting on a campaign’s page is considered a more direct form of political participation than interacting with online news. Assessing the relationship between citizens’ online engagement across political and media pages is important, since the media’s reportage about an event can influence citizens’ evaluations of a political actor or issue and subsequently, their voting behavior.
Polarisation is operationalized in the degree of Facebook users’ engagement across news and public campaigning sites. Polarisation is low if users retrieve news from different media sources and shift between the three campaigning sites. Polarisation is high if users’ engagement is restricted to single news and campaigning sites and sharp divisions of opinion emerge. While polarization of debate is a general characteristic of referendum campaigns and the way they are made salient on the media’s agenda, we are interested here in measuring Facebook users’ exposure to and engagement with plural opinion during polarized debates. We can speak of extreme polarization if bipolar campaigning correlates with bipolar news consumption. In this latter case, Facebook would drive users into “filter bubbles” — in the words of Sunstein, like-minded would be united and divided, with a tendency of going to the extreme. Extreme polarisation is a challenge for the democratic public sphere, as in the case of the referendum, ongoing debates would only serve the purpose of reinforcing existing views of the no-campaigners and the yes-campaigners, but not facilitating informed opinion-making exchanges between them.
Friday, 18 August

09.00-10.00


Jari Väliverronen, *Finnish Political Journalism in the 2010s: A Content Analysis*

Jón Gunnar Ólafsson, *Journalist-source relations in Iceland following the financial crisis*
Polish and Swedish journalists’ source networks in Twitter: Who takes control?

Elena Johansson, Södertörn University, elena.johansson@sh.se
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Abstract

Keywords: political/government communication, journalists, ministers, press secretaries, relation, social media, Twitter.

One of the most important paradigms concerning relations between journalists and their political sources is the adversarial-exchange model. It emphasizes journalist autonomy and the media’s fourth estate role (Davis 2010). The question “who leads the tango” in this communication, has always been central to this approach (e.g. Stromback and Nord 2006). The relationship between journalists and political sources can take different forms. They are often described as symbiotic.

Since technological development has led to transformations in the media sphere, the nature of (political) communication has been reshaped. The paramount form of power in the network society is network-making power. The latter can be realized by the ability to exercise control over others through two basic mechanisms in the network as programmers and switchers (Castells 2009).

The emergence of social media platforms provided extra space for actors’ self-expression and for journalist-political source interaction (e.g. Verweij 2012, Larsson and Moe 2011). One of the new communicative patterns, for example, has been called “mediatized interdependency” (Ekman and Widholm 2014).

This paper looks at the links among 31 Polish and 34 Swedish journalists and ministers and their press secretaries in Twitter in a comparative perspective. The network analysis is provided by Gephi software – a program for visualization and statistical analysis of networks.

The results demonstrate that generally Swedish actors use most of the possible links in Twitter – the density of the Swedish network is much higher than the Polish one. For Swedish ministers (and to a lesser extent for Polish ones) Twitter is first of all “a club for their people”: the densities in these two groups are highest in the both networks. The next value has the density between journalists and ministers. Press secretaries - journalists potential links are used with the lowest effectiveness.

Swedish and Polish journalists in the networks form clear clusters with equal shares of following to and followed by other actors. Swedish ministers and press secretaries prefer “division of labour” strategy:
ministers are mostly followed while their staffers are mostly following. Polish ministers combine two functions while press secretaries are marginalized.

In this analysis, control is conceptualized in terms of “communicative resources” or “accumulated capacity” and expressed by connectivity and belonging to groups of so-called “senders” or “receivers” of information. Journalists act as “information flow aggregators” in both networks.

This finding has implications for existing research on journalist-source relations in general and in social media in particular relating to government and political communication.
Finnish Political Journalism in the 2010s: A Content Analysis

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This presentation focuses on developments in the content of Finnish political journalism in the 2010s – in a time when the traditional position of political journalism and political journalists has been questioned on many fronts. The relations between politicians and journalism seem to be in turbulence, partly because of journalists’ increasingly adversarial ways of reporting (Kantola 2013), partly because of changes in politics (especially the rise of the Finns Party), and partly because of reports about politicians’ growing pressure on journalists (with the case of YLE as a prime example, see e.g. Lyytinen 2016). Due to financial pressures, the high position of political journalism (cf. Tunstall 1971) has also been challenged in media outlets (Grönvall 2015). Political desks have been subject to desk mergers (see e.g. Rantanen 2012), and political journalists are under increasing pressure to consider what citizens demand of political reporting – especially in the online sphere where political desks have competed in earnest for just around the past five years.

Together, these developments put pressure on political journalists’ traditional ways of reporting, which have been characterized by a strong focus on impartiality, neutrality, policy issues, and citizens’ limited role (Kunelius & Väliverronen 2012). To see how the recent developments are reflected in the journalistic content produced, this presentation looks into political news in Helsingin Sanomat and another Finnish media outlet (to be decided in spring 2017). The samples will be collected from the years 2010 and 2015 with a random sampling technique, and both print and online editions will be observed. They will be analysed quantitatively by means of content analysis. In this, a scheme first used by Benson & Hallin (2007) and later adopted by Kunelius & Väliverronen (2012) will be utilized to enable longitudinal comparison. The results will be complemented by audience data (to be collected from the chosen outlets in the spring of 2017) and qualitative findings from interviews conducted with 28 Finnish political journalists in 2016.

References


This paper aims to investigate the interaction and working practices of journalists and politicians in Iceland, their relationship with the general public and how they perceive political coverage in the Icelandic media following the financial crisis. The theoretical framework situates the research in relation to journalist-source relations, mediatization, small state studies and public sphere theory. A new definition of political communication in small states is introduced, which focuses on the reliance on informal structures and a special type of “social ecology”. The traditional theoretical paradigms concerning the separation of the public and private spheres are problematised in relation to media and politics in the tiny state of roughly 330,000 inhabitants. It is argued that there are various overlaps in elite roles, many sites where informal communication take place, and moreover the general public in Iceland is much closer to elites in comparison to publics in larger mediatized representative democracies, including the other Nordic countries. The mediatization and journalist-source relations literature has to date mainly focused on investigating elites within larger mediatized societies and the elite networks are examined without much emphasis placed on their relationship with the general public. In other words, there is an underlying dichotomy constructed between the elites and the public. Here it is argued that when it comes to very small democratic states like Iceland, there is a need to include the general public in the debates concerning the relationship between media and politics. Furthermore, due to the blurring of boundaries, it is necessary to examine elites in different ways than is done in the existing political communication literature.

The paper is part of my larger PhD research which is both qualitative and quantitative and focuses on political communication in Iceland following the financial crisis. It has been argued that the general public has played an important role in affecting political change in Iceland following the crisis. This has often been in relation to media coverage (e.g. the Icesave dispute and the Panama Papers). Large protest mobilisation has created enough pressure to bring down governments and forced authorities to hold early elections. During this period political coverage in the Icelandic media has rapidly changed and this has not only affected the general public but also the elites. The time period following the financial crisis therefore presents an interesting case study for analysis. The results presented in the paper focus on the qualitative part of the research. I am currently conducting semi-structured elite interviews with politicians and journalists in Iceland. A purposive sample is used. Current MPs from all the political parties in the Icelandic parliament (Alþingi) are interviewed as well as ministers in the coalition government and journalists who cover politics at the major mainstream media outlets. A broad spectrum of both groups should be achieved with 40-50 interviews. Data saturation will moreover be taken into account in determining the final number of
interviews conducted. The interviews will be coded using the open coding approach and subsequently axial coding is used to reassemble the data. The research is still being carried out but I will be able to present some of the key findings in the paper and at the conference in August.
Friday, 18 August
10.15-12.00

Matti Kortesoja, Heikki Heikkilä, 'Nothing to Do with Us': Snowden and Surveillance in the Finnish Public Debate

Karin Wennström, Pink Power – Pussyhats as political statements in women's networking on social media

Juha Herkman, Nordic populists in political cartoons

Bente Kalsnes, The power of viral shares: Strategic use of social media in populist political parties in Norway and Sweden
'Nothing to Do with Us’: Snowden and Surveillance in the Finnish Public Debate

Matti Kortesoja, University of Tampere
Heikki Heikkilä, University of Tampere

Drafting new legislation on civil intelligence and cyber security finds itself high on the political agenda in Finland. A formal political process paving way to new rules, and arguably more resources and legitimacy to state-run surveillance, was kicked off in January 2015. Unofficially, though, political discussion on policies and practices of digital surveillance had spurred many years earlier – not least due to Edward Snowden’s disclosure in June 2013, which revealed that major intelligence agencies, such as the NSA in the US and CGHQ in Great Britain, have been able to monitor practically all communications on the internet and mobile phones.

This paper takes a retrospective look into the public commentary on Snowden’s disclosure and its implications that was published in mainstream newspapers, weekly magazines and a selection of blogs published in Finland. Thus, the empirical sample focuses on editorials, columns, news reviews and letters-to-the editor, rather than news coverage in general.

Preliminary empirical analysis suggests that the connections between the revelations on NSA and intelligence policies and protocols in Finland remained rather thin and implicit. A dominant reading of the case situated digital surveillance against the frame of ‘political realism’, wherein spying is regarded to be a natural instrument for pursuing national interests in the political world. Given that Finland is hardly a power actor, digital surveillance has little do with ‘us’; and also the calls for more effective oversight and broader transparency should mainly concern countries directly involved in the revelations.

Political commentary on the ethical aspects of surveillance and whistleblowing was remarkably toned down in mainstream journalism. Thus, the debate about whether digital surveillance is legitimate or whether it enhances security took place in letters-to-the editor and blogs rather than in editorial or news pages. Even more strikingly, the ethical judgements on whether Snowden was a hero or a traitor were voiced in blogs.

Not surprisingly perhaps, the discussion on the role of intelligence agencies was activated by events related to Russia and not the US. In November 2013, the government was informed from abroad that the Ministry of Foreign Affairs had been hacked by “unfriendly foreign actors”. This information, together with amounting news about Russia’s notorious cyber-attacks, prove to be more instrumental for policy-making than Snowden’s revelations.
This paper sets out to elaborate on these preliminary findings and evaluate the role of journalism in launching analytical and inclusive public debate on salient policy issues. In doing so, the authors will draw insights from a comparative study on the Snowden case, which highlights the coverage in countries, such as the US, United Kingdom, France, Germany, Russia and China. A book reporting the comparative analysis will be published in spring 2017.
Pink Power – Pussyhats as political statements in women’s networking on social media

Karin Wennström & Maria Mattus, Jönköping University

Keywords: Craftivism, craft making, women’s rights, social media, networking, grass root’s initiative, Pussyhat

Craftivism is used preferably by women to express political statements in public. The term “craftivism”, which combines craft making with activism, was coined by Betsy Greer in 2003 to describe how the visual effects from handmade products, for instance, made by knitting and crocheting, could support the spreading of messages locally as well as in larger actions. Earlier this year, the day after Donald Trump’s installation as President, millions of women demonstrated against his attitude towards women, but also for women’s rights in society in general. Many of the participants wore Pussyhats, handmade pink hats with “cat ears”, and together they created “a sea of pink”. But, the idea did not come from the organisers of the march, it was a grass root’s initiative started by two women who used social media for spreading their vision. Handmade Pussyhats, that celebrated women’s traditional skills and techniques as well as values like caring, compassion and love, turned out to be powerful symbols, and after the march, people continued to produce them.

Social media plays a significant role for craftivism, not the least, for linking together and coordinating people who then can inspire and encourage each other. The use of social media makes craftivism transboundary and facilitates the creation of impromptu communities around different projects.

We find the phenomenon of craftivism interesting because it enables connections between aspects like, among others, social media, human rights, gender issues, networking, expressions of opinions, traditional crafts, international exchange, adult education, non-violence strategies, and sustainability.

We see the production as well as the usage of Pussyhats as political statements in the context of craftivism. Based on the Pussyhat phenomenon, we want to examine how resistance is created through social media and become part of a discourse about power, focusing on networking processes and impromptu communities.

In this qualitative study, the intention is to explore the phenomenon Pussyhats. Since social media has been important for the project, we will study postings (principally images) marked with the hashtag #pussyhat on Facebook and Instagram at three different occasions. The first occasion will be The Women’s March of Washington (January 21), the second The International Women’s Day (March 8), and the third is not decided yet and depends on the development.
Trumps condescending view on females became a triggering factor, but the women are gathering for a much greater struggle. The leaders of the march declared that “Women’s rights are Human rights and Human Rights are Women’s Right”, pointing at precursors like the suffragists and the abolitionists as well as the Civil Rights Movement and the feminist movements. Historically, the hat can be associated with the red Phrygian cap, worn in ancient Rome and in France during the revolution. A Phrygian cap is visible on the seal of the United State Senate.

On the NordMedia Conference, we will present some results from this study, a study that is still in its infancy.
Nordic populists in political cartoons

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Keywords: populism, political cartoons, caricature, Nordic countries, social imaginaries

The paper explores the caricatures of contemporary populist politicians in Finnish, Danish and Swedish political cartoons. The hypothesis of the study is that political cartoons can capture the essential value conflicts and confrontations in political field and therefore be used as materials for the diagnostics of the so-called “Zeitgeist”. Therefore, the analysis of contemporary political cartoons may reveal the transitions that “the moral order” behind “social imaginaries”, as philosopher Charles Taylor has called the imaginary cement of modern societies, has confronted in times when radical right-wing populist parties have challenged the Nordic party field. The sample of 60 political cartoons (20 from each country), published in most popular newspapers of the countries during the 2010s, has been gathered to study the differences and similarities in portrayal of the domestic populist politicians of the three Nordic countries in question. The cartoons are analyzed with the help of content analysis and visual rhetoric to find out their humorous arguments and meanings given to populist actors. The analysis is still in progress when writing this abstract, but it has already become evident that some rather surprising differences between the countries can be indicated. In Denmark, the Danish People’s Party’s leading politicians are portrayed commonly in context of Nazism, xenophobia and racism, even if the party has been a successful partner of the right-wing governments and become more normalized in its domestic party field during the twenty-first century as its Swedish and Finnish counterparts. Quite opposite, in Sweden, in which the Sweden Democrats have been excluded from the decision-making by “cordon sanitaire” because of its background in National Socialist movement, the caricatures of populist politicians are rather conventional and do not make such clear connections to Nazism as the Danish cartoons do. In Finland, such connections are restricted to certain politicians of the populist Finns Party, whereas the majority of the political cartoons display the party leader in quite a traditional manner compared to other political actors.
The power of viral shares: Strategic use of social media in populist political parties in Norway and Sweden

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Social media have made it easier for political parties to bypass traditional, editorial media and reach out directly to supporters and potential voters. This opportunity is attractive for minor parties and parties in opposition with less access to news media compared to incumbent parties (Skogerbø & Krumsvik, 2014). Previous research has demonstrated that right-wing populist parties are particular successful in gaining engagement and interaction (i.e. shares and comments) on social media in the Nordic countries (Larsson, 2015). This study looks at two Nordic countries, Norway and Sweden, and aims to contribute with insights into the digital strategic thinking within two so-called right-wing populist parties, The Progress Party (FrP, Norway) and Sweden Democrats (SD, Sweden). Even though the two case countries, Norway and Sweden, could be described as most similar systems and as typical representatives of the Democratic Corporatist Model (Hallin & Mancini, 2004; Strömbäck, Ørsten & Aalberg, 2008), it is still fruitful to compare the two countries in light of their fairly different right-wing-populist parties and social media strategies. This study examines what characterizes these two parties’ use of social media during election campaigns.

The aim of the study is to address three main questions: What is the strategic thinking behind these parties’ social media use? How are they dealing with interactivity in social media? How are they relating to editorial media through social media? Through quantitative and qualitative approaches, this study will contribute with insights into how these parties strategically communicate in digital channels. As the two parties under scrutiny are said to belong to two different phases in the life cycle model of populist parties (Herkman, 2015; Mazzoleni, 2004), we could expect the parties to use social media in different ways.

The study is based on two datasets - semi-structured interviews with communication directors from the FrP and the SD ahead of the respective elections in 2013 (Norway) and 2014 (Sweden). Secondly, this study will analyze data from the parties’ open Facebook pages. Common for both the parties is low prioritizing of Twitter, which is regarded with high skepticism due to the low number of users in these countries. Thus, the parties’ Facebook pages were analyzed in terms of different interaction measures such as likes, shares, comments and replies from the party.

As evident from the interviews, social media, and particularly Facebook, is essential for the two parties, even more so for the SD. Facebook is regarded as effective tools to spread the parties’ messages. In what SD describes as an unfriendly media landscape, social media has represented an alternative where the party can
spread the message, but to a lower degree interact with voters. While the Progress Party are using more of the communication functions that social media allow for (Kalsnes & Larsson, 2015), such as input via the comment section to address questions in the parliament, to comment on media coverage or to be in touch with supporters and voters, the Sweden Democrats is mainly using social media to broadcast and spread messages. The SD is not so interested in participating in interactions with Facebook fans, the party views is rather for and among the supporters. Thus, the focus on shares (which is giving more visibility and spread than likes) is even stronger within the SD than in the FrP.

The study aspires to contribute to the understudied field of populist parties’ political communication on social media.
Friday, 18 August
14.15-15.15

Ragnhild Mølster, *The media and migration policy in Scandinavia: the 2015 migrant crisis*

Jan-Fredrik Hovden, *The refugee crisis in Scandinavian press*

Kari Karppinen, *Deconstructing digital rights*
The media and migration policy in Scandinavia: the 2015 migrant crisis.

Ragnhild Mølster, University of Bergen, ragnhild.molster@uib.no

This article is based on a recently started project on the relationship between mediated public discourse and political decisions on immigration issues in Scandinavia from 1970-2015. The project is part of the larger project “The Immigration Issue in Scandinavian Public Spheres 1970-2015” (SCANPUB).

During the period from 1970-2015, public discourses on immigration were rather different in the three otherwise so similar countries, and so were their immigration policies. This article will focus on the events of 2015, when more than a million migrants and refugees crossed into Europe, sparking what is usually called the migrant crisis (or the refugee crisis). As many other European countries, Norway, Sweden and Denmark took emergency measures in order to cope with the high numbers of refugees crossing their borders.

Through analyses of some 20 semi-structured interviews with Scandinavian politicians from the governments and the parliaments, as well as with public servants and communication officers in the ministries that deal with immigration issues, the article will seek to identify and understand links between public debates and political decision-making in Scandinavia during the migrant crisis in 2015.

The interviews will be analyzed in relation to actual changes in the immigration policy in the three countries during this period (restrictions, new laws, agreements etc.). The theoretical frame of the article is normative democratic and public sphere theory. In a deliberative democracy, public discourse should provide a basis upon which politicians should make informed decisions. However, governments are free to listen to the public opinion or not, and to take a negative, affirmative or indifferent attitude towards it. The article’s key questions are whether, how and to which extent public opinion in fact did inform and influence political directions and actual political decisions in the Scandinavian countries during the 2015 refugee crisis.
The refugee crisis in Scandinavian press

Jostein Gripsrud, Jan Fredrik Hovden and Hilmar Mjelde

How was the refugee crisis of 2015 covered in the Scandinavian press? Arguing that Scandinavia offers a particularly interesting case, both because of the three countries’ shared qualities (similar cultures and political organisation, including strong welfare state, and similar media systems), the study follows the coverage of the Syrian refugee crisis of 2015 in six major Scandinavian newspapers (two in each country), for ten days after each of three important events: The mass drownings in early April, publication of the photo of Alan Kurdi in September and the November attacks in Paris. Major patterns in the coverage, including the framing of the immigrants, the arguments in play and the voices we got to hear, and how this differed by country and outlet are established via an extensive content analysis of 360 news articles and selected qualitative readings. A discussion of the differences between the Scandinavian coverage and the coverage in other major European countries follows. This work is part of the SCANPUB project, which studies Scandinavian immigration debates 1970-2016, whereas the research design is adopted from the «Migration and the Media» project at LSE.
Deconstructing digital rights
Kari Karppinen, University of Helsinki, kari.karppinen@helsinki.fi

Terms such as “digital rights” and “internet rights” now have a prominent place in political, academic and public debates around the world. The calls for the protection of citizens’ digital rights have resulted in countless reports, projects and political declarations in different national, regional and global contexts over the past two decades or so. In recent years the rhetoric of digital rights has gained even more prominence as several governments, regional and international organizations (UNHRC, UNESCO, OECD, G8), and non-governmental organizations have produced high-profile declarations on citizens’ rights and freedoms. Digital rights have also become a prominent cause for critical research, political activism and civil society organizations globally.

Declarations alone do not mean that current communication and information policies would actually prioritize rights considerations, but may instead reflect the perception that they are increasingly threatened, as continuing concerns over new architectures of control, censorship and surveillance imply. In any case, it seems that individual rights now constitute a central normative framework for approaching political and normative issues related to the structure and regulation of new digital media technologies. However, digital rights can be debated from diverse perspectives and there is no shortage of disagreements about the meaning and interpretation of relevant rights, the means by which they can be realized, and how they should be balanced with other concerns, such as security or economic efficiency. Nor is there consensus on what kinds of institutions are needed to uphold and enforce these rights in the non-territorial, regulation-averse and rapidly changing digital media environment.

Instead of focusing on specific regulatory issues or legal frameworks, this paper assumes a broader, theoretically oriented view of “digital rights” as emerging normative principles for the governance of digital communication environment. The paper will attempt to deconstruct the burgeoning discourse on digital rights by asking: Why is it that media and information policy issues are increasingly framed in terms of individual “rights”? What are the limitations of the rights discourse? On what understanding of rights do the various political and civil society declarations on digital rights rest? Theoretically, the paper will draw on debates in political philosophy where “rights” have been variedly understood as individual liberties, permissions, entitlements that place obligations on others, capabilities, or mere aspirational ideals.

To examine different understandings of digital rights, the paper analyses recent academic literature on digital rights as well as empirical material, which includes reports, declarations and other policy documents produced by national and international governmental as well as activist and civil society organizations. Based
on the analysis of these documents, the paper examines possible differences in the understanding of rights in the context of the internet and digital media geographically, ideologically, and between organizations of different types (governmental, non/governmental, activist, business). To summarize the results, the paper attempts to present a typology of different discourses on digital rights to roughly illustrate the different normative approaches and their underlying ideological assumptions.
Saturday, 19 August
09.00- 10.00

Luca Rossi, *Algorithmic censoring of images of protest in social media*

Thomas Slätis, *Media practices and conflict transformation*

Algorithmic censoring of images of protest in social media

Christina Neumayer, IT University of Copenhagen, chne@itu.dk

Luca Rossi, IT University of Copenhagen, lucr@itu.dk

In recent years, images and visual communication have played key roles in activist communication on social media (Mortensen 2013; Poell & van Dijck 2015; Neumayer, Rossi & Karlsson 2016). Despite the recognized centrality of visual content, it has thus far been neglected in studies of social movements and protest events employing computational methods. The present research provides insight into the detection of violence in protest through image recognition technologies, which could contribute to closing this gap in our knowledge and opens up further questions about the algorithmic censoring of social media images in protest events.

The proposed paper presents the third phase of an analysis of Twitter data collected during the Blockupy Frankfurt action on 15 March 2015 (Neumayer, Rossi & Karlsson 2016). Through a social network analysis of Twitter communication, the first phase (focussing on the identification of groups of users behind the production and dissemination of Twitter messages) produced two major results: It confirmed the relevance of (violent) visual content and observed the central role of the official Frankfurt am Main police Twitter account. The next phase identified the conflictual narratives of police and activists in the most retweeted 1% (n=119) image tweets (images, videos). This third phase (partially following Bechmann 2017) will compare the results of image recognition technologies (Google Vision 2016) to a manual quantitative coding of the larger sample (n=1119) of image tweets in the Blockupy Frankfurt actions and will discuss the results. Two coders manually coded the 10% most-shared social media pictures produced during the Frankfurt protest (n=1194). Coders coded for the content of the pictures as well as for the presence of violence. After this phase, we compare the results with the results obtained by Google Vision to test the accuracy of image recognition for social media data from protest events.

The results identified two major problems: First, image-recognition technologies are trained at recognizing entities (people, faces, specific objects, etc.) in images, a process based largely on their ability to learn by processing ever-greater quantities of visual content. Consequently, entities that are underrepresented are less likely to be recognized by these techniques. Second, the conceptual translation from a ‘set of entities’ to a specific social situation leads to the question of whether computer vision algorithms can recognize the social dynamics commonly associated with protest (and particularly violence). The two problems combined raise further questions regarding censorship based on image recognition. How can image recognition be used to identify violent images in protest events? Should social media companies be able to further censor content based on the algorithmic detection of inappropriate visual content? And what consequences does the
censoring of violent images have for activists who tactically use social media images to bring about social change?

References


The proposed paper explores institutional practices of media from a conflict transformation perspective, with the aim of understanding the role of journalists and editors as unintended conflict actors. Their treatment of topics and editorial decisions are reflected in media content, and in particular topics related to the political and economic domains, may impact on conflict dynamics thus rendering the media into a political institution. Although not addressed in this paper, the empirical data will relate to the violent conflict in eastern Ukraine. This presentation is part of the theoretical and methodological components of my PhD project.

The study departs from a purely social constructivism model by coupling it with critical realism, which on the one hand allows to recognise media as a fundamental vehicle for creating and recreating the social, while on the other anchoring conflict transformation theory in causalities recognised by critical realism. From a constructivist standpoint, journalists and editors can be conceived as the foot soldiers describing and hence creating the conflict in the public domain. The key concept here is mediatization, which recognises the two-sided work of the media in a modern society: media both as an independent societal institution, and as an integrated part of other institutions, including government and defence, through the institutional activities performed through media.

In the context of violent conflict, it has been suggested that media as an institution has entered a new phase of mediatization, “arrested war”. It is characterised by an appropriation and control by mainstream media of previously chaotic dynamics of social media. Mainstream media are selectively ‘arresting’ exchanges of social media, recognising and granting them credibility by entering them in the mainstream media, while simultaneously selecting and gatekeeping information that feed into to the mediated construction of reality. It is specifically the negotiation across this interface by journalists and editors that is of interest. The mediatization performed by journalists and editors, and guided by the institutional practices of media institutions, is analysed in the framework of conflict transformation theory.

Conflict transformation theory can be described as actions and processes which seek to alter the various characteristics and manifestations of conflict by addressing the root causes of a particular conflict over the long term, including structural, behavioural and attitudinal aspects of conflict. Hence, underscores the importance of longitudinal character and recognises that conflicts may not have clear beginnings and closures. These aspects lend well for analysing long-term processes of media institution.
The planned methodology applies a ‘diagnostic’ approach, which focuses on the five ‘transformers’ identified in the basic framework of conflict transformation theory. These ‘transformers’ will allow to interpret the activities of media actors as they pertain in relation to the conflict surrounding them. Provided the key concept of “arrested war” as a specific form of mediatization, such activities will focus on the appropriation and control of dynamics by mass media, in particular vis-à-vis the interface and negotiation with social media. The empirical material is not yet collected but the intention is to conduct semi-structured interviews with journalists and editors of mass media outlets in government-controlled areas, and if accessible, non-government controlled areas.

Political Conversations on Japanese Twitter: “Take Them Back”
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Abstract

Keywords: nationalism, hate speech, Zainichi Koreans, social network analysis, Node XL

This paper analyses political conversations about controversial topics on Twitter in Japan. The goal is to delve into the role of SNS and news media as mechanisms which enable formation and reproduction of identity of nationalism, extreme patriotism and hate speech online.

Approximately 15000 tweets were collected in January and February 2017 in three different conversations. These conversations relate to: a halt of diplomatic relations between Japan and Korea about the ‘comfort women’ issue, a controversial book placed in room in one of the most popular hotel chains in Japan, and a scandal over alleged payments to anti-US bases’ protesters in Okinawa.

In order to analyze these conversations, the paper utilized social network analysis. Tweets are collected and analyzed by NodeXL. This is an Excel add-on which enables researcher to access SNS data streams, calculate network metrics and perform text/sentiment analysis. Several social network metrics are used as basis of the analysis.

The analysis showed that tweets are repetitive, revolve around a link to a news, and are extremely polarized. The majority of participants could be characterized as members of the so-called ‘netouyo’ or the Internet right wingers. Few participants serve as focal nodes and they hold these conversations together, thus enabling ideas to cross over and reach numerous discussants. The focal nodes are individuals who have more prominent profiles in larger society or some of its parts. For example, a former right wing politician, a known organizer of demonstrations which discriminate against a specific group in Japanese society, the Zainichi Koreans; and Twitter users who maintain some of the leading ‘matome’ or aggregate web sites. These site feature extreme nationalistic and xenophobe views.

Preliminary analysis reveals that Japanese online conversations on Twitter come in a flavor of nationalism of exclusion, promotion of group claims, and defensive identities. Discussion revolve around unresolved animosities from the past and voicing out who and how should enjoy the privileges of belonging to Japanese society. The analysis also shows that there is a strong hostility towards not only groups in Japanese society which are seen as not being Japanese, but also against Japanese who are seen as anti-Japan. These are mostly identified among the mass media and leaders of the movement against different forms of discrimination and hate speech.
In addition, the analysis of several key profiles, identified on the basis of betweeness centrality measure, shows that participants in these conversations are in favor of strong state and this state should resemble the ‘proud’ pre-WW2 Japan. Similarly as above, excluded from such visions of ‘proud’ Japan are at the first place Zainichi Koreans, who are the 2nd or 3rd generation of Koreans from the Korean peninsula living in Japan, followed by the nationals of both Koreas, China, and other foreigners. The news diet of these Twitters is poor: they mainly tweeted, retweeted or mentioned a small number of news sources: Yahoo News Japan, Saneki, Asahi, aggregate new site Hosyusokuhou, and NHK.

Literature on nationalism, political extremism and hate speech is used to theoretically discuss these conversations. Finally, the paper looks into a question that inevitably emerges from this set of data: which kind of nationalism can be considered good, or, which one is bad.
Saturday, 19 August

10.15-12.15

Bjarki Valtysson, *Going with the Flow? Civic Agency in Algorithmic Software Culture*

Javier Ruiz-Soler, *Twitter as the new Coffee House? The mapping of the European Political Twittersphere and its significance for the European Public Sphere*

Inka Salovaara, *Political Participation as Media Assemblage: Affects in Digital Networks*

John Grönvall, *Public Service media under political pressure – what the national evaluations convey about the agency of Nordic news media*
This paper discusses political participation on social media from the viewpoint of civic agency in algorithmic software culture. The notion of algorithmic software culture is meant to capture essential dynamics of communication conducted on social media as the user-generated content produced by citizens is not only facilitated, but also formed in specific ways by the software structure and algorithms of social media. In terms of civic agency, this paper will lean towards Dahlgren’s understanding (2009, 2012) which emphasises the interplay between meaningful participation and the integration of agency within larger cultural environments which have relevance for politics.

Theoretically, this paper will start by accounting for algorithmic software culture and how this relates to the interface, protocols and algorithmic logics of commercial social media, with special emphasis on Facebook and Instagram (Barry 2009; Berry 2011; Bucher 2016; Chun 2011; Fuller 2008; Gillespie 2013; Galloway 2004; Striphas 2015). The participative patterns of Facebook and Instagram will be critically analysed and demonstrated how citizens are made to ‘go with the flow’ invoking critical voices that traditionally have focused on the political economy of social media (Andrejevic 2013; Dean 2005; Fuchs 2010, 2014; Mosco 2014; Nissenbaum 2010; Scholz 2013, 2017, Terranova 2004, 2013, van Dijck 2009, 2013). However, despite these critical aspects, citizens have nuanced understanding of whether their communications are only going with ‘pre-programmed’ flows, or whether their communication on social media indeed shape spaces of agency where the prescribed ‘going with the flow’ becomes questionable.

In order to account for how citizens articulate civic agency on social media, this paper will analyse data collected through observations (Kawulich 2009), focus groups (Stewards & Shamdasani, 2000; Bloor, et. al. 2008) and qualitative interviews (Creswell 2009; Gaskell 2000) with citizens in Denmark containing in all 46 respondents. The data was collected from June 2013-October 2015 and includes citizens’ articulation of how they perceive interface structures, algorithmic logics, data policies, statement of rights and responsibilities and community standards.

The underlying ambition of this paper is to provide a critical theoretical analysis of Facebook’s and Instagram’s interface structures and algorithmic logics and compare these to citizens’ own articulations of their use of these media. By doing this, we come closer to understanding how citizens perceive the potentials of civic agency when managing these technologies, and whether they recognise these as having political potentials. The aim of the paper is therefore to provide perspectives of citizens’ own perceptions
when communicating on Facebook and Instagram, and particularly in which ways they understand these technologies as spaces for political civic agency.
Twitter as the new Coffee House? The mapping of the European Political Twittersphere and its significance for the European Public Sphere

Javier Ruiz-Soler, European University Institute (Florence), Javier.ruiz.soler@eui.eu

Abstract

Keywords: Twitter, network analysis, European public sphere, networked public sphere, civic engagement

This article is an explorative approach to Twitter networks of European topics, named as European Political Twittersphere. More specifically, in this paper I look into European Issue publics as a study case. Since there is a lack of extensive empirical research in how these European networks are organized, either what qualities or characteristics they have, it is important as a first step, to explore and understand these networks for further analysis. The purpose of this article is to discern the main characteristics of these networks by using Social Network Analysis and the theoretical framework of Networked Public Sphere.

Social Network analysis (SNA) comprises the mapping and measuring of relationships and flows between people, groups, organizations, computers, URLs, and other connected information. SNA is, therefore, an analytical method that focuses on the structures and patterns of relationships between and among actors in a network. These maps are similar to aerial photographs of crowds, showing the rough size and composition.

The main argument of the theory of networked public sphere put forward by Benkler is that contrary to traditional public sphere which can be dominated by the mass media and political institutions, a networked public sphere provides room for other actors (including NGOs, think tanks, and individuals) to make their voices heard, being in the center of the network diffusion. This distributive collective action forms a complex and powerful alternative public sphere that serves as an arena for communication, organizing, and collective action, connecting a wide range of actors and organizations.

The paper follows the same approach of previous research mapping online public spheres in different countries (such as Russian and/or Australia), or about different issues (such as #sopa, #pipa, #outcry).

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1 The Transatlantic Trade and Investment Partnership (#ttip), Mario Draghi, President of the European Central Bank (#draghi), discussion online regarding the exclusion of Greece from the European Union (#grexit), Group formed by the European Commission, the European Central Bank and the International Monetary Fund (#troika), Treaty which led to the creation of Europe’s borderless Schengen Area (#schengen).
However, it is the first time genuine European topics have been taken as a case study extensively. I make use of DMI-TCAT software to gather the data, iGraph in R for the analysis, and Gephi for the visualisation of the networks.

The main conclusions of the research show that topics of European relevance such as #schengen and #ttip although have characteristics of networked public sphere, can be considered more as a public arena. Nevertheless, is easier for civil society and citizens to interact and get attention at the same level than media, institutions and politicians, transforming the characteristics of the traditional public sphere.

The outcomes of this paper are important to understand networked public spheres. More specifically a possible European networked public sphere, taking Twitter as the example platform with its characteristics, and European twitter topics as a study case. What is learn here about the structure and configuration of these networks, is important for the understanding in depth of new ways of communication and interaction of citizens, and its implications for the emergence of the European Public Sphere. This study, therefore, brings light not only into the structure of the communication flows, but also the common concern of EU citizens talking and interacting about these issues between them.
Political Participation as Media Assemblage: Affects in Digital Networks

Inka Salovaara, Syddansk Universitet

Keywords: assemblage, network, digital ecology, affect materialism, complexity, media, participation

During recent decades, media studies, technology, and human geography have increasingly aligned. The media–space-technology nexus has emerged not only as a cultural phenomenon, but also as a site of emergent political and participatory dynamics. The digital ecologies and their participatory affordances have changed the theoretical and methodological basis of how we look at the new ephemeral political participatory communication.

The governing metaphor of these interests has been that of the network and assemblage. Networks are complex arrangements of digital and material space with no clear centre points or dependence upon hierarchical relations of difference. The network metaphor is adept in relation to digital media as it stresses a non-hierarchical way of thinking about difference. Yet digital media networks are capable of constituting seemingly fluid, but complex power geometries' (see Massey, 1993). Latour (2005) has raised awareness of the ‘agency of things’ by focusing on how space and its internal divisions (sites, flows, networks, and nodes) are connected within networked spaces.

This notion of assemblage is based on DeLanda’s (2006) realist social ontology about objective processes of assembly. DeLanda (2006, 3) defines assemblage as ‘being wholes whose properties emerge from the interaction between parts’. The ‘assemblage’ refers to a wide range of social entities, from persons to nation-states, that can be treated as assemblages constructed through very specific historical processes, processes in which language plays an important, but not a constitutive role.

These various assemblages represent complex ecologies of subjectivity in which political agencies emerge as a consequence of the distinct articulation of a number of heterogeneous elements within a digital ecosystem. The political agency cannot be understood in terms of the engagement of an autonomous individual with a number of practices and intentions. On the contrary, the agency is a distributed phenomenon that can only be understood by tracing the complex ecologies that are distinctive to topological structure of digital media ecologies.

Firstly, this paper explores new affective participatory practices and digital networks of recent participatory, political movements. Theoretically, the paper takes its starting point the focal position of processes of assembly and the realist social ontology of actor-network structures of digital media ecologies. It explores
new types of participatory assemblages and how they use material and virtual media spaces as part of their subversive action.

Secondly, the paper proposes a framework for considering new materiality in the field of participatory action: the assemblage and complexity theories. Drawing on literatures beyond democratic participation to imagine post-human assemblages for participation, this paper argues for a relational ontology that emphasizes the complex interactions among the elements of an assemblage. This has implications for understandings of agency, subjectivity, and affective affordance within digital ecosystems. Empirically the paper draws on author’s case studies on digital network movements, Pussy Riot and Femen (2014; 2015) and ‘Je suis Charlie’ (2015), Info Amazonia (2016), and Anonymous (2017). The paper concludes by highlighting the methodological and ethical challenges within the field.
Public Service media under political pressure – what the national evaluations convey about the agency of Nordic news media

John Grönvall, Arcada, Helsinki University

Introduction

This paper presents primary results for the study of the Nordic Public Service media in a state of flux. Alterations in the current political climate have carried new initiatives regarding the roles and duties of Nordic public service media. This debate on public service media’s mission is particularly interesting since the results of the commissions and audits of national public service have recently been released in Sweden, Norway, Denmark and Finland.

The objective

Consequently, it becomes a timely and worthy topic to analyse how these political developments affect the agency of public service media's responsibility as guardian of democracy in the Nordic welfare societies. The research question of the article is:

How do the reports and evaluations describe the changing roles, duties and agency of the Nordic national public service news media institutions?

The study aims to gain an insight into how the agency of the Nordic public service news media is changing and what the implications are for the epistemological dimension of democracy.

Theoretical framework

Currently there is an on-going polarization of the political climate in the Nordic countries. The marketization, globalization and digitally induced endless stream of content outdate business models so quickly that the traditional media houses are having difficulties to adapt in time. Moreover the move from traditional broadcasting to an on-demand, online world has created a conflicting situation between the public service and commercial media, leading to discussions and redefinitions about what roles public service media should have in the online environment.

Meanwhile, the rise of populist forces in the national political arenas, transform into regulatory practices affecting public service broadcasting policies in particular. The paper connects to a Habermasian tradition of critical theory and deals with fundamental democratic issues of media and public interaction in civic society. Moreover it builds on the work of Syvertsen et al., (2014, 2016) and their concept The Media Welfare State.
The empirical material

The empirical material used in the study is the national evaluations conducted in Denmark, Norway, Sweden, Finland and to some extent Iceland. The state media inquiries and the ministry and government reports amended with the documentation and yearly reports from the Public Service companies themselves and the TV-Radio authorities, constitute the core material for the study, in all 1500 pages which is enough data to support significant findings.

Method

The empirical material is analysed using a combination of recursive abstraction and coding of the data. The coded material is analysed, the data is summarized and the summaries are then further summarized to create a concise overview. We examine the explicit and implicit premises of the various arguments, from within the paradigm of civic society, public service and democratic nation-states of the Nordic model.

The discourses that represent and construct organizational understandings, both political (government) and institutional (public service), are analysed. The data is used to unpack how the reports give the roles and duties of public service media concrete meaning. Conclusions are then drawn about what these interpretations, conceptual metaphors and underlying tacit assumptions say about the agency of the Nordic public service houses.

Expected results

The study will likely confirm that the Nordic media landscape is in the midst of a major paradigm shift. The reports are expected to carry substantial amounts of information the future roles of public service news media as guardians of democracy in the Nordic Media Welfare States.
Saturday, 19 August

14.30-16.15

Salli Hakala, *Prime Minister and promotional logics*

Doga Ulas Eralp. *Social media as a tool for inclusivity in Turkey’s Kurdish Peace Process*
The purpose of this study is to investigate the complex interplay among governmental communications in the context of the Finnish media society from the theoretical framework of professionalisation. I have examined in doctoral thesis (Hakala 2015) Finnish society from the historical viewpoint of the ongoing changes in the occupational roles of governmental information and communications specialists (i.e., professionalisation) from the post–World War II period to the 2010s, interpreting this professionalism as a societal phenomenon. Governmental communications practices have expanded and changed, from propaganda to publicity, communications, diverse public management and promotion. In this study I will continue on contemporary promotional logics within political, cultural and public life.

Therefore, the significance of the media in the context of modernisation has also increased, and changes in the media have had a significant impact on government communications. In a modern media society, the role of government communications is focused on the power of definition, namely how information, motivations of preparation and decisions, and the positions of different parties are publicised. In addition, basic rights and the access to information principle create an ethical and professional foundation for all information officers in a constitutional state.

This paper examines the methodology of contemporary study on the sociology of professions (e.g. Abbot 1988, Freidson 2001). I have therefore structured the research from the perspective of the third logic of the theories of sociology of professions. Elliot Freidson has described the ideal type of professionalism as falling between the ideal types of the free market (see the work of Adam Smith) and of the state bureaucracy (see the work of Max Weber) as the third organising logic of the division of labour in modern society (Freidson 2001).

The data used in this study consist of five special cases of governmental communications of Prime minister’s Office (media performance, press releases and press conference, so. tv, press, internet) during PM Juha Sipilä’s first two years 2015-2017 and the norms and guidelines of Finnish governmental communications. The data will be analyzed by using thematic approach to argumentation on how Prime Minister argue his purposes in public. I will use my previous research findings of the ethos of government communications specialists in democracy (see Hakala 2015, 242): 1) From the foundation of the obligations of bureaucracy rises respect for authorities, 2) from the foundation of free market rises promotional ethos and 3) moral-
based educational ethos is at the core of professionalism. Promotional activities and strategies have gained an important role in contemporary societies as they circulate rapidly across all sectors of society, concerning also governmental communications. The main research questions rises from critique of promotional cultures (see Davis 2013): How is promotion affecting Prime minister’s media performance and governmental communications in Finland today?

The key findings of the study will be focused on the role Prime minister’s argumentation: as a professional consult, as a bureaucratic gate keeper, as a market-orientated promotor. So the governmental communications are restricted by both the free market and bureaucracy, creating a kind of hybrid that combines both consumerism and bureaucratic managerism out of the profession and promotional cultures.
Social media as a tool for inclusivity in Turkey’s Kurdish Peace Process

Doga Ulas Eralp, American University

This paper analyzes the role of social media news networks as an effective tool to include the public in Turkey’s Kurdish peace process. For more than three decades the violence between the PKK (Kurdistan Workers Party) and Turkish government has cost tens of thousands of lives, hundreds of thousands of IDPs, a widespread mistrust and a visible ethnic tension between the communities. Previous three peace initiatives between 2009 and 2015 failed amidst a cloud of uncertainty and opaqueness. Turkish Government allowed the mainstream media very limited access to the content of the talks only post-facto in an attempt to prevent any public backlash in case of a compromise. During these talks Turkish citizens had to rely heavily on social media networks such as Twitter and Facebook as their informal source of speculative news to develop and project political attitudes regarding the peace talks. This study looked into a total of randomly selected publicly available tweets by 100 real persons on Twitter during the last peace talks between 2013-15 employing a content analysis method and measured the political attitudes towards an eventual peace between he parties across five categories from very positive, positive, neutral, negative and very negative. The findings indicate that the relatively autonomous nature of exchanges between active citizen social media users led to the emergence of an alternative online narrative about an eventual peace that clustered mostly on neutral and positive attitude categories. This paper concludes by suggesting that the voluntary citizen participation in social media news networks opened up an inclusive space for public dialogue that was not sanctioned by the Turkish Government and for that reason is detrimental to the future of the Kurdish Peace Process.
NordMedia 2017

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Tampere, 17–19 August 2017

Abstracts

Division 9

Theory, Philosophy and Ethics of Communication
Thursday, 17 August

15.30-18.00

Kestas Kirtiklis, The Problem of Methodological Individualism in Mediatization Theory

Tarmo Malmberg, Materialism in Media Studies: A Comparison of Historical Materialism and Technological Materialism

Bo Reimer, Talking the Talk, and Walking the Walk. Practice Based Interventions in the Field of Media and Communication Studies

Risto Kunelius & Esa Reunanen, The emerging media landscape of political power
The Problem of Methodological Individualism in Mediatization Theory

Kęstas Kirtiklis, Vilnius University

Mediatization theory is arguably gaining its momentum in the field in communication studies. It has the ambition not only to provide a new perspective for the understanding of contemporary social world, but also an ambition to provide a new methodological framework for communication studies. This ambition, on its turn, raises several important philosophical questions, such as the explanation / understanding of agency in the mediatized social worlds. Should agency still be considered a human attribute, or should this notion be also applied to the media, which should not be considered merely tools and infrastructures anymore?

Any theory, which emphasizes the influence (or at least importance) of media on the social change and development are open to the risk of being accused of technological determinism. Mediatization theory is not an exception. However the advocates of mediatization approach usually respond that they are focusing not on the media and their influence on people and cultures (as it was in the case of so-called medium theory, championed by Marshall McLuhan and his followers); rather they claim to focus on the interaction between media and society and their mutual influences, thus providing an adequate description of contemporary social reality, without pointing exactly what comes first and which side is determinant.

The details and mechanisms of these relationships and interaction remain rather vague. Most of mediatization theorists seem to accept individualism on the ontological level as a worldview – the belief that individual values and choices in media consumption prevail over the collective ones. On the other hand, it is a questionable if mediatization theory is ready to accept individualism as a methodological position – which argues that the social processes should be explained by reducing them to the actions of individuals. Mediatization theorists do not provide clear and unanimous answer, but it seems that the media are considered to be a whole, i.e. some sort of holistic agent.

In this paper I will examine the forms of individualism in mediatization theory and argue that the ambiguous status of the media (as infrastructures and / or agents) reduces the explanatory potential of the theory.
Materialism in Media Studies: A Comparison of Historical Materialism and Technological Materialism

Tarmo Malmberg, University of Tampere

Intellectual life evolves in spirals. The same ideas in different forms keep coming back in media studies. One of these ideas is materialism as an explicit rationale for conducting research. Historical Materialism had its heyday from the late 1960s to the early 1980s. More recently, a new materialist turn, this time of the technological sort, has been taken with a similar ambition to challenge received notions of the field. Historical Materialism, conceived by Marx, was initially a reaction against both the idealism and natural-scientific materialism of the 19th century, whereas the new technological materialism ignores Historical Materialism, seeking inspiration from mathematical and technological sciences, computer science included. The paper will compare a hermeneutical-phenomenological version of Historical Materialism, such as that animated by works like Jürgen Habermas in Zur Rekonstruktion des Historischen Materialismus (1976), with technological materialism, taking for closer inspection Nick Couldry’s and Anreas Hepp’s The Mediated Construction of Reality (2017) with its program of materialist phenomenology. The comparison consists of three procedures. (1) The ontological analysis centres on the question of how to define the material nature of the phenomena that media studies explores. For instance, is media technology more material than the movements of capital or cultural forms on which media technology rely? (2) The methodological analysis deals with issues pertaining to explanation. In more detail, the conceptions of causality adopted by both schools of thought are scrutinised, specifying the relation both between explanans and explanandum and between statics and dynamics. That is, which factors are seen as determining and which as determined, and which is the relation between invariable and variable aspects of the phenomena to be explained? 3) The axiological analysis focuses on the question of how both approaches understand the normative aspect of media evolution. Which standards should we apply when evaluating the desirability of media evolution, and where do we get these standards from? Both Historical Materialism and technological materialism aim at a macro-theory of social evolution, of which media evolution forms part. In this, they are ambitious projects of tackling with complex entities and processes. In conclusion, their respective merits and defects are discussed, with a plea for more Marxism to counter and balance the latest materialist turn in the field. An attempt is also made to shortly revisit the old debate between materialism and idealism, taking into account recent developments in idealism (Hösle and Suárez Müller, ed., Idealismus heute, 2015). In addition, there’s an attempt to put forward principles by which different theories could be adequately compared in media studies.
Talking the Talk, and Walking the Walk. Practice Based Interventions in the Field of Media and Communication Studies

Bo Reimer, Malmö University

The field of media and communication studies is an ever evolving and changing field, and discussions of paradigm shifts take place continuously (Corner, 2013; Couldry, 2013; Gray and Lotz, 2013; Lang, 2013; Pooley, 2016).

A specific characteristic of the field is that it is multi-disciplinary, having linkages to many different traditions. However, it should be noted that even if the field is multi-disciplinary, most conducted work belongs within the humanities and the social sciences.

The field is thus analytical/critical: As a media and communication researcher, you theorise, analyse, interpret, and produce conclusions. Additionally you may add normative statements, based on the analysis, and maybe even creative, constructive ones. But there is where you stop.

The latter stance does make explicit an interest in how things are, and an interest in the possibilities for change. In that sense it is a way of taking part. But it is a way of doing it from the outside. It is also based on reacting on things already there or already happening. Such stances are valuable, but it could be discussed if it actually is possible to stay on the outside, and whether that really is the best position to take.

In this paper, I will discuss the need, and possibilities, for a more practice based approach to media and communication studies than the ones that historically have dominated the field. A “Learning by doing” approach (Dewey 1916/1944) is an approach which opens up possibilities for fruitful collaborations between media researchers and other academics interested in media – academics with backgrounds in media technology, digital humanities, HCI, computer science, and interaction design, as well as artistic based researchers – and it is an approach increasingly gaining interest and attention (Kember and Zylinska, 2010; Ratto, 2011; Löwgren and Reimer, 2013; Lindström and Ståhl, 2014).

What is crucial in this approach is the orientation toward intervention and change, where creative work is part of the knowledge production, and where the focus is on how something could be, rather than on how something “is”. It is thus an approach based not only on reacting on the given, but also on the starting of processes that wouldn’t have happened otherwise. In the paper I will discuss how this approach challenges traditional ones, and what its impact on the field may be.
References


The emerging media landscape of political power

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Building on an interpretation of Niklas Luhmann’s systems theory, we have argued that by identifying the control of public attention as the key power resource of the media system, it is possible to distinguish a shift between two phases of mediatization (Kunelius & Reunanen, 2016). The first, mass media phase, sees the power of attention centralized to a ‘monopoly’ of large media institutions, which also forms the basis of professionalism as a legitimation discourse of the practices of mobilizing this power. The second, networked phase, in turn, sees this privilege of mass media institutions challenged by a new, more diffuse and complex infrastructure of attention economy.

While a systems theory approach offers clarity in understanding the dynamics of mediatization, it fails to open crucial questions of the role of communication in the struggle of political power – the fact that (after capturing the necessary attention) political power always needs to build legitimacy (authority) in order to carry its potential into consequential action. In the paper, we ask how the shift to the second phase of mediatization has affected the role and dynamics of mediated publicity as a site in which political legitimacy has to be performed and gained.

Following and developing Habermas’ model of communicative action, we distinguish three conceptual dimensions of building and performing public authority (legitimate political power). These three aspects can be labelled 1) knowledge (truth), 2) values (rightness), and 3) trust (truthfulness). We elaborate these validity dimensions and discuss some of the analytical problems related to them. How do these legitimacy-aspects (theoretically) relate to the shift from first to second phase of mediatization? Which validity claims are gaining in importance (i.e. fit better the affordances of the new environment) in the current media attention economy? What kind of institutional effects – on politics, on journalism, on expertise – these changes imply? How can media research (through such reflections) contribute to the broader social theories of political power – and help us evaluate the changes that are taking place? By presenting these questions and ideas, we argue that a theoretically nuanced reading of the current landscape of political communication and power demands a synthetic approach that appreciates both the usefulness and critique of systems theory.
Friday, 18 August

14.15-15.15

Patrick Burkart, *The Hacking Team as Cybermercenary*

Stina Bengtsson, *A manifesto for the user: reclaiming user agency in digital media ethics*
The Hacking Team as Cybermercenary

Patrick Burkart, Texas A&M University, pburkart@tamu.edu

This paper considers hacking for advantage and cybersecurity to represent technology practices characteristic of cybernetic self-regulation in complex, global markets and transnational regulatory systems. Theoretical framework of the study is framed by the Theory of Communicative Action and its critical social systems theory and the sociology of risk. The methodology used to conduct the study is an analysis of case studies of mass hacking episodes in the US and Europe, and global markets for cybersecurity software, as discovered in research materials including news reports and WikiLeaks documents related to mass file “exfiltrations” of media companies. Cases illustrate that hacking and its filial practice, cybersecurity, function similarly to money and power as symbolic “steering media” among social subsystems (especially between law, politics, and economy). The cases reviewed include hacks of Estonia and Georgia, Sony Pictures Entertainment, cybersecurity companies including The Hacking Team, and “revolving-door” intelligence services like HG Geary and Stratfor.

The key findings of the study are that institutionalized, adversarial hacking campaigns are normal features of public and private sector actors, that these campaigns rebalance political and economic risks within and between social subsystems, and that the Theory of Communicative Action can accommodate hacking for advantage and cybersecurity practices using sociological systems theory
In the aftermath of the American election, a discussion has aroused about false and true news. Many of the most viewed and shared news items distributed by the largest social networking sites, Facebook and Twitter, has been claimed to be false and voices have accordingly been raised for an enlarged responsibility of platform owners, highlighting the role of algorithms in the ethical conditions of our times. Mark Zuckerberg, the founder and owner of the largest social network platform Facebook has, as a response to this, promised to overlook how Facebook constructs algorithms in order to identify and sort out false news from the Facebook news feed, so that technology will no longer be accused of supporting untruthful news producers and, in the long run, mislead the broader public and obstruct democracy.

These and similar questions, now overtly discussed in public debate as technological solutions to problems of public opinion and real life politics, have long had their equivalents in the academic debate on the ethics of digital media. One major strand follows the routes of Science and Technology studies and Actor-Network-Theory, and claims technological neutrality and a merely mapping of the ethical conditions of digital life. Another strand can be found within the field of machine ethics, or ethics of the algorithm, claiming producer responsibility and an urge for more outspoken accounts of technological transparency. Though divergent, both sides propose analyses of technologies as artefacts and frameworks to understand the ethics of contemporary culture and put forward the construction of fair and just technologies and algorithms as solutions to diverse contemporary ethical dilemmas.

In this paper I will discuss the advantages and shortcomings with these approaches, by discussing their ontological foundations, empirical ambitions as well as normative stances. I argue there are several, and internally different, problems with these technology-focussed perspectives, as they on the one hand do not allow for change, and on the other put too much focus on the producer, and not the user, of digital technologies. The latter also assumes that some people, namely technologists, engineers and professional media producers (as well as scholars) are better equipped than others to manage the ethical conditions of digital media life.

Based on the above, I argue we need to reclaim the user in discussions of digital media ethics, and to give him and her renewed importance in the academic debate about digital media. This as the above discussed perspectives, either fundamentally disregard human agency by equalling humans to machines, or by putting too much focus on the role of professional media producers. The latter perspective is problematic, as it does not believe all humans to be competent enough to make their own decisions and take responsibility for their
own actions. I do however believe we all need to be able, and should be requested to, take responsibility for our own actions in and with digital media. To be able to do this we need ethical training and discussions about how to make judgements and consider the consequences of our actions, but also knowledge and skills about the technology per se.

In order to come to terms with the ethical problems with digital media, I propose education and human communication. We need to prepare every individual to independently handle the ethical dilemmas of our times. A widened and deepened perspective on Media and Information Literacy can do this, which apart from approaching the media only as content and institutions also take the mechanisms of digital infrastructures and algorithms into account.
Friday 18, August

15.45-17.15

**Marko Ampuja**, *Neoliberal “Ideology Critique”? Examining the Writings of Hayek and von Mises on Intellectuals, Culture and the Media*

**Sisu Xu**, *New Urban Poverty, Class Differentiation and Possibility of Solidarity. Non-material Labor and Knowledge Workers in Chinese Communication Industry*

**Steffen Krüger**, *Psychoanalytic Subjectivities and Digital Media*
Neoliberal “Ideology Critique”? Examining the Writings of Hayek and von Mises on Intellectuals, Culture and the Media

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This paper takes part in the ongoing sociological debate on the rise of neoliberalism from the viewpoint of media and ideology theory. I will examine the writings of two key economists behind the emergence of neoliberalism, namely, Ludwig von Mises and Friedrich von Hayek. Their works are important in terms of understanding the ideological aspects of neoliberalism, in particular in how they surface in Hayek’s and von Mises’s arguments against what they perceived the dangerous spread of socialist ideas between the early to mid-20th century. The writings of Hayek and von Mises are usually considered in the context of political economy or the history of economics, but they also contain a wealth of interesting and so far little-discussed philosophical, ideological and cultural dimensions that have relevance for media research as well. In the paper, I will focus on Hayek’s and von Mises’s works that target intellectuals, culture and the media as part of their more general critique of socialism, such as Hayek’s “Intellectuals and Socialism” (1949) and von Mises’s “Anti-Capitalist Mentality” (1956).

I will first go through recent debates concerning the history and rise of neoliberal thought, and situate Hayek and von Mises in those discussions. Following that, I will describe, first, the general aspects of their thought and, secondly, examine more specifically their analyses socialism, culture and the media, which offer a distinctive kind of neoliberal “ideology critique” that departs radically from more prevalent Marxist or left-oriented cultural or media critiques of the time. This will be followed by a critical assessment of their works. As part of this, I will comment on the political-ideological influence of Hayek and von Mises, which is not merely of historical interest. The efforts to challenge the dominance of neoliberal thought and policies today benefit from an understanding of the ideological foundations of current market liberal ideas that reject state regulation and attempt to introduce individual competition and the market as the regulatory principles that govern all social and cultural spheres, including the media.
New Urban Poverty, Class Differentiation and Possibility of Solidarity – Non-material Labor and Knowledge Workers in Chinese Communication Industry

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Introduction: Labor issues in the communication industry, a blind spot

Although there is no direct evidence that China has entered a post-industrial society (Bell 1976), this emerging Asian country also shares a common problem when facing the compressed modernization (Beck 2010), that is, the coexistence of the first modernity and the second modernity. In big cities and coastal areas, young people who have received higher education are unwilling to engage in agriculture and traditional industries. As Daniel Bell (1976) believed that, educated laborers are anxious to draw a line with the blue-collar workers, and university students will only become more and more conservative politically.

In response to Daniel’s negative view of the “New Working Class”, Frank Webster (2014) pointed out that “Information Work” is to help the industry to operate and develop, rather than simply consume the resources and wealth of the production sector. This kind of knowledge work and mental work in Schiller’s (1996) view, is productive labor, too. As long as the labor is invested in capital and employed in the production of value and is capable of producing the surplus-value that is occupied by the private. The concept of “productive labor” emphasizes an employment relationship and undifferentiated human being’s labor rather than “manual labor” or “mental work”.

Chinese scholar Wang’s (2014) point of view is slightly different from Professor Wilson (2011), Wang did not generally look at the problem of new urban poverty, but from the perspective of class politics and distinguishing two kinds of new poor. The former are the second generation of manual workers (young farmers and traditional factory workers), while the latter are university graduates who engaged in white-collar office work. They dream to become so called middle class members rather than enjoy the title of “worker” like their fathers. Most of them occupy government sectors, media organizations, educational institutions, public relations industries, business management departments etc. We can regard them as a broad communication industry because they deal mainly with words and information. While the non-material character of their work leads us failure of treating them as workers.
Traditional Marxism focused on the subjectivity of manual labors, however, with the development of capitalism to a new stage, the face of the working class has become blurred, and “Revolution” becomes a phantom, since social stratification is no longer simply divided into the working class and capitalists, according to Dahrendorf (1959). The production relations of capitalism seem to have succeeded in creating a large number of middle classes, but, is a man or woman working in office really not a worker?

Mosco (2008) reminds us of our collective negligence about analysis of workers in Information and Communication industries while he together with Mckercher (2008) show us that knowledge workers are facing a series of systemic risks such as commercialization of labor, technological change, neoliberal work discipline (such as long overtime; rapid depreciation of knowledge and skills; self-monitoring and brutal competition; piecework compensation and elimination system), job instability, the collapse of social security (Harvey 2007) (such as high housing prices; commercialization of healthcare; huge investment in education; and vulnerable risk response capability) and suppression of labor movement. The working conditions of office workers and the degree of exploitation have been no less than the factory workers in the Marxist era, with a large number of Chinese local studies confirming this (Fen 2001; Qiu 2009; Qiu 2014; Cao 2014; Hu 2014; Tong & Liang 2015; Zeng & Xu 2015; Liu 2016). Due to the dissipation of the socialist heritage, China’s youth rely less on collective struggle nowadays and tend to choose more personalized response, such as quit a job and complain instead of organizing a labor union to put pressure on the management side (Tong & Liang 2015).

In addition, the classic analysis of political economy of communication emphasized on the passive behavior of the audience, such as watching TV as working process, as a commodity (Smythe 1977) for advertisers. Recent research seems to go too further, having proposed that the social media audience actively post their moods and send goods pictures on the platforms is also a kind of “Marketing Content Production” and “Digital Labor” (Manzerolle 2010; Huang 2016) creating value and profit for new media companies and without being paid.

However, there are still very large blind spots between these two paths, that is, those who are still bound by the traditional labor-employment relationship and engaged in non-material knowledge work, whose proletarianized fate has been noticed by few scholars. As Benner (Benner & Dean 2000; See Castells 2004) pointed out that: the value from the work of companies or individuals under the new economy of the information society has become less dependent on the value of work and labor-creating, but more on the "money-making" movement in the capital market.

So are knowledge workers Marx’s “Worker” or not? The systemic risk and social pressure they face is no less than Marx’s factory workers. If that's true, where are the class consciousness, collective action or revolution? Is it possible to cross class divisions and national boundaries to against the global capitalist employment
system and to seek alternative one in a more equitable world? I try to answer Professor Mosco’s (2009) question in the book The Laboring of Communication: will knowledge workers of the world unite?

Research Question

As a researcher who is not a radical revolutionary, I plan to use the analysis path of Marx and its latest successors, relying on Chinese local empirical materials to test its effectiveness. Meanwhile the orientation of structural functionalism also has high value, so I hope to put forward some feasible ways and countermeasures from the perspective of sociology and public policy making.

1) Are knowledge workers “Worker” or not? Whether the concept of labor, worker, and class (Feng 2008) are obsolete? How to deal with Zizek’s (2007) concept of “the Excluded”, is it more effective in explaining reality?

2) Why there is no institutionalized resistance and organized collective action of knowledge workers under the socialist system to check the increasingly neoliberalizing working conditions and income distribution? Why individualized responses to structural social problems are so prevalent? Such as change a job for another rather than organize unions.

3) With the devaluation of labor value and the common exploitation, whether there is the possibility of uniting between knowledge workers and traditional factory assembly line workers. As the more subversive part of the knowledge workers, what role do the intellectuals play? Will they become allies of the manual laborers? How to understand the relationship between Gramsci’s “Organic Intellectuals” and knowledge workers?

4) How can we proceed from the angle of sociology functionalism and improve public policy and employment system, reducing the degree of exploitation on knowledge workers? And how to empower them to participate in decision-making in order to improve their quality of life and ability to resist risks?

In addition, take communication industry as an example, with the economic globalization and the changing media ecology, there has been an unprecedented trend of media convergence and centralization. Winseck (2008) keenly notices and prompts us to pay attention to this phenomenon, since the concentration of ownership together with the monopoly of technology has threaten the production of content, the diversity of the media market, and even freedom of expression. While in my future research, I will endeavor to prove that this kind of convergence is also bad news to media workers. From January 1st, 2017, in Beijing and Shanghai, two respectable newspapers will cease publication due to financial crisis. I met an old man at the post office when he was very depressed after being told that the newspaper he subscribed would no longer publish, just like an old friend leaving him. However, what he did not know is that behind the “death” of the
newspaper nearly 200 staffs are facing the risk of unemployment and only a small number of highly educated and skilled young members can find a new position in the newspaper group’s new media sector, continuing their work. He also did not know a large number of Chinese journalists have been abolished or transferred to the new media sectors in the name of media convergence, those who do not have new skills or do not adapt are eliminated, especially those serious news reporters rather than entertainment gossip colleagues. In order to save labor cost, everyone is asked to become a versatile individual, not only writing, but also taking pictures, making video, using social media platforms, and even designing and maintaining a website, which drive them “out of breath” (Chen 2011).

We can see that institutional guarantees and underpinning are missing here. So, I try to examine the convergence and centralization of media at a micro level inspired by Dwayne Winseck and to answer a question that who benefits from this convergence and who are being hurt?

Research Significance

This study attempts to make up for the blank in the study of labor on the knowledge workers, try to find whether knowledge workers are “Worker”, and are they “Symbolic Class” as Zizek’s (2007) definition. China’s former leader Xiaoping Deng proposed intellectuals as a part of the working class in 1978 (Zhu & Dai 2009). When employers occupy the initiative in the employment relationship, how to explore the source of subjectivity, class consciousness and collective action of the knowledge workers gain a more central status in my research. If this approach is considered pessimistic, then how to settle for second best to seek for the improvement within the framework of the existing system (such as revision and strict enforcement of Labor Law).

Meanwhile, as a new working environment, how ICTs affect the survival of workers? The emergence of new media makes boundary between working hours and private life become blurred. With the proliferation of E-mail, SMS, Twitter, Facebook and WeChat people are working all the time, as long as your boss follows you on internet, you will always be subject to surveillance and remote control. People have struggled for centuries to get the 8-hour work system, however, it now facing an unprecedented crisis. The right to rest and even the right to sleep are in danger. This October, the Japanese Cabinet adopted the first “White Paper Coping with Overwork Death”, which shows that interdisciplinary researchers and policy makers are intervening in this field.

Literature Review

In this field, Chinese and foreign scholars have made outstanding contributions. Some have analyzed the employment system of traditional media, while others have revealed the devaluation of knowledge and labor. At the same time, some show the gradual breakdown of the social welfare system, while others have
thoroughly investigated the neoliberal working discipline. A few valuable and possible solutions have been proposed. I will briefly introduce them as follows.

Cao’s (2012) research evaluates Chinese educated female workers by situating them in the context of social transformation and by analyzing the structurally suppressive power relations, she found how their labor has been devalued and how their living standards hardly improve. She also highlights the low wages and precarious nature of their jobs, resulting from hierarchical institutionalization in the aftermath of both the conglomeratization in the publishing industries and the budget cut on social welfare by the state.

Additionally, this paper argues that the precarious working conditions facing Chinese female knowledge workers are brought about by flexible employment and gender, which keep these educated female workers unprotected and exploited. Wang’ s (2011) similar research on China’s journalists reveals that after the reform and opening-up, they fell from the status of state cadres to the commercialized reality of writing laborers only in order to survive, selling their ideals of journalism.

Liu (2016) tells us that most of the number of agency workers in the PTS (Taiwan’s Public TV Station) had increased rapidly since 2008, while a total of around 200 agency workers represented 20% of the PTS employees during recent years. They are relatively young and high-educated, but most suffered from job insecurity and wage discrimination. The union movement of the PTS agency workers is unique for its two characteristics, including the internalization of public interests among the PTS members, and the young generation’s disobedience to the capitalism under the crisis of pauperization of work.

Zhu (2002) believes that in addition to the trade union law - the most powerful constraint to weaken the structural forces of the collective actions of the labor force, the differences in working interests between press blue and white-collar workers are the main causes of the weakening of long-term newspaper trade union forces. However, even in the absence of collective action cultural traditions, China Times Industry Union has been able to repeatedly challenge the objective conditions of action constraints, showed a strong union personality. It had something to do with the care of intellectuals and their consciously organizing to emphasize collectivism and stimulating workers’ awareness of the union, while them together became the pillars of labor against employers. And Yao (2014) further examines whether work organizations and trade unions are effective in the transforming China, after his research on Chinese publishing industry, which focuses on their changing social, economic, and political roles; as well as their dilemma, challenges, and opportunities associated with current social reform.

Xiang’s (2006) fieldwork in India, Malaysia and Australia reveals how new ICTs have facilitate global outsourcing, making IT workers in India transnational subjects. Standing (2011) shows how labors become ‘precariat’ in globalized markets and digitalized working environment. In Tong & Liang’s (2015) research, she points out that during the internet era, a new cooperative labor relation model is beginning to take shape.
Masses of marginal labor force are flooding the internet business. The order of technical symbol conceals instability, high-intensity, and fragmentation of their work. As a consequence, the traditional labor relation model of simplistic control has not been altered but reinforced by means of the internet monitoring.

Qiú (2009) introduces what issues of labor in the context of network society we should pay attention to and how to observe, analyze, and reflect upon these issues. He focuses on the new media industry, to see what are self-programmable labor, generic labor, and immaterial labor. He then provides a panoramic overview of recent experiences in China, including a wide variety of labor phenomena (such as so-called “playbor”) in electronic manufacture, information services, and Web2.0 “participatory” social networking service.

In the works focusing on Chinese new urban poverty, Lian’s (2009) “Ants: A record of college graduates live in the city village” is undoubtedly the most shocking book. He introduces young scholars in universities, new generation of migrant workers, the city new immigrants and university graduates, who rent apartments with friends, classmates, crowding in a very small space, just like ants. Therefore, mental workers and manual workers are facing the common situation, including vulnerability of social security, vicious inflation, as well as the housing market being manipulated and deprivation by capital. That reminds me of a wonderful discussion, “When the main exploitation on workers come to an end, they receive wages in cash immediately when the other portions of the bourgeoisie, the landlord, the shopkeeper, and pawnbrokers jump out and fell on them (Marx & Engels 1906)”. Recently a vivid note happened in the other side of the ocean, Pennsylvania State University Teachers’ Union (APSCUF) launched a collective strike, the strike was triggered by the fact that the contract between the Teachers Union and the Pennsylvania Higher Education Administration had expired in August 2015, and that the two sides had not agreed on the details of the new contract. They have fierce negotiations on two points: first, whether to adjust the existing wage level, the second one is to reduce the tenure teachers in the proportion of teachers and hire more adjunct lecturers and contingent faculties (Jiao 2016). Does it means that opportunities for knowledge workers actively being exploited are already scarce?

**Research Design and Methodology**

As a multi-sited ethnography, this study comes in two parts.

**The first part**

To begin with, how to find my “Field” is a thorny problem, since the definition of “office work” is too broad and if I head into an Internet company directly, I might be confused by a thriving scene. So I chose Shanghai Federation of Trade Unions as my first field point. Although China’s trade unions are only sectors of government and weak in labor protection, they still have to deal with a large number of labor disputes under
the pressure of China's current ideology and the socialist system. My aim is to analyze and observe the parts related to knowledge workers.

At the same time, if I could get a grant from the CSC Committee and go abroad, as a counterpart, I will be very eager to enter the foreign trade unions, particularly in the field of knowledge work, such as the Newspaper Association of Trade Unions, the Book Editors Association, and the Internet Industry Union etc. From a comparative study perspective, I aspire to introduce overseas theories and empirics to the Chinese Academia.

The second part

After collecting enough cases and building a macro framework, I will refine my work by selecting typical representative cases, and assist the labor union staffs to deal with the labor disputes as well as establishing contact with several clients. In addition to in-depth interviews, especially in the era of new media, the production process of knowledge workers cannot be separated from the ICTs technology, since the young people are living in a media society. They are living, working, socializing, and connecting with each other through the Internet. Theoretically, the ethnographic method of anthropology also developed into the recent progress: Virtual Ethnography (Hine 2008).

This part is more complex as it involves both their offline and online life that cannot be separated too distinctly as if they were entirely separate. Thus, the internet will be taken as a “place” where everyday life is (re-)produced, and the outcome socially shaped in development, use and interpretations.

For real-world part, fieldwork and semi-structured interview will be used in all their different life spaces. Secondary analysis will be used for double check. In the field, I will divide their naturally occurring everyday life (Emerson et al. 1995) into frontstage and back-stage (working/non-working times, real/virtual world) and different temporal dimensions (now/future), and collect data by participative observation and focus group interviews. By adopting Dramaturgical Theory in this way, I am trying to include all ‘time and social situations’ where ‘durability and mutability of subjectivities’ take place. To be more specific, I will focus on cultural productions, consumptions, friends-making and working-field activities. Special attention will be given to occasions where conventional and modern thoughts/ethics, different classifications and lifestyles, and upward mobility wishes and exclusions etc. contradict.

For semi-structured interview, about 30 interviewees (reporters, teachers, web programmers, civil servants, company clerks, employers as well as Labor Law experts) will be snowballed with the help of gatekeepers and key informants. For interviewees, I will take only one if a subject recommends more than one others. Diversity of age, gender, job type, sexual orientation and pattern of new ICTs use will be considered to avoid extreme cases and sampling bias.
As for virtual ethnography, given the fact that most of them use QQ (Qzone) and WeChat (Moments), I shall choose them as my virtual field, and by interacting with them online (chatting with them via QQ or WeChat, or giving replies or “likes” to their posts in Qzones and Moments) and analyzing their online content production (Qzone, Moments and so forth), I shall collect as much data as possible about their online behaviors, especially those different but related to the real world. Special attention will be given to the symbols and discourses they use to build themselves a new image.

As online and offline fields are interconnected, it is important to keep in mind their different reactions to the same happenings in online and offline occasions.

For both parts, I will try to maintain long-term connections with interviewees via everyday life interactions or text/online messages. Besides, written notes and high-tech tools like digital recorders and cameras will be used for field notes and interview scripts if acceptable. Backups will be made in both flash disks and the cloud.

Limitations and Research Ethics

Domestication, Thoroughly involved, I may gradually get used to noteworthy phenomenon in the field, which is a trouble for this study of emic approach. Thus, continuous reflections and discussions with people outside the field will be conducted.

Power relations, Studying from bottom up and taking an objective position in the dissertation, this may hurt the feelings of my subaltern subjects as I am maybe perceived by them as ‘informed sympathetic’. Thus, I will keep ask myself ‘Will my research really benefit them, if yes, how?’ to justify the research and meanwhile avoid blindly speaking for them by continuous reflections.

Non-purposeful hypocrisy, This is a challenge to face due to the chosen way of field entry. Also, hypocrisy is inevitable in the interactions in the field. To make this up, I will offer help as I can if needed and acceptable. Apologies and reflections will be indicated in the dissertation.

Time and energy, Fieldwork and interviews will take time and energy with which new workers could have earned more money. I will make this up by offering lunch or dinner, allowing them to read my paper, and even providing legal or social assistance in whatever capacity

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In English


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5) TripleC: Communication, Capitalism & Critique. Open Access Journal for a Global Sustainable Information Society
Psychoanalytic Subjectivities and Digital Media

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“[T]he most fundamental assumption of psychoanalytic theory and practice is no longer a matter of scientific debate. [...] The clear experimental documentation of unconscious thought, feeling, and motivation supports many aspects of psychoanalytic theory and practice”, Drew Westen wrote in a review article published at the end of the Freudian century (Westen, 1999, p. 1063). Regardless of this principle verification of many of its concepts, in media and communication studies, the psychoanalytic paradigm of human subjectivity and sociality has clearly fallen out of favour. Only a year after the publication of Westen’s (1999) comprehensive review of the scientific status of psychoanalysis, the Internet bubble burst and that which would in hindsight be known as “Web 1.0” started to gradually become replaced with a corporate turn towards the facilitation of user-generated content and metadata of the socialising activities of those “people formerly known as the audience” (Rosen, 2006). With users flocking onto the social media platforms by the tens, later hundreds, of thousands per day, the focus of corporations and researchers turned towards producing, storing, mining, correlating and contextualising big data. This emerging concern for agglomeration and quantification has left no room, it seems, for a concern of the subject of psychoanalytic theory that is made and unmade by its relationships mainly at the intersubjective level. Approaching the field of digital networked media from within a psychoanalytically informed frame of reference seems to amount to attempting to interpret the deeper meanings and motivations of something as global and abstract as, say, the weather.

But is this necessarily so? Are we not too hasty in discarding a tradition of thought about human relationality and (ir)rationality that, as it turns out, has not only provided viable metaphors for recent neuroscientific findings (Rose [ed.], 2013) but has also supplied generations with the tools with which to perceive themselves and others? When Orit Halpern (2014, p. 4) writes with a view to “smart cities” that they are “fantasized as being about reorganizing bodies, down to the synaptic level, and reorienting them into global data clouds or populations” – populations that, as he writes further, “are not directly linked back to individual bodies but are agglomerations of nervous stimulation” (ibid.) – this turning away from the individual body might either be the ultimate death of psychoanalytic thinking or, vice versa, its ultimate liberation from the individual frame. After all, if bodies are reoriented en masse, the effects of this reorientation require an interpretation at that level, too. Whether, or to what degree, psychoanalytic thought can contribute to such an interpretation is not yet determined.

Based on current work with Jacob Johanssen (Krüger and Johanssen, 2016; Johanssen and Krüger, 2016), my paper will outline in a string of theses the current position of the psychoanalytic paradigm in relation to the
cybernetic one and the former’s capacity to assess and critique the construction of subjectivities in the current media sphere.

Bibliography


Thursday, 17 August

15.30-18.00

Bengesser, Generation War – Generating debate: On the emergence of transnational public spheres around historical TV drama

Eichner, Meaning making in the age of global circulation

Tuomi, Provocative TV production

Jensen, Ratings behaving madly: Danish TV drama’s fortuitous success in Australia
Generation War – Generating debate: On the emergence of transnational public spheres around historical TV drama

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“I am afraid that a lot of young people will watch this film and not necessarily in the UK, in Germany or in Poland, Russia or other places, [but] maybe in Latin America or in Asia [and] this will be the picture of the Second World War that they will remember and this is disturbing.”

Witold Sobków, Polish ambassador to the UK on BBC2, 10 May 2014

Sold to 148 countries, available on Netflix, on Virgin Atlantic’s in-flight entertainment and illegally streamable online, The World War II drama Generation War (D 2013) has truly gone global. While this is not a novelty for dramas about WWII, it is a novelty for a German fictionalization of the War years. The German media announced the mini-series as a “milestone in German memory culture” (Leick, March 25, 2013), because it aimed at creating a dialogue between the fading war generation and their offsprings about both wartime suffering and crimes. Viewed by a quarter of the German TV audience on the public service broadcaster ZDF and accompanied by documentaries, debates and extensive press coverage, the series successfully engaged the German public sphere. When exported, however, the decidedly German perspective on WW II revealed faultlines in European memory culture, particularly between Germany and Poland and, by proxy, also the UK.

This paper comparatively analyses the development of the debates in the national and the transnational public spheres in these three countries. First, the framing of the drama by the broadcasters’ marketing and scheduling strategies is analysed. Subsequently the press reactions in Germany, Poland and the UK between 2013 and 2015 are surveyed. The material examined consists of the ZDF’s marketing material, a selection of 100 articles from the German and 30 from the British press, one German documentary and three televised talk shows about Generation War, by ZDF, TVP1 and BBC2. Public sphere theory (Habermas 1989, 2012; Dahlgren 1995, 2009) and transnational memory studies (Assmann 2006, 2013; Rigney 2012) form the theoretical background to this study.

This case study shows how the negative reactions to Generation War and the critical framing by foreign media helped to surmount the German public’s retreat into the comfort zone of remembering German suffering. Due to the Polish reactions, the ZDF also showed the Polish World War II drama Warsaw 44 (PL 2014), it co-produced a documentary with TVP and changed its scheduling for Generation War’s repeats. In contrast to Aleida Assmann who concludes that the series “dealt a heavy blow to Donald Tusk’s politics of
dialogue” (2013), this paper argues that way the Polish and German media networked around the drama suggests that it works towards a dialogic memory and eventually a European perspective on World War II. At the same time, this case study reveals the distinctive role that linear broadcasting and particularly public service channels play in stimulating and shaping the critical reception of national and transnational TV drama. Such programming is lacking at the online streaming services that proliferate fictionalizations of historical and contemporary conflicts worldwide. Illiberal, nationalist reforms of PSBs like they currently happen in Poland also threaten these cross-border conversations.

So, on the one hand this study highlights transnational TV dramas’ potential for opening up national perspectives and fostering transnational debate about past and current global conflicts. On the other hand, it reveals the challenges that the free flow of TV drama across borders poses to transnational dialogue about issues of global concern.

References


Meaning making in the age of global circulation

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In a media landscape that is more than ever coined by a global trade of content as well as global circulation of meaning the question of the underlying mechanism of the circulation of cultural products becomes even more pressing than before. Within this setting, fictional formats have their own economics, in terms of monetizing aspects as well as in terms of the production of meaning by audiences. The formats allow their audiences to negotiate, broach the issue and remix discourses without necessarily addressing them directly in a local context. The case of Danish Drama TV Series thereby serves as a case to dig into these mechanisms that are viral at the level of production, textuality and reception; and it digs in its transferal from a specific geo-cultural location into various kinds of cultural contexts. For instance, in such a context the present discourse of emancipation vs. a backlash – as witnessed in the recent American elections – finds its equation in the strong female protagonists present in Danish crime and drama series. How and why do audiences from different cultural backgrounds and from different socio-political conditions of gender equality negotiate this topic and appropriate it to their everyday lives?

This current study is part of a bigger research project – “What makes Danish TV Drama series travel?” (located at Aarhus University) and presents results from a comparative study of two geographically distinct regions – Germany and Argentina – to shed light on the specificities of the media landscapes as well as on the audience preferences that enabled the formats to successfully “travel” to these distant places.

Taking the argument of Straubhaar (1991, 2007) and his concept of “cultural proximity” as a starting point, this paper empirically explores the specific ways and strategies of audiences in attributing meaning and relating to identificatory concepts of self and others offered by series within a different cultural context. The assumption is that television series can serve as a “container” of narrations, stereotypes, concepts of self and others that can function as an archive of imaginations of regional, national or trans-national representations to which the audiences can relate to. This is possible for several reasons: because they recognize themselves in the text; because the text (via story, audiovisual staging, narrative pattern, etc.) appeals to a “desired proximity of modernity” (Iwabuchi, 2002), (for example, as Denmark representing an idealized society of social stability, state welfare and gender equality); or because they may be read similarly by different cultural and ‘national’ audiences because of the “transcultural state” of the world where cultural commodities are interpreted similarly by audiences from all kinds of cultural backgrounds.
The study employs a method mix that is adjusted to the two different context: While in Germany Danish drama series are broadcasted to a broad audiences by ZDF, audiences in Argentina are more dedicated fans that can only access the series via online channels. Two different sets of methods – offline qualitative methods (focus groups, interviews, audience ratings) as well as online ethnographic methods and an online survey are combined to meet the two specific conditions.
Provocative television production

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Instead of looking into the changing of viewing habits and technological developments¹, it is intriguing to study the actual television content delivered via broadcast television. Also television content has changed over the years more activating. It seems that today’s television needs to be somehow shocking in order to attract viewers. I have launched a term, provocative television production, which simply refers to content that is in some way disturbing the common values, norms, and even morality.

The moral and value issues of television have been studied globally for decades², but not recently in Finland³. I argue that the provocative nature is no longer channel or format restricted – it passes also the content on the more ‘respectful’ channels in Finland as well. The study is in its beginning, but classification process that bases on coding and identifying themes has already been started.

The methodology used


Theoretical framework

The approach of the study is both multidisciplinary and intermedial. It bases on qualitative content analysis and reflects with discourse analysis and theory of diagnostic critique. Through these, it is possible to come up with a perception of state of the current society by analyzing popular media.⁴

Research material

The material constitutes of: selected television formats & multiplatform material and media observation from the press. The existing discourses will be approached and categorized through discourse analysis on television content (formats that represents discourses of value & moral + the online material/paratexts) and content analysis of the press and actualized rhetoric (Finnish online magazines Iltalehti & Iltasanomat and their highlighted topics concerning the selected exemplary formats). In addition to content analysis, also online survey and interviews will take place in order to fully comprehend the phenomenon.
The key findings (in-progress)

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<tr>
<th>Provocative discourses &amp; themes</th>
<th>Example TV-shows</th>
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<tr>
<td>The discourse of obscenity (=gender issues &amp; sexuality)</td>
<td>E.g. Temptation Island, Paratiisihotelli, Amerikan unelmaväy</td>
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<td>The discourse of abnormality (=otherness, difference)</td>
<td>E.g. Erilaiset äidit, Toisenlaiset perheet, Jodie Marsh &amp; D-dokumentit,</td>
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<td>The discourse of bullying (=desecration)</td>
<td>E.g. Hottikset, Suomen huonoin kuski, Olet mitä syöt, Katastrofikokki</td>
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<td>The discourse of morbid/ macabre (=violence &amp; homicides)</td>
<td>E.g. Making a Murderer (Kuoleman synnit, Murha tulee kaupunkiin)</td>
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<td>The discourse of spectacle (=combines all the above, the approach is extravagant around the topics)</td>
<td>E.g. Voitolla yöhön, Huippujengi, Maria Hintikka show</td>
</tr>
</tbody>
</table>

Table 1. The provocative discourses detected. Categorizations will be updated.

Provocativeness seems to be predominant factor in both domestic and transnational formats. The detected discourses (+ the preliminary results from the press visibility) will be presented if accepted.

Television is struggling in order to attract viewers. The so-called death struggle of television and its existence does not necessarily have to do anything with the technical aspect, multiple distribution channels & changing of viewing habits but more with quality of the content, or the lack of it to be precise?

The overall results give information on where the provocative choices in the production originate from and why – are they given to us or do they actually originate from the needs of the today’s viewer? Are we numb for everything normal and how far will television eventually need to go in order to shock its viewers?

Through this research, the society will gain important knowledge on the current TV-content and the moral- and value discourses it reflects. It will also update the current state of Finnish television content as a factor for maintaining or dissolving societal values.


3 E.g. Alasuutari 1996; Rautajoki 2006; Salomäenpää 2010.

This paper investigates the surprising success of Danish TV drama in Australia via a quantitative study of audience ratings.

**Method and theory**

We use OzTAM’s metropolitan TV ratings data to explore the characteristics of the audience for Danish drama programs in Australia. Using the larger metropolitan sample provides the advantages associated with a large sample size. We purchased OzTAM audience and universe estimates by gender, age and educational attainment for Danish drama series broadcast in Australia since 2005 and for a sample of similar-genre Australian and foreign-language drama series. We compiled the data to calculate average audience and share per episode for each series, and tested for differences between demographic groups. As OzTAM ratings data is provided pre-aggregated rather than at respondent level and we did not have access to variance estimates, we used statistical inference tests for aggregated proportions to test the differences in estimated share across demographic groups, using z tests for gender as it is binomial and the Marascuillo procedure for the multinomial categories age and education.

**Findings**

Since the turn of the millennium, Danish drama programming has occupied increasing amounts of screen time on Australian SBS’s television broadcast service, and attracted a growing audience, making Danish drama a vibrant offering in mainstream television in Australia. Australia and SBS thus stand out as the only country/broadcaster outside of Denmark’s wider geo-linguistic region of the Nordic and Central European markets to acquire Danish TV series prior to the relative success of *Forbrydelsen* in the UK. *Rejseholdet, Ørnen, Nynne* and *Anna Pihl* for example were all broadcast on SBS prior to the broadcast of *Forbrydelsen*, which again was scheduled on SBS one year prior to its broadcast on BBC4. The explanation for this seemingly great openness to non-English-language content is partly found in the remit of SBS. SBS was founded in the 1970s to provide a place for ‘special’ broadcasting content, in particular multicultural programming in both television and radio, and the broadcaster thus provides a cultural link for migrant communities in Australia as well as a window on the world for all Australians. However, as the Danes are by no means a significant migrant community in Australia (as opposed to for example the English, Italian, Greek, Lebanese or Chinese communities living in Australia), the most important reason why Danish series in...
particular are occupying increasing amounts of screen time is the simple fact that SBS’ viewers seem to really like them.

This appreciation has seen continuous growth in the hours of Danish content programmed by SBS throughout the 2000s. Total hours of Danish language programming broadcast by SBS, for example, has increased from 20 hours per year in 2001-02 to a high of 157 hours in 2009-10, settling to around 100 hours a year from 2011-12—an overall average increase of 15 per cent per annum. The increase in hours of Danish language programming on SBS coincides with growth in the audience for Danish drama series. Between 2005 and 2016, for example, both the average audience per episode for the first run of a Danish drama series and its average share have grown by an average of 3.3 per cent per annum. This rate of growth is more than eight times that of SBS’s total annual share for people aged 16 years and over, which grew at an average 0.4 per cent over the same time period. As well as attracting a growing audience, Danish dramas also tend to attract larger audiences than other foreign language dramas on SBS although they do not, of course, come close to out-competing English language dramas of a similar genre.
Friday, 18 August

09.00-10.00

Helles, *The composition of international success*

Lai, *Co-producing television series: A network analysis of co-producers and distribution in Europe*
The composition of international success

Rasmus Helles and Signe Sophus Lai, University of Copenhagen

Danish television series have in recent years enjoyed an unprecedented level of international success, with series such as *Borgen* (2010-13) and *The Killing* (2007-12) travelling to multiple countries in Europe and beyond. Several explanations for the success have been put forward – ranging from aesthetic and thematic qualities such as identification of Nordic Noir and the prevalence of strong female characters (Agger, 2005; Jensen and Waade, 2013; Wille and Waade, 2016), over particular modes and principles of production (Redvall 2013), to the efficiency of the sales apparatus (Degn et al., 2015; Jensen et al., 2016).

This paper presents a quantitative content analysis (Krippendorff and Bock, 2009; Krippendorff, 2013) of the first episode of the 24 drama series that were produced in Denmark between 2005 and 2014 in order to characterize the series that travel well (defined as reaching five or more European markets) compared to the series that do not. Typically, content analysis of television series is focused on identifying bias, for example in the portrayal of women or minority groups (Gerding and Signorielli, 2014). In this analysis, we extend the coding frame to include aesthetic features in addition to narrative and character motivations and actions (Eskjær and Helles, 2012), similar to the landmark study of the Hollywood style by Bordwell, Thompson and Staiger (1985).

The paper contributes to the analysis of why series travel by taking a comparative look at all series produced in the period of study. Using principal component analysis, we identify similarities and differences between the series across a broad range of visual, narrative, and thematic dimensions, and describe what makes the travelling series stand out, and what they have in common with other Danish series produced in the same period.

We show that there are systematic differences in terms of formal characteristics, narrative style, character interaction, emotions and themes between Danish drama series that travel and series that do not. Furthermore, the findings suggest that previous explanations of what makes Danish series travel, emphasising the distinctive *Danishness* of the series, need to be balanced against the characteristics of series that do not travel. The analysis suggests that character interaction in well-travelled series is characterized by a higher emphasis on the expression of emotions, whereas less travelled series have a higher share of passive characters. Likewise, characters in well-travelled series tend to be more pragmatic and/or sad, whereas characters in non-travelling series tend to be more aggressive or violent. Also, well-travelled series place more narrative emphasis on questions of politics and the family, whereas less-travelled series emphasize material goods to a higher degree. In terms of visual aesthetics, the well-travelled series make
more extensive use of monochromatic lighting, and scenes play out in institutional settings (such as police stations, schools or factories) in well-travelled series, whereas the less-travelled series have a higher proportion of scenes set in private homes or suburban exterior locations. We conclude the analysis by linking the traits of the well-travelled series to notions of cultural proximity and cross-cultural recognisability, and note that elements of the well-travelled series are more likely to be understandable to audiences across different cultural borders, since they reflect more universally recognizable content or styles.
Co-producing television series: A network analysis of co-producers and distribution in Europe

Signe Sophus Lai and Rasmus Helles, University of Copenhagen

This paper presents a network analysis of television co-production structures and distribution patterns in Europe over a four-year period (2011 to 2014). We map the broadcast of co-produced television fiction across a range of 62 public service and commercial channels in a sample of 12 European countries. In our analysis we look only at intra-European co-productions that involve at least two of the 12 countries. As such, this data reflects the entirety of what has been shown – not what has been produced – in the period. That is, this is not an inventory of the total market for co-productions in Europe, but it does give a robust indication of the broadcast patterns of co-productions. In this way, the market choices of the range of television broadcasters in the 12 countries will be analysed to give an indication of the way co-productions has led to cultural encounters across these countries. In doing this, we will address questions like: Which countries constitute the key nodes in this European co-production network? What are the most common co-production constellations and pairs? And where do co-productions travel to, inside as well as outside the immediate co-production circle?

The paper presents findings achieved using a novel, empirical approach to the difficult problem of actually identifying the scope of co-production and the patterns of regional collaboration in co-production. Mapping European co-productions in a comprehensive way is difficult, since many co-productions are made, and no centralized documentation of television co-productions exist. By using ratings data on all television series aired across the 62 channels in our sample (which covers approximately 80% of all television viewed in Europe), we derive information of the following topics:

- Which countries do co-producing companies come from?
- What constellations of co-producing countries are most common?
- Where are co-productions from the most common constellations shown?
- How many countries do co-productions reach, and how does co-production reach compare to the reach of single-country productions?

Our analysis departs from a cluster analysis of co-producing countries, which shows three main clusters of co-productions in Europe: A Scandinavian cluster, a Central European cluster and a South European cluster. In addition to these main clusters, we find a range of smaller, dyadic co-production groups (such as French-
Belgian co-productions) which account for a relatively large (~25%) share of the total (N=461) co-productions in our data set.

The analysis of co-production clusters clearly show that the patterns follow either linguistic similarities (as in the case of Scandinavia and Southern Europe) and/or cultural proximities (Pastina and Straubhaar, 2005; Straubhaar, 1991; 2007) to a very pronounced extent.

The paper also analyses the degree to which co-productions can be said to be helpful in garnering cultural encounters (Bondebjerg, 2017), which is a frequent political motivation for supporting and promoting co-production. We do this by looking at the number of countries reached by co-productions and comparing it to the reach of single-country productions. Our results show that co-production is a successful strategy for promoting cultural encounters, since co-productions on average travel furtherer than single-country productions.
Friday, 18 August

10.15-12.00

**Bruun**, *Scheduling and 'continuity' in the third television paradigm? A production study*

**Rautkorpi**, *Media professionals meet their audience: Reflections on the co-creative audio-visual working process with amateurs*

**Pajala**, *Making an "international" TV company: Finnish commercial television MTV's co-productions with partners from socialist countries from the 1960s to the 1980s*
Scheduling and ‘Continuity’ in the Third Television Paradigm? A Production Study.

Hanne Bruun, Aarhus University, hbruun@cc.au.dk

The amount of research on the on-air schedule as an important textual feature of television is small. And the focus on the production of this text is even smaller. Recent contributions addressing this issue in the digital era are Caldwell 2003; Doyle, 2013; Johnson 2013; Ihlebæk et al. 2014; Van den Bulck & Enli 2014a, 214b and Bruun 2016a. This paper aims to contribute to this emerging body of research in television studies, and it presents findings from a production study of the changing production culture of schedulers and continuity-producers in Danish public service television. The paper argues that the on-air schedule is a genre produced by media professionals on par with the different genres of television programming (Søndergaard 1994; Bruun 2016b). However, the conceptualisation of this genre among the producers is presently changing due to the growing tensions between a linear and an emerging non-linear television paradigm.

The paper is based on a case study of the work of schedulers and continuity producers for the main channel of the Danish public service provider (PSP), TV 2. The small Danish market (5.5 mill.) is dominated by the two PSPs: TV 2 and DR, with a combined share of 70%, and TV 2 has a share of 36%. The very powerful position of the PSPs in Denmark is however challenged. A mix of commercial breaks and subscription funds the six channel-portfolio of TV 2. This means that the traditional business model of linear television is hugely important for TV 2, even if the audience is moving towards an increasingly non-linear use of television. TV 2 also offers a streaming service funded by subscriptions: TV 2 Play.

The findings show that the tensions between a linear and a non-linear television paradigm have a profound impact on the production practises involved. Above all, a new and fundamental uncertainty regarding what on-air scheduling entails marks the production culture in two ways. First, the traditional working practises inherited from the linear television paradigm are, on the one hand, no longer sufficient to ‘herd’ the audience towards the economically and politically important ‘green pastures’ in the portfolio. On the other hand, the production of the on-air schedule has become more important than ever in order to secure an audience of scale. The efforts to brand the provider’s communicative ethos have therefore become an increasingly important part of the genre schemata structuring the production culture. Second, the uncertainty shows itself in new insights from a ‘work-in-progress’ on what is needed to do ‘good’ scheduling in the ecology of both linear and non-linear platforms offered by the provider.
Based on these disruptions to the genre schemata experienced by the schedulers and continuity producers the paper will finally argue that the contours of what might be a ‘third television paradigm’ is emerging. This paradigm entails a co-existence of linear and non-linear television and perhaps even a merger between the two. It is being produced by these professionals trying to bridge the tensions between the linear and the non-linear, and to secure the survival of the company and especially its most important activity: the main channel. However, the traditional business model of linear television is becoming increasingly problematic if commercially funded PS-television has to be able to stay strong and develop on the small Danish market in the digital era.
Media professionals meet their audience: reflections on the co-creative audio-visual working process with amateurs

Tiina Rautkorpi, University of Tampere, tiina.rautkorpi@gmail.com

Distributed cognition and retrospective sense making are nowadays celebrated as promising innovation strategies for media management and production (Küng, 2008). The presentation is based on a case study elaborating how the possibilities of distributed cognition have been realised and utilised in three audio-visual media productions through co-creation with the audience. The data were collected during the year 2016. There are three Finnish media productions based on employees’ own innovations and they are as follows:

1) A popular music entertainment series featuring ordinary people as presenters, who were also ready to share their life stories. This was a prime time series with over one-million-person audience and three top awards.

2) A documentary on a world-famous Finnish band’s global fans, who were shooting their video stories for the TV documentary and its accompanying Web series.

3) A documentary series about police officers and their clients during night shifts in Finnish towns. The series was screened in half an hour episodes daily.

The study drew on ethnographic interviews, where the audiovisual professionals, that is TV producers, scriptwriters, and directors or cameramen, described their respective work processes and solutions in detail. In all three cases, the interviews with the professionals were conducted in authentic surroundings and step-by-step during the TV production process. The data also included correspondence with the participating citizens. Qualitative content analysis of the end products, that is the episodes of the series or TV documentary/Web series, were maid. The end products were also used as stimuli in a couple of stimulated recall interviews when the professionals reflect their working process. In the latest generation working life under the co-creation theme, the key question is the quality and the continuity of interaction between the co-creating participants (Victor & Boynton, 1998). Furthermore, in the light of the new innovation thinking, utilising diversity in encounters is an essential approach for obtaining alternative viewpoints, leading to innovative results (von Hippel, 2005; Van de Ven, Rogers, Bechara & Sun, 2008). The crucial research questions ask about the quality of interactions among the participants of the co-creative audiovisual production process and whether there is a place for response and reflection in the participants’ encounters (Shaw, 2002). The prominent question is also how the televisual and documentary means were used in co-creation. Consequently, the developmental objective of the research is to challenge the self-evidence of
industrial reflections in media production (Caldwell, 2008). In activity theory framework (Engeström, 2008), the aim was to promote professional learning about co-creation and to find new possibilities in acting with the amateurs and in reaching the audience. During the interviewing process the interviewees described their own zone of proximal development (Vygotsky, 1978). The study is also anchored on the field of technology-enhanced professional learning (Littlejohn & Margaryan, 2014). According to this framework, mediating tools like new digital production technologies and new ways of organising work do not merely support learning but, instead, they transform how we learn and how we come to interpret learning (Säljö, 2008). These questions are connected to the professionals’ new agency and identity in co-creation (Holland et al., 2001).

Key literature concerning the method:


Co-productions have become increasingly important for European television in the recent decades. However, European co-productions have a long history that has so far received little scholarly attention. In this paper, I discuss Finnish commercial television MTV’s co-productions with partners from socialist countries in the 1960s, 1970s, and 1980s. While both academic research and popular memory have framed MTV as a source of American-style entertainment, MTV in fact maintained active connections with the television industry in Eastern Europe, importing both fiction and documentaries from socialist countries, selling advertising time on Hungarian and Romanian television to Western European advertisers, and co-producing programmes with socialist television organizations.

MTV first collaborated with a socialist broadcaster in the late 1960s, when it produced the quiz show *Naapurivisa* (“Neighbourly quiz”, 1966–1970) with Estonian television. MTV began to develop its international activities in earnest with the establishment of a Foreign Service unit in 1970. According to its own estimate, MTV had produced few programmes good enough for the international market by 1970. As MTV was hoping to turn itself into a television company of an international standing, co-productions served several goals at once: developing relations with foreign television companies, offering opportunities for professional development, and creating programmes good enough for the international market (some of the co-productions won prizes at international festivals and were successfully sold abroad). MTV sought both Western and Eastern co-production partners, producing a string of programmes with television organizations from socialist countries in the 1970s and 1980s.

MTV’s co-productions with socialist television broadcasters were creative collaborations, where professionals from different countries worked on the programmes together. Most co-productions were documentary and entertainment programmes, rather than drama. In terms of the number of programmes, the Soviet Union was the most important partner. Most co-productions with Soviet collaborators were documentaries about Soviet society and culture with themes (e.g. women’s social position, notable authors, musicians and filmmakers) that were in line with the goals of Soviet cultural diplomacy. Co-productions with Estonian television followed a different agenda, promoting Finnish–Estonian cultural ties with documentaries about the history of Finno-Ugric peoples and live entertainment. Apart from the Soviet Union, MTV
collaborated especially with East German, Polish, Czechoslovakian, and Hungarian television. MTV regularly co-produced entertainment programmes with these countries from the late 1970s to the early 1980s. Their co-produced documentaries covered a range of topics from Sami culture to Bertolt Brecht’s exile in Finland and a whole series about African countries.

I will argue that MTV’s co-productions with socialist partners challenge some established ideas concerning the culture of commercial television in Europe. In studies of European television history, commercial television is typically associated with the West, entertainment, and American influences. However, all socialist countries had television advertising, which made them practical partners for MTV – the lone commercial television company in the Nordic countries at the time. The contents of the co-produced programmes show that it was possible to integrate discourse supporting socialist societies in a commercial television environment even outside the socialist bloc. Moreover, while MTV is today primarily identified with entertainment, the documentary genre best served its international efforts; despite attempts to widen the range of exported programmes, MTV found most success with documentaries.

Theoretically and methodologically, the paper builds on television studies (especially conceptualizations of commercial television and television genres) and media history. It contributes to emerging research on television co-productions and socialist television history. The research material consists of archived television programmes and scripts, documents produced by MTV (annual reports, press releases, promotional material), and Finnish press articles about the co-productions (schedule listings and articles in the television magazine *Katso* and MTV’s press clipping archives).
Friday 18, August

15.45-17.15

Hiltunen, *Documentary film and the challenges of the migration crisis: Unknown Refugee and Fire at Sea*

Dahl, *Immigrant humour in the Scandinavian public sphere*

Jakobsson, *Hierarchies of speaking and being heard: Voice and social class on television*
Documentary film and the challenges of the migration crisis: *Unknown Refugee* and *Fire at Sea*

Kaisa Hiltunen, University of Jyväskylä

The current migration crisis presents ethical challenges for filmmakers. How to portray refugees in a way that enables them to be seen as subjects instead of as objects and victims, in other words, without merely confirming preconceptions? Two recent documentary films *Unknown Refugee* (Finland, 2016) and *Fire at Sea* (Italy, 2016) approach the crisis from different angles, but both raise issues related to seeing and visibility, humanity and otherness.

According to the director Hamy Ramezan, *Unknown Refugee* was a reaction to the prevailing way of representing refugees as an anonymous “flow”, which only victimizes and strengthens prejudices. *Unknown Refugee* observes the refugees’ journey across Europe from a close range while Ali Jahangiri, a former refugee just like Ramezan, talks to the people they meet along the way.

Gianfranco Rosi emphasizes in *Fire at Sea* the gap that exists between refugees and ordinary Europeans through the example of the island of Lampedusa. The 12-year-old protagonist’s problems with sight become a symbol of indifference.

*Unknown Refugee* tries to save the refugees from anonymity by giving them voice and by filming them in long takes and close-ups in which they gaze at the camera; in other words, by emphasizing their individuality. *Fire at Sea* spends most of the time filming local people, but finally shows refugees too. The film presents images of suffering and despair, and reveals the system that segregates the refugees from other people.

Both Ramezan and Rosi are keenly aware of the ethics of cinematic representation. Therefore, the paper asks what strategies they use in order to raise awareness of the crisis and to avoid only repeating processes of othering.

The paper leans on the film theories of Vivian Sobchack, Jane Stadler and Bill Nichols. Sobchack and Stadler emphasize that cinematic expression is always expressive of the attitude of the filmmakers and that cinema enables us to share someone else’s perception; both the filmmaker’s and those filmed. The particular aesthetic strategies used in films contribute to how we see in films. Here lies the key to cinema’s ethical potential.

Bill Nichols (1991) has developed an *axiographics* to study the relationship of the documentary filmmaker to the historical world s/he represents. Essential to this perspective is to ask how the ethical stance of the
filmmaker becomes visible and known through the medium to the viewer. Nichols has categorized cinematic gaze into for example interventional gaze, human gaze and clinical gaze.

This study uses the findings of cinematic ethics and Nichols’ categories to analyze the strategies of representation in *Unknown Refugee* and *Fire at Sea*. Besides close reading of the films, it asks what kind of an encounter the films seek to create between the spectator and the refugees.

Philosophically this study draws from the insights of philosophers Giorgio Agamben and Jacques Ranciere. Ranciere has talked of the possibilities that art offers for thinking otherwise, for seeing new constellations of possibilities. Agamben has argued that gesture is the true element of cinema, and that cinema has a lot to offer in the realm of ethics and politics. This paper argues that documentaries about the migration crisis need to be considered in a manner that connects ethical, political and aesthetic issues.
Immigrant humour in the Scandinavian public sphere

John Magnus Dahl, Universitetet i Bergen

The social and political functions of humour have been investigated and theorised from different perspectives (Billig 2005, Davies 1982, Meyer 2000). An important part of this has been the study of immigrant satire and comedy: where the comedian and/or the target of the joke belongs to the immigrant population (Gillespie 2003). This subject area has been little investigated in a Scandinavian context. Furthermore, no studies have compared the three countries, or had a public sphere perspective.

This paper will provide a historical account of immigrant humour on Scandinavian television from 1970 till today, including its media reception. The goal of the study is to answer how immigrant humour has contributed to the wider public discourse on immigration in the three Scandinavian countries. In addition, the study aims at illuminating and explaining differences in the area between the three countries. A historical-comparative perspective is interesting because it can highlight how humour may have played different roles in changing contexts and similar, yet different public spheres.

The method will be historical method: Systematically collecting, viewing and classifying immigrant humour broadcasted on Scandinavian television, as well as its media reception. The theoretical framework will be public sphere theory, more specifically Habermas’ (2005) notion of the wild public sphere. In addition, theories of the social functions of humour (Bakthin 1968, Billig 2005, Freud 1960) will be used to understand the different ways comic popular culture may have contributed to the wider discourse on immigration.

Literature:


Hierarchies of speaking and being heard: Voice and social class on television

Peter Jakobsson, Södertörn University, peter.jakobsson@sh.se

How is the opportunity to speak allocated between different social groups in the media? The personal and political importance of having voice has recently gained theoretical attention within the field of media studies. For example Couldry (2010) has argued that voice is a question of democracy and social justice and that social organization, including the media, should foster people’s abilities to speak and be heard. This paper presents a study of the distribution of voice on television in different genres and the relevance of social class for explaining the distribution of voice. The study operationalizes the theoretical notion of voice by asking the questions: who gets to speak to whom on television and under what circumstances?

Based on a content analysis of television in Sweden the results from the study show that people from different classes rarely speak to each other on television and that when they do voice is distributed in a highly unequal way. Whereas upper class people frequently speak to people from the working and middle classes, they are rarely spoken to by members from a class position below their own. Television thus constructs a social hierarchy of voice and authority that reproduces and legitimizes already existing social hierarchies. The analysis covers news, fiction and reality programming using a representative sample of the entire televisual output from the five largest TV channels in Sweden during one year.
Saturday, 19 August

10.15-12.00

Puijk, *Minute for minute: Slow TV in Norwegian public service television*

Johansen, *The shaping of the modern Arctic landscape in films from the North of Norway: Negotiating landscape in Northern regional films*

Stiernstedt, *The country, the city and the “real man”: An intersectional perspective on Swedish reality television*
Minute for minute – slow-tv in Norwegian public service television

Roel Puijk, Inland Norway University of Applied Sciences

Since 2009 the Norwegian public-service broadcaster NRK has been experimenting with ‘slow’ or ‘minute-for-minute’ television. The climax was a five-day continuous live broadcast of the coastal express along the Norwegian coast in June 2011. This was a successful event that attracted much attention also abroad (Puijk 2015). The basis for these broadcasts is a form for observational documentary combined with what might be called traditional time experience (Johansen 2001, Doane 2005). It has been followed up by various ‘minute-to-minute’ broadcasts. Over the last years the concept has been applied to a range of programmes that share the characteristic that they are as long as some activity in real time – like the entire length of a train trip, a ship voyage, or the time it takes to shear a sheep, to spin the wool, and to knit a sweater. Although the notion of traditional time is involved these programmes are also related to contemporary developments.

This paper explores how this phenomenon connects to contemporary developments, both inside the NRK and in society. Not only does slow television give the public service broadcaster NRK ample possibility to fulfil one of its duties: to represent different parts of the Norwegian society, it also serves to legitimize their public service remit is through innovation (Sundet 2008).

Viewers are attracted in different ways – a fascination with the slowness, the landscapes they can identify with, but also because it gives (some) the opportunity to be active: to take part and expose themselves on television (as an alternative to selfies on Facebook), to share experiences through social media, etc. As the concept of slow television develops through time, the programme concept develops and resonates to other societal developments. Local communities are involved in travel programs and use it for media tourism, branding of localities and local identity work (Morley, 2013).

The material for this project consists of interviews with local producers of these broadcasts, and representatives of the Broadcasting Division of the NRK responsible for programming the television channels. In addition, representatives from some local municipalities involved in accommodating these programmes have been interviewed. The programmes in question are analysed and the official viewing figures for the programmes (collected by TNS-Gallup) are used as indications of the programs popularity.
References:


Johansen, A. (2001). *All verdens tid* [All the time in the world], Oslo: Spartacus.


The shaping of the modern Arctic landscape in films from the North of Norway: Negotiating landscape in Northern regional films

Elin Johansen, University of Bergen, elin.johansen@uit.no

The shaping of the modern Arctic landscape in films from the North of Norway

- Negotiating landscape in northern regional films

This paper will analyze some chosen films produced between 1981 and 2015 where the arctic landscape is debated, in the context of the transitional political, ethnopolitical and cultural north of Norway. An increasing number of films in the period have been produced which negotiate and contest representations of landscape in a traditionally multicultural environment.

The film production in the period can be seen as representations and arenas where landscape currently are being negotiated and renegotiated, making way to a much wider spectre of ways to define the arctic landscape today.

This discourse has a starting point within the frame of a national state, in which the representations of the north has been an outsider perspective with long traditions and develops into an insider perspective of the north or the arctic more commonly used in today’s discourse.

Travellers to the arctic regions in the north of Norway (as well as in other arctic regions) have for long time viewed the arctic landscape as hostile, yet fascinating and this has also been a subject for many filmatic representations through time. Gradually and notably this changed when a new generation of film makers made their films from and within a north norwegian context.

This has lead to a series of films debating colonialism and landscape, ethnicity and landscape, negotiations of nature and culture and living conditions in the arctic landscape.

The films analyzed in this paper are funded by the North Norwegian Film Center.

The North Norwegian film center, founded as the first in Norway funds or partially funds short and documentary film made by film makers from the north or films about the north. The center was formally established in 1981, in a transitional period in the north, when the film makers demanded to be heard in the public with their own stories about the life in the north. These statements were later reformulated to the statement “telling our own stories” in the new Sámi Film Center in 2007.
Methods: Narrative analysis within a cultural and political history context.

Theoretical framework: Postcolonial film studies

References:


SAGE in association with The Open University


Edinburgh University Press


During the last decade the relation between social class and television has gained new importance within media studies. The rise of reality television has spurred an interest in how class is performed and represented in this new genre, and research has shown how the unscripted world of reality television often utilizes the inherent conflicts and dramas of social class in order to create and maintain narrative development and tension in the programmes.

Research has shown how reality television in general operates with a “middle-class-gaze” and that working-class people often is portrayed in a negative light (Franco, 2008). This has been most clearly elaborated in relation to so-called makeover formats, in which middle-class people propagate middle-class norms to working-class people, and sometimes go as far as ridiculing or humiliating them on camera (Doyle and Karl, 2008; Meloy, 2009; Ouellette and Hay, 2008; Palmer, 2004; Shugart, 2006; Skeggs, 2009; Tyler, 2008). In many of these shows, there is an implicit denial of the existence of social classes – even as the concept of class underpins the narrative as such – and a dislocation of problems related to social injustices to the realms of psychology and morality (Couldry, 2008; Couldry and Littler, 2011; Skeggs, 2009).

The research in this area has however mainly been conducted within an American and British context, and the national specifics of class and class society that exists in these societies has structured the readings and interpretations of the relationship between class and reality television.

In this paper we take on the question of class and reality television in a Scandinavian, and more specifically Swedish, context. Arguably, class is of great importance in Swedish reality television as well. For example, in our previous research we have shown that working-class people appear twice as often in reality television as in television in general. Nevertheless, social class in Swedish reality television is performed in ways that differ from how it has been described in much previous work. One of the striking features with the Swedish reality genre is that conflicts and relations of the country and the city; the rural and the urban to a high degree is intersected and combined with performances of class in distinct ways.

In this paper we first present a content analysis of the reality genre in Swedish television during the year 2015, in which we show that the “country-city-divide” is a dominant theme in reality shows produced in Sweden. Secondly, we go on to perform an in-depth analysis of one Swedish make-over format – the programme Riktiga karlar [Real men] – broadcasted on TV4 in 2016. The programme is about five working class men, unfit and with considerable overweight, is coached and disciplined to perform a triathlon. The theme of the programme
is hence the transformation from a failed (rural, working class) masculinity to an acceptable and respectable masculine identity (middle-class, self-controlled, urban). The analysis concerns the ways in which class, gender and rural identity intersects in the narrative and how these different identities support and strengthen each other in constructing the identity of the participants and the overall meaning and message of the programme. The issue of class is in general portrayed as issues of rurality and rural identity, and the class differences (or conflicts) that drives the narrative is dislocated to the question of a country-city-divide. We argue that this narrative dynamic has wider social implications and we discuss the ideological dimensions of Swedish reality television.
Abstracts

TWG 1

Media and Religion
Oulia Makkonen, *Christian Scripture in La Génèse (1999) and Son of Man (2006): A transnational perspective*

Stig Hjarvard & Mattias Pape Rosenfeldt, *Planning public debate: Beyond entrenched controversies about Islam*

Knut Lundby, Stig Hjarvard & Mia Lövheim, *Religion Between Politics and Media: Conflicting Attitudes to Islam in Scandinavia*
The question I propose to explore in my paper gravitates around the place of contextual biblical interpretation of two Sub-Saharan African films: La Génèse and Son of Man seen through a transnational lens.

By contextual biblical interpretation I understand the process of appropriation of Christian Scripture and its remodelling based on the culture, traditions and symbols of a local context. In La Génèse (Genesis, 1999, by Cheick Omar Sissoko, Mali), the film narrative is based on the story of Jacob and Esau from the Book of Genesis, portrays tribal rivalry, and is told in the West African tradition of orature or ‘griotry’ (Burnette-Bletsch, 2016). Son of Man (2006, Mark Dornford-May, South-Africa) is a relocation of the birth, life, death and resurrection of Jesus-Christ onto a (South)African post-apartheid context, based mostly on the Gospels of Matthew and Luke.

Looking at these films through a transnational lens means considering them as examples of ‘... first, the cross-cultural flow and exchange of ideas, images, symbols and stereotypes which is directly related to processes of interpretation and cultural reproduction, and second ... as cultural-ideological site[s] that reflect political issues and processes which are taking place world-wide’ (Radovic, 2014). It suggests that La Génèse and Son of Man are not solely products of Malian or South African cinemas in which Scripture is reinterpreted. They are motion pictures which have been affected by complex transnational movements of people and ideas, production and distribution processes, and which are arguably addressed to a diverse, global audience.

What is the meaning then of contextual biblical interpretation in films that arguably are products of multiple contexts? What is its role in the culture-making processes and for Christianity on the African continent, especially against the grain of Charismatic and Pentecostal hermeneutics of Nollywood and Ghanaian video industry?

The approach is multidisciplinary, and is a combination of intertextual analysis, context analysis and critical reception. The analysis starts from the films’ narratives and their Biblical counterparts taking into consideration their respective local contexts. The films are then deconstructed into elements of what we could call ‘national’ and ‘transnational’ nature, which permits to spot the elements most related to a contextual biblical interpretation. Critical reception from film and biblical scholars will be reviewed, as well as
material from press and internet forums. The objective is to point out the impact these two films have had 'locally' and 'globally' as elements of the globalized culture-making processes.
Planning public debate: Beyond entrenched controversies about Islam

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Abstract

Public debates in Scandinavia concerning Islam have often been highly contentious and the repeated controversies surrounding Islam in relation to critical issues such as immigration and integration may to some extent be characterized as an entrenched conflict upheld by stereotypical framings and fixed political positions. This Danish study demonstrates the important role of forward planning of public debate if the intention is to move beyond existing framings of controversial issues and give voice to experiences of immigrants with an Islamic background who usually do not play a prominent part in public discussions on these issues.

The empirical case study is carried out in two steps: Through interviews with key professionals involved in the production and marketing of the documentary series Rebellion From the Ghetto we examine the intention and strategies of the public service broadcaster DR and the commissioned production company Plus Pictures to generate public debates about cultural and religious problems. Secondly, we analyse the online and offline debates in order to shed light on the actual character of the debate with a particular focus on the inclusion of minority voices and how general and ad-hoc framings of religion enter and influence the discussion.

By consciously downplaying the role of ‘religion’ and framing conflicts in terms of personal experiences and universal themes the documentary series managed to set the scene for a debate in which second generation immigrants’ different experiences were given authority in public debates about contentious issues and the debate thereby transgressed the usual ‘us-them’, ‘majority-minority’ framing of these issues.

The study is part of the comparative Scandinavian research project CoMRel: Engaging with Conflicts in Mediatized Religious Environments. Additional information is available here: http://www.hf.uio.no/imk/english/research/projects/comrel/
Religion Between Politics and Media: Conflicting Attitudes to Islam in Scandinavia

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Based on a comparative project on media and religion across Denmark, Norway, and Sweden, this paper analyses relationships between religiosity and political attitudes in Scandinavia and how these connect with attitudes regarding the representation of Islam in various media.

Theoretical framework

We use mediatization theory to discuss the media’s role as sources of information concerning religion and as platforms for representing and discussing religion and conflicts associated with religion, particularly Islam.

Theories of mediatization and mediatization of religion point to media’s role in the construction of religion in contemporary society, including the ways in which media have become important sources of information about religious issues as well as tools for active engagement with religion.

Methodology

The paper is based on a survey with nationwide representative samples of the adult populations of Denmark, Norway, and Sweden. This comparative survey is the first in Scandinavia to measure experiences of mediated religion in everyday life in terms of attitudes towards the representation of Islam, Judaism, and Christianity in the media as well as uses of the media as a platform for discussing religion and religious extremism. The survey was undertaken in April 2015 with web panels of around 1000 respondents aged 16 years or above in each country. The data, then, are collected before tense situation that followed the heavy influx of asylum seekers to Sweden, Denmark, and Norway the following autumn.
Research material

The analysis focuses on how critical attitudes towards Islam are related to religious self-identification and political orientation. The study considers whether groups with different viewpoints on these issues differ in their attitudes towards media representations of religion. The survey is part of the project ‘Engaging with Conflicts in Mediatized Religious Environments’ (CoMRel). This project aims to examine how religion in public spaces becomes thematized and enacted through the (news) media as well as further articulated in face-to-face social interaction or through social media.

Key findings

Most Scandinavians relate ‘religion’ with conflict, and half of the population perceives Islam as a threat to their national culture. Scandinavians thus perceive religion in terms of political positions and predominantly feel that news media should serve a critical function towards Islam and religious conflicts. The results of the empirical analysis are discussed in view of the intertwined processes of politicization of Islam and mediatization of religion.

Reference

This work will be presented in full in a special issue of Journal of Religion in Europe on Media, Religion and Politics, expected late 2017. In the journal article Haakon H. Jernsletten is taking part as co-author. He has done most of the statistical work on the study.
NordMedia 2017

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

Abstracts

TWG 2

Digital Games and Playful Media
Friday, 18 August

09.00-10.00

Karin Ryding. *What the end reveals - Myths in post-apocalyptic videogames*

Tanja Silvonen. *Art Mods as Glitches in the Game System*
What the end reveals - Myths in post-apocalyptic videogames
Karin Ryding, IT University in Copenhagen, kary@itu.dk

The world ‘apocalypse’ is derived from the Greek apocalupsis, which means to ‘uncover’ or ‘reveal’. It refers to the prophetic vision granted to St. John of Patmos as recorded in the final chapter of the New Testament, The Book of Revelation. Today, however, the meaning of the word apocalypse has become closely associated with violent change, destruction and transformation of the physical world. This violent fantasy is a reoccurring theme in narratives and in art throughout history. It has a continuing influence on our popular culture, perhaps now more than ever with all the current socio-political turmoil in the world.

The world on the verge of destruction is one of the most popular and recurrent settings for major videogame titles since the late 1980s. The focus of this paper is the myths and ideologies inscribed into the aesthetics, narratives and gameplay of post-apocalyptic videogames. The aim is to discuss how the conditions and conventions of the game medium shape what is presented to us as a modern, secular form of apocalypticism. The case studies presented are the two well-known videogames Fallout 4 and The Last Of Us. The research focuses on three elements that the games have in common 1) the representations of a post-apocalyptic landscape, 2) the representations of monstrous humans, and 3) the representations of the survivor protagonist. The method used is a variation of Barthesian semiological analysis in which a selection of published screenshots from the two games are scrutinized and compared. This becomes a way to pinpoint certain myths that the two games share. In order to then go deeper into what the apocalyptic representations signify specifically in the situation of play, both a general perspective (without play in mind), and that of a player are included in the analysis. By comparing these two perspectives the aim is to distinguish how certain signifiers shift in meaning from one mindset to the other. This as a way to understand how the rule system interplays with the aesthetics (as well as the narrative), and how the apocalyptic myths presented in the games serve as justification for certain aspects of the game mechanics.

Through the use of Julia Kristeva’s theory of abjection deep ambiguities manifested and dealt with through these games are revealed, exemplified by the liminal, apocalyptic state of a crumbling society giving rise to curious exploration, fun and play. Monstrous, zombie-like humans are represented as dehumanized antagonists with half-naked, deformed bodies that merge the feeling of repulsion, fear and desire into a justified call for violence. The ambiguous survivor identity is reshaped into the masculine protector role, in itself protecting both the protagonists, and the players themselves, from any criminal identity.
Art Mods as Glitches in the Game System

Tanja Sihvonen, University of Vaasa, tanja.sihvonen@uva.fi

Some digital games invite their players to engage in what I call “metagame” – playing with the game rather than playing it. Metagame is a close relative of playing the (game) system. In this paper, I am going to consider two instances of metagaming: the reinterpretation of the use of the game artefact, and the rededication of the game code, that is, extending it to new applications. I am going to focus on art mods, or artistic game modifications, which result in this kind of creative manipulation of the software. I will draw practical examples from games like The Sims, Unreal Tournament, Quake III and Half-Life.

In the context of art mods, using existing games, rather than creating new works, is an important strategy and an ideological stance (Poremba 2010). However, my study is based on the notion that analysing the affordances of game code cannot only be based on the “official” version on how the game is supposed to be played. Sometimes there are “holes” in the game code that await for the player’s patching. The game world processed by the game engine is often the result of compromises and optimisation, which renders it prone to malfunctions and glitches. Avid game players are generally well aware of the prevalence of rule ambiguities, glitches and errors in game programming, and they naturally seek to exploit them in any way they can (Nitsche, 2008, 25–29).

The importance of considering errors as essential elements in gameplay is supported by a number of studies (e.g. Hayes & King, 2009; Kimppa & Bissett, 2005; Nitsche, 2008). In these, glitches are defined as either programming bugs or design flaws. Cheats, on the other hand, are tools for mastering the game ‘by circumventing the official rules for play’ (Bainbridge & Bainbridge, 2007, 62). Cheats and design limitations provide the players with many positive functions, and they can be socially significant, too (Consalvo, 2007).

The constituents of the game as well as mechanics of its play are fundamentally altered through modding. The meta-level understanding of the game’s ontology also drives the issues of representation and interpretation into movement. In addition to the interpretive layer, where the player aims to make sense of the game world, gameplay is also the result of configurative practices, carried out within the affordances (e.g. cheat codes) and representational limitations (bugs, glitches) of the game engine. I consider mods an extension of these configurative practices. There is thus a binary structure to my analysis: art mods work both within the game world and against it.

Game art mods can be thought of as glitches in the game system. These mods act as a counterpoint to a dominant media form and show opposition to the monolithic and hegemonic commercial games industry (Poremba 2010). Through modding, the representationalised gameplay practices tend to get reconfigured
from private experiences into something that is shared in public. The transgressions between the private and public spheres with their distinct social and material contexts will be analysed as part of the discussion on game art.

References


Abstracts

TWG 3

Gender and the Media
Friday, 18 August

10.30-12.00

Md Nabil, "Revenge porn" - how news media is constructing knowledge about revenge porn and representing these misogynistic practices

Isotalus Pekka, "Coverage of straight vs. gay spouses of candidates in newspapers during the Finish presidential election" - privatization of politics and how mainstream media is covering spouses of the presidential candidates

Ana Cristina Pereira, "Representations of black women in Portuguese post-colonial cinema" - how the Portuguese cinema represents women of African and Afro-descent

Jonita Siivonen, "Inverting as a working method for gender sensitive journalism" - exploring ways of alternative gender constructions in the press
"Revenge porn" - how news media is constructing knowledge about revenge porn and representing these misogynistic practices

Md Nabil, University of Gothenburg

Abstract:

"Revenge porn" is recognized as a form of online misogyny causing severe harm to people especially women. Such online practices barricade social developments like eliminating oppression of women and ensuring gender equality. News media across the globe are increasingly reporting about ensuing damage of revenge porn devastating women’s social life, career and familial relationships. News in general plays crucial role to shape public knowledge and opinion, and also influences legislators and policy makers who ensure the wellbeing of individuals in a society. In this case, news media is constructing knowledge about revenge porn as an online as well as social phenomenon and is conveying it to the public. This construction of knowledge by media requires some scrutiny which is the aim of this analysis.

Not much has been done on this particular subject but mass media’s representation of this misogynistic practice has indeed become a subject of critical examination by few scholars. Mediated stories are allegedly found to be conveying a victim blaming message that women who participate in risky online sexual activities are personally responsible for the consequences they may face (Hasinoff 2015; Henry and Powell 2015; Salter and Crofts 2015). News media has also been criticized for disregarding sexual harassment of and violence against women (Carll 2003). One small scale study from North America explored news reports about revenge porn and accused those stories of failing to adequately capture the ordeal of the victims (Fairbairn 2015). On the contrary, Smith (2010) argues that news only depicting fear, trauma and sufferings can unnecessarily create a fear of vulnerability in women which eventually can legitimize a sense of responsibility of self protection in them. Thus both victim blaming and victim centered framing (in news) can potentially limit women from self-expressing and eventually promote a virtual gender power asymmetry (Milford 2015).

This criticism of media representation of victims and their ordeal by previous works tend to ignore the developments that has been made in recent years regarding issues of wellbeing of women in the society. According to Minic (2014), there are broader feminist communicative actions taking place in mass media through pro- feminist journalism and circulating feminist ideas in other media content. There are now significant efforts evident from advocacy agencies, online activists and bloggers to make society aware of the harms of online sexual harassment. Their versions are being included in mainstream news media. Such a changing media landscape does provide room for generating alternative media discourses which can address
complex issues related to revenge porn; thus can challenge the dominant discursive practice of victim blaming and victim framing in media. This present study is part of my PhD project that limits its focus on how news stories construct knowledge about revenge porn as a criminal offence.

Using a method of thematic analysis on 99 news reports published in 4 leading American news websites over a period of five years (2012-2016) the analysis examines and explains how revenge porn is portrayed in news. Three dominant themes emerge in the analysis in relation to the news construction of revenge porn (RP) – i) defining RP - as an act of female victimization through non consensual distribution of intimate sexualized images; ii) criminalizing RP - news about revenge porn goes beyond mere representations of victims and includes various other parties (e.g. perpetrators, third party content distributors etc.) with their criminal liabilities for committing such act; and iii) critiquing laws and policies against RP - the loopholes in existing legal framework and law enforcement, and debate regarding laws criminalizing revenge porn and free-speech right are parts of a recurrent theme in these news stories.

References


Coverage of Straight vs. Gay Spouses of Candidates in Newspapers during the Finnish Presidential Election

Pekka Isotalus, University of Tampere

Politicians’ spouses, usually wives, have received increasing amounts of media attention in recent years. They have often been portrayed in public, primarily in a promotional capacity, by political candidates because they have no real political significance. This process is especially emphasised during election campaigning and is related to the trend of the privatisation of politics, which means a shift in media focus from the politician, as the occupier of a public role, to the politician as a private individual, a person distinct from his or her public role. Politicians sometimes exploit their personal lives, including marital relationships, as a promotional resource to form a given impression and image.

In this paper, the privatisation of politics is considered by analysing the newspaper coverage and images of two candidates’ spouses during the second round of the 2012 Finnish presidential campaign. During the campaign, the spouses were reported on more frequently than during previous campaigns because one couple was gay and one was straight. The paper conducts an investigation of what the newspapers reported about the spouses, how balanced the coverage of them was and how intimate issues in the relationships were described in public. The paper employed a qualitative content analysis method, and the data were composed of 112 articles and 106 pictures.

The results show that the spouses’ role was treated in a traditional manner in the newspapers; however, the gay spouse muddled the traditional gendered frames because he was posited in the traditional spousal role, which is more feminine than masculine. The coverage of the gay couple imitated the traditional coverage of straight couples in the campaign context. The tone of the coverage of the gay spouse was sometimes even more feminine than that of the female spouse, and it could even be said that he was placed in the ‘position of wife’. Further, the female spouse was met with conflicting requirements because the media presented her in the very traditional role of a politician’s spouse. At the same time, she could not be like a traditional wife and take responsibility for household chores.

The level of privatisation appeared to be high. Moreover, the couples used different strategies to protect their privacy in relation to the most intimate questions. This coverage was not just instrumental; it was also substantial in many respects. Based on the results, it is evident that the media used spouses as a means to drill down to the candidates’ relationships, lives and personalities. Thus, the role of information about a spouse was to influence a candidate’s image. However, the role of the spouse appeared to be even more
important. He or she is intrinsically significant and has an individual meaning in the campaign context, making his or her attractiveness potentially beneficial to a candidate.
Representations of black women in Portuguese post-colonial cinema

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Key-words: Portuguese cinema; racial representations; Miguel Gomes; Pedro Costa; Margarida Cardoso.

Abstract:

According to several authors Portuguese cinema lives in a dichotomy between its inability to assert itself as a cultural industry and an apparent international recognition of the structures that decide what art is. Even after the democratization of the country, Portuguese cinema had often a difficult relationship with the public and also with the political and economic powers. This aspect has limited its capacity of production in quantity and in diversity. On the other hand, cinema is a predominantly male medium, at least as far as filmmaking is concerned.

Recent studies on Portuguese cinema point to the persistence of gender and racial stereotypes, but also of filmic discourses that challenge hegemonic representations. Since the 1990s ethnic minorities and “marginal” realities previously ignored by the cameras emerged in Portuguese films. This decade gave birth to a generation of filmmakers heir to a tradition of purist, eclectic, and strongly ideological cinema who had as teachers, at Escola Superior de Teatro e Cinema, some of the directors of the Portuguese Novo Cinema, but who came with its own agenda. In the last decade of the twentieth century, some films were made with the purpose of producing an insight about the urban and often marginal daily life, challenging the concept of “nation” that excludes plural realities. In the twenty-first century the trend to include the African Diasporas in fiction and in documentaries continues. At this point there has been an accentuated experimental trend to expose social inequalities. Artistic proposals initiated earlier and the emergence of new directors interested in filming people who are part of the Portuguese reality, although still often seen as foreigners, are now becoming visible.

In this context one would expect different representations of black women in the films of the last 25 years to be found, but this does not appear to be true. Analyzing the Portuguese cinematographic production from the 1990s to this part we verified that the presence of women of African descent in the Portuguese films is rare, not very diversified and never as protagonist. Is Portuguese cinema reifying representations of African or Afro-descendant women who come from afar and who do not represent the social diversity of our day? If so, which movies would go against this logic? How does the public answer to films representations?
Based on data provided by the Institute of Cinema and Audiovisual (ICA) and on previously published
Portuguese cinema works and continuing with the attentive watching of the films, we traced the evolution of
the presence of non-white characters in Portuguese cinema since the 1990s, distinguishing the
representations of female characters.

Focus groups were made, in Portuguese universities, on Tabu by Miguel Gomes (2012); Horse Money by
Pedro Costa (2014); Yvone Kane by Margarida Cardoso (2015), trying to understand how these films are read
by young audience.

This work is a critical discursive analysis on the representations of the blacks and concretely of the black
woman proposed by the Portuguese cinema; and also on how the young public dialogues with those
representations.

It is concluded that the representations of the black woman are rare and very little differentiated between
themselves, reifying hegemonic representations, this except for some films made by women. Young
audiences are sensitive to the realities portrayed by the films even if they often reify racist readings of the
filmic texts.
Inverting as a working method for gender sensitive journalism.

A pilot study on the portrayal of two young politicians, one professor and one young medical doctor with a Ph.D.

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This pilot study in journalism and communication studies explores means by which gender stereotyping practices can be revealed in order to promote gender sensitive journalism.

The aim of the pilot study is to explore ways in which inverting as a working tool can reveal gender bound constructions when describing persons in routine journalism. The material consisting of descriptions of young professional women is analyzed in order to find sequences that can be interpreted as being gender bound to femininity. The sequences are compared to the female and to the male portrait interview norms (Siivonen 2007) and then critically further close read. The analysis is conducted by inverting, or “turning around” the language of a text: Could this sequence refer to a male person as it now refers to a woman and why/why not is this so? In this pilot study of only four texts, gender is operationalized as a binary category (based on gendered name coding), but will further on develop a more diverse operationalization of gender.

The aim is not only to reveal gender bound constructions, but also to reveal constructions ignoring the queer and intersectional readings of the portraits.

The material comprises four portrait interviews with young professional women of whom two are Finnish politicians, the third a Swedish professor and the fourth a Swedish medical doctor with a Ph.D. The Finnish material is from a women’s magazine “Me naiset” in 2016, the other from the tabloid “Iltalehti” in 2016. Both the Swedish portraits are from the morning paper “Dagens Nyheter”. One of the texts is from 2015, the other dates back to 2002.

The portrait interview is a genre of politeness and therefore the gender bound constructions can be interpreted as expressing society’s ideal, in this case the Nordic societies’ ideal, of how to do gender “correctly”. According to the genre conventions of the portrait interview the interviewee’s role is to produce unpretentious talk sequences, and the journalist’s role is to pay tribute to the interviewee and the interviewee’s achievements. When inverting the person descriptions and life story descriptions it is possible to sort out what themes most often construct gender bound and/or sexist ideals in society for women’s and men’s doing gender. The study will also aim at identifying the linguistic mechanisms that construct heterosexism in the descriptions of women and men.
These “ideal women” and “ideal men” as stereotypes have long been criticized, but there have been less pragmatic discussion on how to make alternative gender constructions. Therefore in this paper the focus will be on looking at ways of portraying persons in less binary gender bound ways, making possible also queer and intersectional constructions and readings.

The theoretical framework of the study is within social constructionism, critical discourse analysis and gender studies.

Friday, 18 August

14.15-15.15

Carla Cerqueira, "The voices of gender equality: an analysis of communication strategies of NGOs" - What communication strategies are used by NGO's working with social change and gender equality and how affective are they in conveying the messages they want to the mainstream media

Elissa Vainikka, Agonistic online debate about gender and "the relationship market" - how participants of a Finnish forum are constructing their on-line alternative reality and communicating "geek masculinity" with each-other

Elisabeth Eide, "Strategically Shameless" - young Norwegian women of Arab descent formed a movement to demand from the media to take their voices seriously. Did they succeed?
The voices of gender equality: an analysis of communication strategies of NGOs

Carla Cerqueira

Communication plays a central role in social organizations, namely non-governmental organisations (NGOs), in particular in what concerns publicizing the causes advocated and contributing to the mobilization of public opinion and social change. With the proliferation of digital social networks the issues of communication gain new attention in this area of research because they allow greater interaction with different audiences, are easily accessible and managed. Concerning Portuguese context there is a vast and heterogeneous group of NGOs and other (formal and informal) collectives operating in the field of human rights, women’s rights, gender equality and feminisms. Research in this area has given particular attention to aspects related to external communication, namely how these organizations, which work around issues related to women’s rights, gender and feminisms, are represented by the mainstream media. In this perspective, it is considered urgent to perceive, from a holistic view and attentive to the specificities, which communication strategies are defined by the organizations.

This communication aims to present the results of a research developed around the internal and external communication strategies of NGOs and other (formal and informal) collectives operating in Portugal in the area of human rights, women’s rights, gender equality and feminisms. In this sense, interviews were conducted with these organisations, which were complemented by the analysis of digital platforms they use. First of all, the structure of these organisations demonstrates that they are so different that to classify them we can use the metaphor of the rhizome and its complexities. The dimension, mission and agendas are very heterogeneous. The results highlight the effectiveness of the use of traditional means of internal communication, although this is referred to as one of the areas of greatest challenge. Regarding external communication, we seek to articulate traditional media with new digital tools. However, the scarcity of human and economic resources seems to be a major hindrance to the professionalization of communication, with some organizations even feeling setbacks at this level. Digital platforms function more as means of information than as channels of communication abroad. Media representation remains an area of great attention but they do not always know how to contact with journalists and gain media attention. In a field marked by the heterogeneity of organizations, communication always appears as a strategic area, but in several cases the dilemmas of operationalization seem to be greater than the conquests.
Agonistic online debate about gender and “the relationship market”

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This study examines discussions about relationships in an anonymously used online image-board by using narrative analysis. Most of the discussions studied here deal with gender roles, relationship problems and the “relationship market”. Often the discussions reflect disputes around gender that seem to be more and more common recently (Jane 2016), and that Sarah Banet-Weiser and Kate Miltner (2015) have called the “new gender wars”, a war including echoes of previous backlashes against women and feminism. The research material comes from a Finnish online image-board Ylilauta, the Finnish equivalent of the American sub-cultural forum 4chan. In the /relationships sub-forum of Ylilauta, anonymous commentators engage in relationship talk, asking for advice and seeking support. They form an “intimate public” (Berlant 2008, viii) where they discuss matters such as friendship, relationship problems and moral dilemmas.

First, I observe what kind of online platform and public space does the /relationships-section of Ylilauta offer. What possibilities does it afford and what does it exclude? This is important to pin-point, because the space or platform itself does have a role in enabling certain public debates (Gillespie 2010). Secondly, I focus on the discussion about “relationship markets”. I examine how people posting in the forum position themselves in terms of gender and gender performances in narratives about relationships. What kinds of debates and conceptions of gender roles emerge?

The theory about market value in relationships is constantly referred to in the discussions of the Ylilauta forum. It is used to explain many common situations in relationships between men and women. In the discussions we see circulating discourses that are familiar from Anglophone online forums and blogs. For example, the “masculinist” (Saresma 2014) or men’s rights activist (MRA) discourses appear as well as influences by the pick-up-artist (PUA) (Dayter & Rüdiger 2016, Hendricks 2012) or “red pill movement” (Massanari 2015). The ongoing discussions about relationships and gender roles circulate many stereotypical and often misogynistic conceptions about relationships, sexuality, and gender roles. However, a minority of posters actively challenges these stereotypes and problematic generalisations, making the discussions an agonistic public (Mouffe 2005).

The image-board is a platform where other commenters have to be imagined, and therefore a space, on which every user can place their own interpretation of the imagined “we” of the forum. The dominant view of the forum relates to the stereotypical notion of “geek masculinity” (Massanari 2015). The culture of online image-boards is androcentric, privileging a male-centric world-view. The image-board also offers a “gamified” alternative reality, where public debate becomes a sort of a game, where various rhetorical tricks
and provocative speech is used. The provocations and dominant views, such as gender stereotypes, are challenged in the agonistic public of the forum. Unlike in Massanari’s (2015) study of the reddit forum, in the image-board the resistance does not happen collectively, but on an individual level.

Some attributes of the image-board forum, such as ephemerality, anonymity and “gamification” of the space, influence how the discussion itself is formed. The anonymously used forum may shelter various extreme views, such as the theory about market-value in relationships, and offer a fruitful soil for them to grow. Because the ideological position of the forum itself is open and vague, and because the users comment anonymously, the forum also invites opposite views. The agonistic discussions get more visibility due to the operation logic of the forum, where messages with most replies are rise up and those with fewer replies, go down and finally disappear.
Strategically Shameless - Young Women, Media Strategies and Press Representation
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In 2016 the «Shameless girls» occurred in Norwegian media as an initiative and a movement of young women with roots mainly in the Arab world. “We are not a concept. We are our own person and we demand to be taken seriously: both in Norwegian and in our mother tongue” (Initiator Nancy Herz 25.04.2016 in Aftenposten). The initiative seemed broad-based, including hijab-wearing “conservative” Muslims as well as “progressive” non-believers, but they all attacked the “culture of shame” prevailing in different Muslim environments in Norway and elsewhere.

This paper studies the media coverage of the “Shameless girls” from the first media occurrence in April, throughout 2016. The study is explorative, asking how the “Shameless girls” were represented in the national press. To what extent was the diversity of the group reflected in the media coverage? To what extent were they invited to speak for themselves? How do the initiators themselves evaluate the media coverage? These questions will be explored in three steps: 1. Content analysis of press coverage (96 units registered), focusing mainly on voice and genre. 2. In-depth discourse analysis of 4-5 feature reportages on “the shameless”. 3. Interviews with 4-5 of the “girls” themselves. A small study of Facebook representation will also be included (the “girls” do not have any open FB page, but some young Muslim men have voiced their support).

NordMedia 2017

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

Abstracts
TWG 4
Media and Celebrity Culture
Friday, 18 August

15.45-17.15

Fabian Zimmermann, Authorial Fashioning as Mediatisation of Literature

Kathrine Meldgaard Kjær, Celebrity food activism and the limits of embodied expertise

Fanny Duckert, The struggle for control: Norwegian TV-show hosts relationship to journalists

Helle Kannik Haastrup, Celebrity Activism & The Attention Economy: Strategies of Self-Presentation, Cultural Critique and Humanitarianism
Authorial Fashioning as Mediatisation of Literature

Fabian Zimmermann, Institute for Media and Communication Studies, fabian.zimmermann@uni-mannheim.de

Looking at the stage of literature, attention-grabbing ‘mise-en-scènes’ seem to have become necessary for literary authors to be publicly noticed. Also, a glance at the recent research discourse shows that literary studies are increasingly interested in the fashioning of literary authorship (Franssen and Honings 2016; Grimm, Gunter, and Schärf 2008; John-Wenndorf 2014; Künzel and Schönert 2007). Most of the work in this field focuses partly on historical, partly on recent case examples. However, overarching classifications of authorial (self-) fashioning strategies that take relevant social contexts into account are largely missing.

Whereas several studies especially explore the influence of economy and market logic on the literary field (Craig and Dubois 2010; Sapiro 2003; Verboord 2011), the focus of this paper lies on the impact of the public sphere. The aim of the following is to explain and systematise authors’ (self-) fashioning practices in reference to the specific characteristics of the media system. Here, the concept of mediatisation, which has been developed and employed by communication studies, serves as a theoretical framework. Broadly, the term addresses the structural accommodation of social spheres to the news media and, thereby, the institutionalisation of their inherent rules and routines—the so-called (news) media logic (Marcinkowski and Steiner 2014; Schrott 2009; Strömbäck and Esser 2014). Hence, it describes one of the central processes of social change in the modern society where media play a key role (Schulz 2004).

It seems plausible that literature, too, is increasingly guided by (news) media’s conditions for success. In times of growing competition in a more and more complex sphere of cultural production, public attention has become an extremely important and likewise scarce resource for the literary scene (Franck 1998). Hence, in order to assert themselves on the literary (battle) field, authors depend on visibility or celebrity capital which is particularly allocated by news media (Driessens 2013).

In this context, public fashioning can be understood as a form of mediatisation which is supposed to accumulate celebrity capital. Instead of being forced by the media, this phenomenon is rather about a self-determined accommodation which is contingent on the specific need for public resonance (Marcinkowski and Steiner 2014). In turn, this need arises from the particular social position of an author within the literary field. Here, Bourdieu (1996) distinguishes between the subfield of restricted production and the subfield of large-scale production. Whereas the former is rather up to the regard of relatively few chosen literary recipients (e.g. other authors, artists, or critics) to receive literary legitimisation and acceptance, the latter requires the attention of a preferably large audience to boost sales. However, both subfields rely on celebrity
capital, albeit to a different quantity and quality, as it can be converted into symbolic as well as financial capital (Driessens 2013).

Now, effective authorial fashioning, which is meant to trigger public resonance, ought to match certain aspects of media logic, such as the focus on persons, unambiguity, sensationalism, or the focus on visuals. According to this, common fashioning strategies include personalisation (e.g. public readings, homes stories, websites/social media), labelling (e.g. impression management, authenticity work), scandalisation (e.g. public confessions, provocation), and visualisation (e.g. photographs, visual essays, drawings) (Reichwein 2007).

For the literary sphere, this mediatisation of authorship is both a blessing and a curse. News media provide authors with public visibility and might, thereby, enhance literary reception. On the other hand, a prevalent celebritisation of the literary field implies an excessive emphasis on individual authors, their images, scandals, and visuals. In contrast, the core of literature, namely literary works, would be pushed to the background and lack social relevance.

References


Celebrity food activism and the limits of embodied expertise

Kathrine Meldgaard Kjær, University of Southern Denmark

In this presentation, I will outline the ways in which the new, specific celebrity position of the celebrity food activist can help us unpack current norms for embodied expertise. Celebrity activism has by now been studied extensively – but mainly within situations that are less universal than the matter of eating. The types of celebrity activism studied in the field of celebrity studies have typically related to war, poverty and humanitarian crises, and politics more generally speaking. However, the ‘ordinariness’ of eating sets celebrity food activism apart these more extensively studied celebrity activisms, and perhaps as a consequence of this, it has only fleetingly been considered in celebrity studies literature. This presentation will argue that focusing on this celebrity position is nonetheless pertinent, as it can help us make sense of the ways in which the body is a central actor in celebrity activism – both in relation to the celebrity activists themselves and their audiences.

Zooming in on this celebrity position, I will argue that in the context of the current panic about the obesity epidemic, food activism is a type of activism that is intimately concerned with the body. Because food is both the cause of and cure to fatness, eating is a practice that is - in the medicalized paradigm of the obesity epidemic - always tainted by risk and ambiguity; you need to eat to survive and be healthy, but there is always the threat of eating too much or eating ‘wrongly’. The celebrity food activist, I argue, functions by speaking to the ever-present anxiety surrounding the act of eating in the contemporary by separating the contemporary foodscape into simplistic, easily understood categories of what should and should not be eaten to maintain a healthy, non-obese body. Accordingly, these celebrities are directly seeking to impact and even transform our everyday cultural and social environments – and our bodies. But how does the body of the celebrities themselves impact their activism, and the claims of authority they can make from this position?

Inspired by feminist theory about the body and celebrity studies literature on food personalities, this presentation will present an overview of the ways in which the celebrity food activist can be used as a lens through which we can unpack the intimate relationship between body and authority in the context of the current obesity epidemic. This, in turn, will shed light on more general questions of how fatness, thinness and gender impacts what types of bodies may be considered capable of expertise in the contemporary, and how food has become a key arena on which these questions are played out, confirmed and contested.
The struggle for control: Norwegian TV-show hosts relationship to journalists.

Fanny Duckert, University of Oslo, fanny.duckert@psykologi.uio.no
Kim. E. Karlsen, Unit for Adult Psychiatry, Diakonhjemmet hospital

Theoretical framework:
Self-psychology, impression management, and communication psychology.

Methodology:
Consensual qualitative research. In depth, explorative, qualitative interviews.

Description of research material:
Ten (seven male and three female) Norwegian TV-hosts were interviewed. All were nation-wide celebrities, between 30-55 of age, and working as TV-show hosts when they were interviewed. Together, they had more than 100 years experiences as TV hosts. They were asked to describe how they perceived their media role, compared to their private selves, and their relationship with journalists. All had received both positive and negative feedback, and were asked to describe situations where they had received negative feedback from media. How had they experienced this? What were the main sources of stress? What were the implications for their work and life situations? How did they cope with the stress?

Main results:
The TV-hosts had a strong focus on how to control their public image but differed in how their perceived their personal and professional roles. The majority enjoyed to be public figures but some felt uncomfortable, and tried to avoid public exposure outside their working situation. As a group, these individuals experienced themselves as competent and similar to or above ordinary journalists. The majority described an independent and often playful interaction with the media. They also described a competition with journalists about who should define interview situations and what kind of information to be given out. An important goal was to protect their own image - and keep control; over their programs, themselves and their private lives. This was an ongoing struggle, and they varied to what extent they felt that they succeeded.

Some had a different approach. They were open, honest and accommodating of media, and wanted their public and personal roles to be as similar as possible.
All experienced negative feedback as stressful and difficult to handle.

Sources of stress were the way journalists treated them, one-sided presentations, the use of evil informers, attacks on them as individuals, and harming their family and children.

Coping strategies varied from confronting journalists and editors, responding with their own versions of the stories, and withdrawal and isolation.

It seemed that the most efficient and during coping strategy was to systematically edit the information and responses they gave to journalists in ways that protected themselves and their own images. Openness and sharing their real emotions turned out to be high-risk behavior, and led to more stress and personal costs.
Celebrity Activism & The Attention Economy: Strategies of Self-Presentation, Cultural Critique and Humanitarianism

Helle Kannik Haastrup, University of Copenhagen

In this paper I want to argue that celebrity activism as presented on social media profiles in the era of the attention economy (Marwick 2015) exemplifies a different dynamic as to how the celebrity activists can communicate with fans and followers. They have a much more direct connection with fans (and the media) through their online profiles compared to celebrity humanitarians depending on legacy media representation in a very different way (Couliaraki 2013 and Wilson 2014).

Firstly I want to propose a theoretical framework for analysing celebrity activism online in social media networks. This is done by combining theories of celebrity culture (Dyer 1979, Krieken 2012), humanitarianism (Chouliaraki 2013, Wilson 2014 + 2016) social media and self-presentation (Marwick 2015, Marshall 2010, Meyrowitz 1985) as well as feminism (Gill, Rowe). This theoretical framework makes it possible to address and discuss how these strategies are applied to specific social media profiles of international celebrities having a cultural and political agenda.

Secondly the analysis is based on the theoretical framework and focus on the profiles of two celebrity activists aim to show how these strategies of self-presentation can be intertwined and how the issues are communicated through the vehicle of self-presentation. Online the celebrity activists are presenting their engagement and their own star brand simultaneously as an agenda of empowerment, cultural advancement and/or humanitarianism. This indicates that international celebrities are not only entering into the West – Global South relation, but also aim at drawing attention to e.g. political injustice and lack of equality in Western societies as well – thus in effect broadening the scope as well as making a case for issues literally closer to home.

The analysis is using the proposed theoretical framework in a comparative study of two Hollywood stars using their multiple social media profiles (Twitter, Instagram, Facebook) combining the different strategies. The two celebrities are actor Emma Watson who is UN Women Goodwill Ambassador and working for the HeForShe gender equality campaign and actor Tom Hiddleston who is a UNICEF UK Ambassador and working as a humanitarian concerned with children's issues in Africa. Both Hiddleston and Watson are examples of celebrity activists who are using their social media profile to communicate their agenda and combining their self-presentation with issues of cultural critique and humanitarianism.
NordMedia 2017

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Abstracts

TWG 5

Onlife: Digital Media Sociology in a Digital Cross-Platform World
Thursday, 17 August

16.00-18.00

Anja Bechmann (Aarhus University)
“The Facebook newsfeed as news source”

Bente Kalsnes (Oslo and Akershus University College of Applied Science)
“The social media logic of political communication”

Johanna Sumiala (University of Helsinki), Minttu Tikka (University of Helsinki), Katja Valaskivi (University of Tampere)
“‘Liveness’ and the acceleration of conflict in a hybrid, violent media event”
The Facebook newsfeed as news source
Anja Bechmann, UCI & Aarhus University, anjabechmann@cc.au.dk

Abstract

Within journalism studies and media management a popular topic is the discussion of users leaning towards social media as their primary digital news outlets (e.g. Baresch et al, 2011). Still, several studies indicate that social media news streams rely heavily on links to legacy media news content. Kvak et al (2010) conclude that 85% of the Twitter streams contain headline news and Newman et al (2014) show that between 14-18% of internet users share links to news stories every week on social media. This social referral led by Facebook in turn account for an increasing large percentage of the total site views on legacy media news websites (Newman et al, 2014; Schrøder & Nielsen, 2015).

However, two interesting perspectives remain to be addressed in the existing studies on social media as news source focusing on Facebook as the largest social media service. First, what is news in a social media setting like Facebook and does the traditional concept of news prevails. Second, what does the actual Facebook news stream data tells us about the patterns of news shared by and among users in social media streams?

Studies examining social media as news source (e.g. Baresch et al, 2011; Newman et al., 2012) seldom question the concept of news, merely adapting the concept of news as being stories deriving from legacy news organizations. On the other hand, social media research points to other incentives for users to share, create and view content on social media that rely heavily on self-portraying, everyday reports, connectivity and relationship building (see e.g. Humphreys et al, 2013; Bechmann & Lomborg, 2013). Instead of examining news from a traditional conceptual angle this article seeks to analyze news on Facebook from the ground up by looking at topics derived from content in the newsfeed.

Few studies have looked at the Twitter news streams (see e.g. Kvak et al, 2010; Zhao et al, 2010), but to my knowledge no studies have looked at a broad sample of Facebook news streams with a focus on the character of news on Facebook. Instead knowledge of news in social media is based on survey data (e.g. Newman et al, 2014; Schrøder & Nielsen, 2015). Looking at Facebook newsfeed data will enable a more nuanced discussion Facebook newsfeed as news source.

Aiming at analyzing and discussing Facebook newsfeed as news source the article will examine the newsfeed data of a broad sample mirroring the demographics of a nation (here the Danish Facebook population). Based on 14 days’ newsfeed for 1000 participants the paper aims to register topics of the exposed news in
the feeds correlated with ‘age’. The article will make use of quantitative content analysis in the form of a hand coded subset and topic modelling on the total dataset similar to the method used by Zhao et al (2011) in their study of Twitter news data. The findings will form the basis for a general discussion on the concept of news in social media.

Abstract submitted to Convergence special issue Users Across Media

References


The social media logic of political communication

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Media logics can be understood as the inherent communication norms and practices of a particular medium (Altheide & Snow, 1979), and scholars have typically used it to describe the function and formats of mass media. Typically, media logic refers to the format, rules or ‘codes’ for defining, selecting, organising, presenting and recognising information as one thing rather than another (Altheide & Snow, 1979). Researchers have recently started to argue that a new mechanism is in play in the interaction between social media platforms, the mass media, users and social institutions. New hybrid media landscapes are characterized by political actors who can bypass media as gatekeepers and communicate directly with voters on their own Facebook pages. Simultaneously, social media platforms such as Facebook and Twitter are important traffic drivers for mass media, as well as convenient ways for political journalists to reach readers and political sources. The changing dynamics between mass media and social media are highly relevant to how people inform themselves about the world, which issues are given salience, how we make decisions, and, consequently, how democracy functions. But the new mechanisms for attention, visibility and popularity on social media platforms is not sufficiently articulated or understood in the existing research literature.

In this study, I propose a conceptual and theoretical framework which allows us to analyse and make sense of how political communication occurs on social media platforms. Central to the proposed framework is a critical understanding of social media logic and the affordances of communication technologies such as social media platforms. Here I understand affordances to be the action possibilities (Gibson, 1979) that communication technologies allow for (liking or sharing an item on Facebook, for example). Recently, a new media logic has been identified by researchers, the social media logic (Van Dijck & Poell, 2013; Klinger & Svensson, 2014). Social media logic (Van Dijck & Poell, 2013) and network media logic (Klinger & Svensson, 2014) are models that frame the ways in which the mechanisms of the social media platform impact social interactions and information selection among its users. Through this framework based on Facebook and Twitter, I explore whether we can talk about a social media logic and what it means in a political communication context.
The interplay between actors and communication technology is central in my approach. This framework relies upon five high-level affordances, which are described as abstract communication outcomes of technology (Bucher & Helmond, 2016), and I argue these affordances are the building blocks of the social media logic in political communication: Publishing, visibility, networking, connectivity, and segmentation. By developing this innovative framework, I connect affordances and social media logic to political communication, a set of theoretical terms not frequently combined in this manner before, but as I will argue, this is a productive approach to study political communication in digital environments. The conceptual framework can be used to examine how the social media logic have practical implications for political communication among different actors.

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<th>High-level affordances</th>
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<td>Twitter Analytics¹</td>
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Table 3. Conceptual framework for political communication on social media. An affordance approach to outline Facebook and Twitter’s social media logic through Function, Purpose and Implication.

¹ https://analytics.twitter.com
Charlie Hebdo, 2015 - ‘Liveness’ and the Acceleration of Conflict in a Hybrid, Violent Media Event

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In this paper we wish to analyze Charlie Hebdo attacks in Paris in 2015 by looking at in particular the ways in which the idea of liveness shapes the social construction of the violent media event of hybrid nature. We re-visit the existing theoretical literature on the theory of media events in the framework of time and liveness and interpret those ideas against our empirical work on Charlie Hebdo attacks.

Our analysis is based on a multi-method approach developed for the empirical study of hybrid media events. In this approach, computational social science—more specifically, a combination of automated content analysis (ACA) and computational social network analytics (SNA) is used in concert with a qualitative approach—specifically, digital ethnography. A combination of the qualitative approach and digital ethnography is applied to provide a more nuanced, in-depth interpretation of what (substance/content) is circulating and when, and how this material connects with the ‘where’ in the digital landscape, hence constituting time-related effects in the hybrid media event.

Our primary Twitter data consists of some five million tweets on the hashtags and search terms #jesuischarlie, #jenesuispascharlie and #jesuisahmed in English, French and Arabic. This data is complemented with other media materials such as online news by international media houses, including the BBC, CNN and the New York Times.

In conclusion, we argue that the type of liveness performed in the Charlie Hebdo attacks gives preference to instant, emotional reactions of interpretation and related identifications. These interpretations are inclined to depend on the interpretative frameworks of the past that have become ritualized in previous media events of terrorist violence. The intensified and multiplied temporalities, activated in the ‘live’ communication of hybrid media events, accelerates those underlying conflicts between the different parties involved in the media event, in particular, those who ‘were’ and those who ‘were not’ Charlie.
Friday, 18 August

09.00-10.00

Heikki Heikkilä (University of Tampere)

*Privacy under ‘Surveillance Capitalism’*

Sara Leckner (Malmö University), Ester Appelgren (Södertörns högskola)

*Skeptics of online privacy and supporters of companies using behavioral data: a study of changing attitudes towards sharing behavioral data in the Swedish population*

Discussant: Heikki Heikkilä

Karin Fast (Karlstad University), Linda Ryan Bengtsson (Karlstad University), Raul Ferrer Conill (Karlstad University)

*Geographies of free labor: mobilizing consumers access immersive transmediascapes*
Privacy under ‘Surveillance Capitalism’

Heikki Heikkilä, University of Tampere

The rapid and remarkable developments in digital platforms and services have been spurred by promises of openness and connection, marking better access, horizontal dialogue and flattened hierarchies. The project for digitally-enhanced life is neither on halt nor completed, as we can witness in the dynamic innovations in and experiments with Big Data and Internet of Things.

At least since Edward Snowden’s revelations on the intelligence community’s capacity to sweepingly monitor all mobile phone and internet communications, however, we have become aware of the other side of the coin. Beneath or beside the open infrastructure, there exists another infrastructure designed for mass surveillance of users. There seems to be, as Nick Couldry argues, a price we need to for our participation in the digitally-enhanced life. For Couldry, the problems is not connection itself, but “what comes with connection: “the infrastructure of surveillance that comprises the Faustian bargain we need to evaluate”. It has now become apparent that this infrastructure of surveillance is operated not merely by intelligence agencies but also by internet service providers, media organizations and advertisers. This observation compels us to agree with Shoshanna Zuboff in that surveillance is not separated from economy but rather that it has arguably become a modus operandi for the market. Thus, for making an updated analysis of Capitalism, we should start talking about Surveillance Capitalism.

Given the powerful institutional interests in privacy, it is not surprising that there is a growing political and popular concern over social implications, such as the legitimacy of politics and businesses, and individual freedoms. Unfortunately, it seems that media and communication scholars are not too well prepared for addressing such questions. To some degree, this problem results from the fact that the study on the concept of privacy has mainly taken place at distance from media studies, most notably within legal theory, ontological philosophy and surveillance studies. While all these research fields are important in their own right, they surely leave room for complementing or alternative approaches from the perspective of media and cultural studies. This paper aims to elaborate on the analytical framework of privacy that focuses on what people do in – and with – their privacy. In this context, four set of practices call for closer investigation: Those related to (1) maintaining dignity, (2) pursuit of retreat, (3) keeping anonymity and (4) engaging in secret communications.

This framework will be applied in two ways. It helps to locate the historical and conceptual roots of each set of practice and contextual shifts of their meanings. In other words, we should take into account that people’s possibilities to, for instance pursue for quietness and tranquility (retreat) depend on their material
conditions of living. Secondly, the analytical framework enables us to look into how distinct practices of privacy may be shaped by contemporary technological, economic and political developments. In this context, we may ask, for instance, what are the implications of algorithmic analysis of media users to how media producers understand their (anonymous) audiences. Or, does the awareness of mass surveillance undermine possibilities for political dissidence and freedom of speech?

This paper aims to contribute to our theoretical and analytical understanding of privacy in the digital era. At the same time, it tries to draw empirical insights of ongoing media and policy debates on security and technology. The paper lends support from the author’s recent publications and teaching on ‘the structural transformation of privacy’ and comparative analysis of the media coverage of Edward Snowden.
Sceptics of online privacy and supporters of companies using behavioral data: a study of changing attitudes towards sharing behavioral data in the Swedish population

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Ester Appelgren, Södertörns högskola, ester.appelgren@sh.se

Personal integrity in digital environments is an area that recently has gained new-found interest. The new GDPR regulation (General Data Protection Regulation) from the European Commission that will be applied in 2018 puts pressure on companies, authorities and organizations to be more transparent in terms of how they collect, process and use behavioral data. In Sweden, large media companies such as Schibsted and Bonnier are simultaneously threatening to abandon current transparent industry initiatives like the Swedish KIA Index, which aggregates audience data from members. Such a move would contribute to a less transparent environment for audience data. Furthermore, in recent years, the issue of sharing personal data has mainly been discussed in the public debate in terms of monitoring and misuse, rather than in terms of advantages and benefits (e.g., Bergström, 2015; Findahl, 2014; Martin et al., 2015). These types of events can affect peoples’ attitudes toward corporate data collection, and especially the attitudes of people who are not very tech-savvy.

We have measured the attitudes of people in Sweden toward the sharing of behavioral data in digital environments over two consecutive years, using survey data collected in 2015 and 2016 through the Swedish national SOM survey (Society, Opinion, Media). A mixed data collection method was used (email and online) to gather a representative sample of the Swedish population between the ages of 16-85. We asked individuals about their willingness to share behavioral data in different digital contexts and the measures that they take to protect their digital privacy. Methodologically, it is a challenge to ask people about their awareness in a survey, since respondents might answer questions about awareness without having sufficient knowledge about the phenomenon at hand.

Our results from the 2015 data set show that Swedish residents are negative about sharing data with corporations, but they do so quite extensively anyway. We suggest that there is a gap in the knowledge of the population between when and where data are shared and collected. As changes that reshape our understanding of digital privacy are introduced (Regan et al., 2013; Waldo et al., 2007), the question that arises is whether increased awareness will lead to a more positive attitude about sharing data or the opposite.
The results of previous research on attitudes toward companies that collect audience data is ambiguous. Researchers have suggested several different variables to explain attitudes and concerns, but since the results across the studies have been inconsistent there is a need to continue to monitor these attitudes over time. In this study, we will present the results in terms of the change in attitudes. Amended legislation, the public debate and coverage of digital integrity in the media, as well as increased and/or changing use of media technology during the two years in question, will also be discussed in relation to the attitudes found. Because the survey data set from 2016 is not yet ready for analysis, we cannot provide preliminary results. However, we intend to do factorial ANOVA, analyze correlations and conduct multiple regression analysis to explain in this paper user attitudes toward sharing data.

References


When Swedish artist Tove Styrke released her album Kiddo on Spotify in 2015, she simultaneously released an 8-bit game for her fans to play on kiddogame.com. By sharing high scores, users could win merchandise especially put together by the artist. The game was also promoted by one of the most well-known Swedish gaming streamers, posting his own Kiddo Game competition to his followers. A week after the release, Tove performed at Dreamhack, which also shared the game on their website and on Twitter. Later that summer, a live version of the game was staged at a major Swedish music festival, where Tove also performed. The game was easily shared via Facebook and twitter, and while playing the game the album played via Spotify.

Worldwide, the music industry struggles to come to terms with how to make profit in times of illegal downloading, streaming, and Spotification. One apparent strategy is to rely on consumer engagement. The Tove Styrke campaign could be read as a contemporary example of so called transmedia marketing; that is, as a “holistic content creation approach” (Zeiser, 2015: xv) that simultaneously involves multiple content platforms. The attraction of transmedia marketing lies in its potential to foster engaged consumers who are ready to “haunt” a brand experience across several content platforms. In this paper, we join with the burgeoning critical scholarship that interprets consumer “engagement” as a form of labor. Since much of this labor gets paid in affect rather than money, such labor has rightfully been recognized as a form of free labor.

While both transmedia marketing and free labor has been subjected to many studies over the last decade, there is a lack of research initiatives that explicitly address the spatiality of both of these phenomena (though see e.g. Stork’s [2014] engagement with the “transmedia geography” of the Glee franchise). What is more; if it is rare to talk about the geographies of transmediality in the first place, it is equally rare to talk about transmediality, at all, in relation to music. Perhaps not so surprisingly but all the more inaccurately, there seems to be a prevailing perception that transmedia productions are exclusive to, at least traditionally, more narrative-bound franchises such as television, film, game, or comic books. However, storytelling is becoming all the more important also to music brands. Consequently, we identify a need for studies that acknowledge that 1) the notion of transmediality is applicable also to music, and 2) that the spatiality of transmedia endeavors is worthy scholarly review. Our conviction is that just as work-places constitute
obvious research objects in relation to other kinds of labor, so do the transmedia “social factories” warrant scholarly attention.

As to compensate for the identified research lack then, this paper investigates several actual cases of transmedia marketing in the music industry – and the free labor that such marketing potentially engenders – by way of qualitative content analyses that employ a cross-disciplinary conceptual framework. The framework combines theoretical perspectives from the ‘spatial turn’ and the ‘labor turn’ in media studies and allows us to approach, and visually present, transmedia marketing as a landscape – what we call a transmediascape. Such transmediascapes, our results indicate, can be read as the perfect soil for free labor since they mobilize consumers in more than one respect: they assemble consumer affect and, at the same time, encourage physical as well as virtual fan movement. Thus, due to its multifaceted connotation, pointing towards both affectivity and mobility, we find that the term ‘mobilization’ serves as a fruitful link between spatial theory and labor theory and a key concept for analyzing the geographies of free labor.
Friday, 18 August

14.15-15.15

Göran Bolin (Södertörns högskola)

*The metric mindset: a quantified relation to the social?*

Nanna Bonde Thylstrup (University of Copenhagen), Stine Lomborg (University of Copenhagen)

*Self-tracking as flow*
Following digitization, increasingly more spheres in society has become permeated with metrics. To a certain extent, metrics has always existed as measures of knowledge (school grades), estimates of economic wealth, calculations of calories, collecting stamps for discounts, etc., but it could be argued that digitization affects the ways in which metrics enter into our lifeworlds in both private and public spheres.

When it comes to people’s immediate lifeworlds, social life has thus become more manifestly measurable through social networking media, constantly reminding us on our status when it comes to amounts of followers, friends, contacts, and constantly prompting us to respond to metric triggers while we are navigating the interactive web (for example, through apps that record our health status, our recent performance in physical exercise, etc.). And within universities, academic success is increasingly becoming measured through amounts of citations, publications, external research funding, production of exams, etc.

Following from these processes, and especially related to the media, it has been suggested that we might be facing a shift in the attitudes or mindsets of media users (which we all are to a greater or lesser extent), where the algorithmic principles of data capturing on the internet and the metrics associated with social networking sites would produce what might be called “big data mindset” (van Dijck 2014), or a ‘metricated mindset’ (Bolin & Andersson Schwarz 2015), focussing on the responses to the privileged quantitative ‘triggers’ on the interactive web. A metricated mindset would suggest an increased inclination to quantify human relations, knowledge, friendships, that is, social life as such, and such arguments have been developed theoretically by myself (Bolin & Andersson Schwarz 2015) as well as others (Grosser 2014, van Dijck 2013), but have not yet been systematically tested empirically. The transformative nature of such changes would presumably produce a gradual and long-term change in people’s disposition to act in relation to others and to the surrounding world, revealing itself in attitudes and ways of evaluating certain social actions.

The problem for research is how to empirically grasp such possible long-term changes, and capture processes of what could possibly be called processes of “deep datafication” of our lifeworlds. The task of this paper is to discuss the possibilities and challenges of such a project, and to develop a theoretical framework for analysing metrics in various social settings. Such a framework needs to be equipped to deal with, on the one hand, long-term mediatisation and datafication processes, and, on the other, with questions related to spatial categories concerning the possible “depth”, “penetration”, “reach”, of these processes into the landscapes of the social.


Göran Bolin is Professor in Media & Communication Studies at Södertörn University, Stockholm, Sweden. His research spans both media production analysis and audience studies, and his latest work is focused on how media production and consumption are interrelated in the wake of digitization. He is the author of Value and the Media. Production and Consumption in Digital Markets (Ashgate, 2011), and Media Generations: Experience, Identity and Mediatised Social Change (Routledge, 2016).
Self-tracking as flow

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This paper conceptualizes contemporary self-tracking cultures in terms of ‘flow’. Not only do data flow from self-trackers to systems and back, users flow, too, using self-tracking techniques to sift through everyday life and extract habitual and meaningful practices. In fact the very experience of self-tracking may be conceptualized as flow, a central technique, utilized by digital media companies to “hook” their users (Dow Schüll, 2012). Yet, while flow is experienced everywhere, the notion is rarely mobilized as a central conceptual framework for understanding contemporary media culture. We develop our framework of self-tracking as flow to explore the ‘self-tracking experience’ by bringing into dialogue two classic frameworks of flow from media and psychology studies; Raymond Williams’ writings on television as programmed flow (1974) and psychologist Mihaly Csikszentmihalyi’s notion of flow as pleasurable, immersive experience (1990).

For Williams, writing on television, flow denotes the organization of different content elements in a single sequence. At the level of flow, television is a montage of segments organized strategically to retain audiences in a specific channel. By sticking audiences to the channel, flow becomes the system logic undergirding television as a medium. While William’s concept was developed in a media reality, where the emblematic victim of flow was a “couch potato”, the concept flow in television studies was later developed to account for audience agency and choice when stepping into and out of the (television) flow (Jensen, 1995).

In a different context, Csikszentmihalyi developed the term flow to describe the subjective phenomenology of intrinsically motivated activity. Theoretically unfolded in the framework of positive psychology, flow here describes the pleasurable experience that occurs when a user is absorbed in just-manageable challenges, tackling a series of goals and continuously processing feedback and adjusting action. Departing from Williams in emphasizing the user agency and positive experience of flow, Csikszentmihalyi’s works have nevertheless recently served as inspiration for app-developers, whose ambition resemble the strategic attempts described by Williams to retain users on their platform in an increasingly distracting media environment (Bucher and Fieseler, 2016).

Csikszentmihalyi’s concept thus in many ways share – underexplored – traits with Williams’s concept. Both suggest that flow is not only a matter of technique and pleasurable experience, but also raise questions of
power, self-surrender, and even addiction. Bringing them together, we propose, offers a theoretical framework that can help us study user engagement in cross-media environments, in particular the temporal regimes, logics of attention and agency that undergird self-tracking technologies.

The intricate relations between pleasure and self-surrender in self-tracking are explored through examples from ongoing empirical work on the uses and experiences of self-tracking based on the In Flow Mood Diary and Endomondo Fitness Tracker apps. We demonstrate that the logic of flow, interlacing segments to hook the user, is present in the self-tracking applications’ offerings of means to accumulate and aggregate segments and use these to visualize the user’s progress. Users find meaning in this datafied self, always ‘in process’ of improvement, but also problematize their attachment to specific tracking regimes and applications.

References


Friday 18, August

15.45-17.15

**Kirsten Frandsen** (Aarhus University)

*Fitness apps in networked societies - institutional change from individual use*

**Ane Kathrine Gammelby** (Aarhus University)

*Mapping the situational cross-media landscape of health-related peer-discussion online*

**Amanda Karlsson** (Aarhus University)

*Tracking menstrual cycles digitally - exploring the datafied female body*

**Kjetil Vaage Øie** (Volda University College), Ivar John Erdal (Volda University College)

*How locative are locative media? Towards a typology of locativeness in mobile media*
Fitness apps in networked societies – institutional change from individual use.

Kirsten Frandsen, Aarhus University

As digital and mobile media and communication technologies increasingly saturate almost every aspect of everyday life in Northern Europe, they have also come to intervene with the institution of sport in a variety of new ways. The overall question that will be addressed in this paper is: How do we conceive of digital media as agents of social and cultural change in the institution of sport?

The focal point in the paper will be leisure-time sports and the widespread use of social media and fitness apps like Endomondo, Strava, Garmin Connect and Runkeeper where GPS based tracking and digital logging and archiving is integrated with social networked media. These digital media facilitate both new forms of organisation and social interaction in sport. And they are communicative phenomenons, that in different ways make training and exercise practices meaningful among self-organized athletes (Lomborg & Frandsen 2015).

The general theoretical framework for the paper is an institutional approach to mediatization (Hjarvard 2013, 2016). The idea is to discuss how the mentioned media’s capacity as networked digital media bring in changes in the institution of sport from the bottom up. Drawing on empirical material from a qualitative study of the uses of fitness apps among Danes, it will first be illustrated how mediatization of sport is a process, where mediated communication in very tangible ways becomes embedded in and affects the practices of the exercising individuals. The social and cultural activity of sport is performed through interaction with a medium, which brings various forms of meaning to the activity. Next, the paper will critically discuss these individual communicative practices in the light of the concept of connectivity as a social media logic (Van Dijk & Poell 2013) and Hjarvard’s conceptualization of mediatization as a stimulating force for the development of a ‘soft individualism’ (Hjarvard 2009). In Hjarvards perspective the individual in late modernity has become more disposed to monitor the surroundings through peer groups and media in order to get normative orientation, enter into social relations and get recognition. And the connective logic that is inherent in social media supports this. Following these perspectives fitness apps are not necessarily to be seen as instruments for deeper individualization within sport. They enable sociability online and offline – often in concert with other social media – and are thus in good keeping with basic mechanisms in the core of the institution of sport, as they provide an arena for getting social recognition (Caillois 1958/2001, Frandsen 2013).
Fitness apps and social media accentuate a structural change towards more self-organized practices that for a long time has been in progress in the institution of sport in a North European context. Therefore the paper will end up by discussing the role of digital media in relation to institutional changes within sport. Here Borgers et al.’s (2016) conceptualization of leisure-time sports participation as reflecting both processes of deinstitutionalization and reinstitutionalization, will be connected with a specific understanding of mediatization as a matter of inter-institutional change (Hjarvard 2014). One of the effects of mediatization seem to be not only a breakdown of established distinctions and the creation of more porous boundaries around established societal institutions (Hoover 2009). Fitness apps and related social network media support practices and exercise by recreational athletes with a wide range of goals and values. They also enable more fluid forms of organizational frameworks around training practices and competitive events. In that sense these media are pivotal engines for challenging hegemonic structures and for bringing in greater diversity in the institution of sport.
Mapping the situational cross-media landscape of health-related peer-discussion online

Ane Kathrine Gammelby, Aarhus University, ak@cc.au.dk

For lay people who struggle with health-related issues, consulting the internet on these issues has become a particularly common practice that is increasingly and more and more seamlessly integrated into the more general practice of mending one’s health. Many of these lay people employ digitally mediated peer communities such as Facebook-groups to retrieve as well as discuss information relating to their mutual health-issues of concern, sometimes supplementary, sometimes alternatively to consulting a medical doctor.

In the past couple of years Danish national news media have regularly featured stories, fierce discussion and severe institutional concern regarding citizens who defy medical institutions’ recommendations on a range of health-related matters. Among the cases that have recently made it to the headlines are the growing number of people who decide to opt out of the national HPV-vaccine programme, people who autonomously decide to stick to special diets (gluten free diets, low-carb diets, fasting, etc.), people who get their ears pierced in a certain way in order to combat migraines, and people who do autonomously decide to treat their illnesses with cannabis or consult foreign medical clinics in order to undergo diagnostic procedures and receive treatments that are not provided or acknowledged within the Danish national healthcare system.

These cases display civic decision-making and sense-making practices that significantly clash with and challenge the hegemony of medical authority and authoritative (knowledge) institutions. My research shows that common for these cases (and for several other cases that have been featured less prominently in the news media) is that they share a strong digital backbone, where social media platforms such as Facebook-groups, Instagram-profiles, and personal blogs allow lay people to compile and crowdsource personal health experiences and to discuss various forms of health information, retrieved autonomously, very often online, as well as from authorized healthcare institutions. In this way digital media technologies do widely exhibit and render transparent, which services are offered by the healthcare system and elsewhere, and where the healthcare system happens to fall short or cause problems according to lay people experiences. Such digital display of lay knowledge invites lay people to take a more critical stance towards medical authorities.

In this paper, I present a situational mapping of the central features of the digital cross-media landscape of health-related information and peer-discussion as it appears from a Danish point of view. This work is based
on ethnographic fieldwork conducted over the past five years in various health-related online environments and in face-to-face settings with lay people who struggle with long-term health-issues.

The mapping is intended to provide a tentative overview of the health-related digital media platforms that appear to be central in a Danish language context and to characterize the complex interplays between these platforms as well as identify their respective communicative affordances. Furthermore, the mapping renders visible key situational affordances of health-related digital media; e.g. patterns in the perceived outcomes and motivations for using (or deciding not to use) certain digital media platforms in relation to one’s health-issues. Such patterns are closely related to the everyday requirements and uncertainties prompted by certain health-related challenges or stages of coping, but it also relates significantly to the – from a patient’s perspective – (in)adequacy with which the healthcare system responds to specific cases of illness.

Thus, by empirically mapping the situational cross-media landscape of health-discussions in a Danish context, this paper presents an analysis of how digital media in relation to health are both extensively cross-media and analytically inseparable from other everyday practices, which provides a methodological argument for studying such practices in their situational, onlife complexities.
Tracking menstrual cycles digitally – exploring the datafied female body

Amanda Karlsson, University of Aarhus, akarl@cc.au.dk

Background

The increasing smartphone use has given rise to a huge number of apps to track and monitor various health aspects. Self-surveillance is part of our everyday lives and today it is common to track one’s menstrual cycle, how fast we run and how much we eat. We can upload our data on social media platforms to compete and compare or meet up with other self-trackers to share what we did, how we did it and what we’ve learned. Today there are more than 200 QSM-groups within the quantified-self movement across the globe. Special groups for women are arranged to create a “private” space for them to showcase their QS projects and discuss sensitive data (e.g. period, fertility). The discourse of trusting data over embodied knowledge is evident (Lupton 2013) While these new apps offer freedom, certainty and control with their systems of notifications of future menstruation dates and calories burned, they could also present advanced digital forms of gendered body management and even self-discipline (Foucault 1991) of the female body (Young 1980; Grosz 1994). However, little research has empirically examined self-tracking practices from a user- and gender perspective and looked at gender specific usage of gender specific apps such as female cycle trackers. We have poor knowledge on how these technologies are embedded in and affects the everyday lives of women – and since the QSM originated in a US male environment not much focus has been placed on either Europeans nor on females.

Aim

Drawing on digital sociology (Lupton 2013, 2014, 2015, 2016), feminist STS (Wajcman 1991) and feminist philosophy (Grosz 1994, Dolezal 2015) this study is particularly interested in how self-tracking practices are embedded in women’s everyday lives and the aim is to explore the dynamics between the fleshly body and the datafied body – how are the two connected via the tracking app? Do these technologies raise or inhibit bodily intuition – or anxiety? Do matters of privacy differ from the fleshly body to the datafied body? There seems to be a lot of opinions but few empirically grounded studies to rely on. Based on individual interviews with Danish women tracking their menstrual cycles, for various reasons, this presentation examines communicative and bodily patterns in female self-tracking, and in the possible sharing of more or less sensitive data (Yin 2004). These patterns are used to discuss how self-tracking affects the embodied experience of the women, and the relationship between the datafied body and privacy (Nissenbaum 2010).
How locative are locative media? Towards a typology of locativeness in mobile media.

Kjetil Vaage Øie and Ivar John Erdal, Volda University College

Keywords: Mobile technologies, digital journalism, locative media, theory building

Abstract:

One of the key new affordances of mobile devices is the possibility for gathering and representing information about the user’s location. Mobility and location-awareness are underlying characteristics of today’s wireless communication systems, and the term “locative media” has gained fairly wide-spread use in mobile media research (e.g., Goggin et al. 2015, Wilken 2012).

The literature on locative media covers a wide variety of approaches/uses of mobile devices, from map services like Google Maps to social applications like Instagram that lets users tag photos with location information (Farman 2014; Frith 2015; Goggin and Wilken 2012; Sutko and de Souza e Silva 2011; de Souza e Silva and Sheller 2015). A common ground is that location data plays an increasingly important part in the development of different kinds of digital information. However, the definition of the term is still somewhat difficult to pin down (Oppegaard 2015, Wilken and Goggin 2015). The current use or collective understanding of the term locative media conceals as much as it illuminates. Therefore, it could potentially neglect relevant aspects and affordances within the design and production of locative media; its form, creativity and aesthetics and other aspects such as educational or political impact.

This paper aims to create an overview of the variety of locative mobile content in a media environment characterised by falling print revenues and a viable business model for online news still waiting to emerge, just as technology intermediaries such as Google, Facebook and Apple are maneuvering to become “makers of ‘everything’ in our digital lives” (Pavlik and Bridges 2013, p. 16). After reviewing and synthesizing research on mobile technology as related to new media art, games, interpersonal communication, social media, geography, urban space, and journalism, the paper outlines a typology for describing and categorising the different expressions of mobility and location found in the current media landscape.
References


Saturday, 19 August
9.00-10.00

Jiyoung Kim (Aarhus University), Anja Bechmann (Aarhus University)
*Gender social capital inequality on Facebook groups. A cross-country comparative study between Denmark and South Korea*

Anders Kristian Munk (Aalborg University)
*On the notions of the quali-quantitative in digital sociology*

Kristian Møller (Roskilde University)
*Assembling media, medicine, and men: Approaching gay sex culture as an ecosystem*
Gender Social Capital Inequality on Facebook Groups - A cross-country comparative study between Denmark and South Korea

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Do men and women have the same amount of friends online? If there is a difference in the amount of friends, why and how does glass ceiling on social network affect our social life? To answer this question this study applied Dunbar’s number and social capital as theoretical frame. Dunbar’s number explains that people can maintain a limited amount of stable social relationships (Dunbar, 1992; 2012). Dunbar’s number, 150, is defined after the human brain capacity. We considered the number of friends and the number of memberships of groups on Facebook as social capital that can be used practically to produce or reproduce inequality (Bourdieu, 1986). Korea and Denmark were chosen since both countries have a high Internet and Facebook penetration, but differ in gender equality (GDI, GEM, GII Index).

The research questions are 1) how the gender’s networks size (number of friends) are different on Facebook between two countries? 2) How the gender’s Facebook group usage is different on Facebook in two countries? 3) Is there any relation between personal network size and the usage of three different types of Facebook groups?

To conduct this research, we collected data using the Digital Footprints software developed by Digital Footprints research group in Aarhus University. The Digital Footprints is the data extraction software that allows researchers to extract data from Facebook, public streams, as well as private data with user consent. A quota sampling approach was used in order to mirror the demographics of the Facebook population. A total of 1,121 Korean and 1,000 Danes participants, and associated 12,781 groups were retrieved. The data was collected between January 1st, 2014 and April, 30th 2015. SPSS (v. 22.0 SPSS Inc, Chicago, IL, USA) was used for statistical analysis of all data. Mann-Whitney U test was conducted for the gender differences and Kruskal-wallis test, and one way ANNOVA test ran for the three different of groups (open, closed and secret). The Spearman correlation was used to correlate the network size with group usage and the data retrieved for the two countries.

The obtained results showed that there are statistically significant differences of the gender and between the two countries. In Korea, men had in average 1.5 times more friends than women, 416.9 friends compared to 272.8, respectively, whereas women has more friends that men, 260.9 friends compared to 197.0. It is relevant to mention that in both countries the number of Facebook friends was higher than the
Dunbar’s number. There was also a noticeable difference in the group membership gaps between genders from both countries. The Korean men were members of 7.1 groups on average while women were members of only 2 groups on average. In Denmark, the situation was the opposite, with women subscribing to more groups than men (20.6 for women and 13.3 for men). Denmark uses more groups than Korea. The order of group use in Denmark is closed(8.3), open(7.0) and secret(2.3), whereas in Korea is open(5.0), closed(2.3), and secret(1.3).

The observations of this study indicate that the cultural background might have an influence on the Facebook behavior, namely in between genders. The results of this study lights on the depth understanding of Dunbar’s number and group membership on Facebook. We can also understand the three types of groups not only regarding their privacy settings, but also their “level of tie (Granovetter, 1973) as social groups; for instance, open group as weak ties, closed as medium ties, secret group as strong ties.” Lastly, the significance of this research is that the gap between the number of friends and the membership of groups has raised the social capital inequality.
On the notions of the quail-quantitative in digital sociology

Anders Kristian Munk, Techno-Anthropology Lab, akm@learning.aau.dk

One of the widely cited promises of digital sociology is the potential to bridge the quail-quantitative divide (e.g. Later et al. 2011). This can be read in many ways. Is it the fact that digital traces are often both quantifiable (counting shares and likes, or developing network metrics for interaction) and qualitatively rich (comprising unstructured text, user tags, profile data, and the ability to situate within online communities)? Is it in the way we engage with code and numerical data in more ethnographic or exploratory ways? Is it in our newfound capacities to make datascapes available for exploration by our users and peers, and not just the analyst? Is it in the questions we ask about the media environments that constitute ‘the field’? Or a combination of both? Through a set of recent case studies I explore these questions and argue that they depend significantly on the cross-platform nature of digital sociological work.
Assembling media, medicine, and men: Approaching gay sex culture as an ecosystem

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Increasingly, media sociologists are approaching media’s role in social life as not only discreet and contained, but also as something to be studied across technologies, spaces and time in more flexible ways. Efforts of mobility is apparent in recent conceptual innovations such as ‘transmedia’ (Jenkins, 2010), ‘polymedia’ (Madianou & Miller, 2013) and ‘cross-media methodologies’ (Thorhauge, Sandvik & Andersen, 2016).

Not only has this mobility opened up new fields of study for the media scholar, it has led to the introduction of new ontologies. Recently, such uncertainties have lead Nick Couldry and Andreas Hepp to conclude that “...the term social needs some repair work...if the project of social theory is to be renewed”. (Couldry & Hepp, 2016: 2) Assemblage theory (Deleuze & Guattari, 1988) and Actor-Network-Theory (Latour, 2005) deliver powerful new lines of though. Rather radically, they do away with the media users and producers as the sole-proprietors of agency and action, and instead sees agency as distributed in networks of humans and non-humans.

With assemblage theory then, what phenomenon are media scholars able to construct? What analytical strategies and critical perspectives become available? This paper explores some possible answers to these questions by approaching a certain drug and media related sex practice among gay men as an ‘ecosystem’. (DeLanda, 2006)

Gay sex cultures should be understood as a historically thoroughly mediatized culture (Møller, forthcoming). Similarly, both drug use and group sex have at least since the gay liberation movement’s advent in the late 1960s been part of the fabric of gay culture in the west. The rise of ‘chemsex’ has been linked to the locative affordances and explicitly sexual visual culture of ubiquitous hook-up apps like Grindr. Chemsex can be defined as:

...using one or more of these three drugs [crystal meth, mephedrone and GHB], in any combination, to facilitate or enhance sex [...] The heightened sexual focus enables more extreme sex, for longer, often with more partners... (Stuart, 2015)

Thus hook-up apps and drugs are indispensable for understanding chemsex. Here we may lean on DeLanda’s conception of assemblage as occurring between heterogeneous parts, in accordance with the specific
ecosystem in which they take part. Analytically he offers that we approach ecosystems as 1) material and expressive, 2) subject to both territorializing and deterritorializing movements, and 3) influenced by linguistic pressures through discourse. (DeLanda, 2006: 10-15)

Chemsex then, is materially and expressively constituted by a wealth of things: gay men’s sexual habits, drugs and medicines and their delivery systems, hook-up app affordances, cities and their gay scenes, and the private apartments in which chemsex occurs.

Hook-up apps serve territorialize as they are used on-site to get more people attending. Their affordances draw together bodies and drugs ready to be assembled into a chemsex practice. Reversely, deterritorializing may happen when overdosing occurs, due to either “bad” drugs or drug taking skills.

Finally, I show that chemsex is affected by at least three linguistic pressures, in the form of moral panics: First, media use in intimate situations is subject to discourse that posits intimacy to be incompatible with, or polluted by, media. Second, intoxication other than alcohol is widely marked as always dangerous, and nothing but harmful to the intoxicated and their surroundings. Third, gay, non-monogamous sex is often placed outside what is considered “natural”, meaningful and responsible sexuality. These pressures arise both in popular media discourse, in gay media outlet, as well as in hook-up app profile texts and images.

References


Saturday, 19 August

14.30-16.15

Jacob Ørmen (University of Copenhagen)

*Explicating engagement: a clarification of a contested concept*

Nils Gustafsson (Lund University)

*Online lurking and offline action: young people, social media, and (non-)participation*
If we wish to understand how people navigate in the current cross media landscape, then we need a concept that can grasp both the "sense-making" operations and participatory practices (Schrøder, 2011, p. 6) they can take part in as audiences, users, and producers. In this paper, I argue that engagement can achieve such a purpose. On the most basic level, engagement alludes to "a combination of attention and energy (or activity)" (Berger, 2011, p. 3), which makes it a suitable candidate to capture different media use practices. However, the concept is "stretched" thin (Sartori, 1970) across research disciplines, often with vague connotations and little conceptual ground in common.

Therefore, there is a need to critically explicate engagement as a concept to make it analytically useful for media and communication research. Chaffee (1991) originally advised communications scholars to carefully explicate the important concepts in the field. By explication, he meant: clarifying the origin and different uses of the concept, compare and contrast definitions, evaluate and modify these definitions, and propose new conceptual and operational definitions for further research (Chaffee, 1991). As have been done with other central concepts in communication research (see e.g. Evans, Pearce, Vitak, & Treem, 2017; Kiousis, 2002; Marchionni, 2013), the turn has now come to explicate engagement.

Currently, scholars from various backgrounds put the concept to use for very different purposes. In political science and sociology, there is a long-standing tradition for studying engagement as the ways citizens relate to the political world (political engagement) or participate in civil society (civic engagement). In media research, engagement has traditionally been used in reception studies to understand how people immerse themselves with characters on the screen or stage (affective engagement), and later in audience research as a process whereby people connect with the public world through media (cognitive engagement). With the rise of Web 2.0, research has increasingly turned to how users interact with media services and each other through media, notably on social network sites, as well as produce original content (user engagement). In recent years, engagement has emerged as a regular buzzword in marketing and industry research covering ways consumer activity can be measured and turned into value for media organizations (audience engagement) as well as advertisers (costumer engagement).

To make sense of this contested concept, I propose a model of engagement that integrates key definitions from various perspectives. In this view, engagement is understood as three separate but interrelated modes: attention (to media), circulation (of media), and awareness (through media). These modes capture equally important, yet conceptually distinct, aspects of the way we act as audiences, users, and producers in daily
life. In the end of the paper, I explore the relationships between the different modes and discuss implications of this conceptualization for communication research in general and digital media sociology specifically.

References


Online lurking and offline action: young people, social media, and (non-)participation.

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Research has described political participation as becoming ever more individualised (eg Bennett & Segerberg, 2013). This has been argued to be connected to the general individualisation of society, but also to affordances made possible by new media. One line of research explains political participation combining selective benefits (Olson, 1965), psychological factors (Klandermans & van Stekelburg, 2013) and social incentives (Cialdini, 2009). However, it is not clear how social media and its effects on information, discussion, and peer pressure influences the socialisation of young people and decisions to participate on a micro level.

This paper uses focus group interviews to uncover mechanisms underpinning (non-)participation in relation to social media use and social incentives. It is based on eight focus group interviews with 59 Swedish participants aged 16-25. The design includes four focus groups comprised by high school students; two groups with university students, one group with students in a post-secondary non-university education programme, and one group with people enrolled in a labour market initiative. The choice of method allows for young people to discuss things with peers in a safe setting, teasing out issues that would perhaps not come out in a one-on-one meeting with an adult researcher, or in a survey with pre-formulated questions. In contrast to digital methods, it also allows for the collection of information on cross-platform behaviour and lurking, as well as information on offline conversations. The focus group discussions evolve around the political content in social media, news, peer pressure, and (non-)participation. One focal point is news, discussions and (non-)participation in relation to the 2015 European refugee crisis, which saw a high level of mobilisation as well as news coverage and public discussion among the Swedish population.

The interviews are transcribed and analysed using micro-interlocutor analysis (Onwuegbuzie et al, 2009), thereby placing a higher focus on the dynamic aspects of the focus group interview than is usually done.

A preliminary analysis of the material reveals a complex situation regarding the interaction between social media use, peer pressure, offline discussions and participation. Participants have in general a negative view of young people as uninformed, volatile, and highly impressionable. Political discussions in social media are generally avoided as they are deemed to be pointless and overly aggressive (cf. Gustafsson, 2012). Instead, political discussions are preferably held offline with close peers. News are to a very high degree consumed through social media (in complex interaction with the discussions framing topics and stories), and there is a
large insecurity concerning what is fake news and what is proper journalism and trustable facts. Active participation is heavily connected to personal influences by close friends.

References


NordMedia 2017

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

Abstracts

TWG 6

Media Across the Life Course
Friday, 18 August

09.00-10.00

Stine Liv Johansen

I’m a fan of my fans! - young children as YouTube celebrities.

Anne Jerslev

Ageing along with ageing stars: Jane Fonda – Lily Tomlin, and Grace and Frankie fandom on Facebook
I’m a fan of my fans! - young children as YouTube celebrities.

Stine Liv Johansen, Aarhus University

Recent figures (DR, 2017) show how Danish children are leaving flow television in favor of streaming services such as Netflix and, in particular, video sharing platforms like YouTube. The amount of time spent on screen media for children aged 3-12 is stable, while the television set has been replaced by smart phones and tablets and online services to a wide extend is chosen on behalf of the public service channels. On YouTube, children look up funny stuff, stuff to learn from, and increasingly the more or less famous youtubers or vloggers. In a Danish perspective, it is possible to distinguish a so-called YouTube aristocracy; meaning Danish speaking youtubers with relatively high numbers of subscribers, some of them exceeding 200.000.

In this paper, I wish to focus on a particular part of content on YouTube, namely the channel of a seven-year-old Danish girl, Naja Münster. Naja is a rising star in Denmark; from her debut during winter 2015/2016 and onwards she is currently (February 2017) having almost than 160.000 subscribers and viewing numbers as high as 600.000. Naja is the little sister of another Danish YT celeb, Morten Münster, and her whole family, especially her mother, her brother Max, and her dog Mini all stars in the videos she posts on YouTube.

Naja is, in many ways, a totally normal 7-year old. The neighbors’ daughter, small town middle class, portraying the Scandinavian child at it’s very essence. She likes to play, to be outdoors, and to tease her brothers; she loves her Mum and her dog, and she holds a suitable amount of rebellious attitude, mainly expressed through her often rather explicit language (often disguised by editorial 'beeps', which may or may not serve the intended purpose). Her videos could be distinguished into two overall categories.

Firstly, there are the videos in which Naja takes over well-known genres and forms from older youtubers. 'My Morning Routine', make-up tutorials, challenges (such as bean boozled, smoothie or ice cube challenge) etc. In these videos, there is always a specific, parodic twist, which could be more or less intentional, but always with an interesting effect. Her make-up turns out rather ugly, her morning routine is a mess, and sometimes she doesn't quite understand the rules of the challenges. In this type of video, Naja can be understood as a child playing YouTube; that is, trying out specific formats and genres through playful, interpretive reproduction (Corsaro).

Secondly, there are the videos in which Naja invents her own narratives as the playful child. She goes monster-hunting in the forest behind her house or in a two-episode video 'moves away from home', as such playing out a well-known narrative from children’s literature and film. Also, during Christmas of 2016, she made an advent calendar, in which she - every day from the first to the 24th of December - opened one of
the 24 small gifts, her grandparents had given her. As such, she played out a very common practice, familiar to any child in Denmark.

In a life course perspective, Naja provides an interesting example of children being not only consumers of media content, but also producers and participants in only communities. The content of Naja’s (and similar youtubers’) channels may be examples of the kind of content, children and young people are demanding nowadays. In the paper, I will outline a number of possible reasons for this, drawing on inquiries of YouTube as a platform, a network and a community as described in Burgess & Green (2009) and more recent in Lange (2014). Burgess & Green, although providing a very early inquiry of YouTube, still seem to point to some highly relevant aspect of the ambiguity of YouTube as a site for participatory culture, and especially the participation aspect seems highly relevant in this context.

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Jane Fonda (b. 1937) uses her Facebook site to call attention to new posts on her blog, to refer to events to which she has contributed (recently the Standing Rock demonstrations), to media discussions about (the lack of) women in the media, and to her on-going work like the Netflix series *Grace and Frankie* (2015-), including ads for dvd’s of *Grace and Frankie* and her work-out dvd’s. On 2 September she posted a reference to her latest blog post together with a picture of Lily Tomlin and herself, while the Facebook post before that one, August 12, noticed that “tomorrow we start shooting the final episode of @GraceAndFrankie time has flown by probably cause we've had so much fun”.

The post received a little more than 1900 comments, by far outnumbering comments to other posts on her Facebook site. The vast majority of comments are obviously fan comments; many apparently from fans who have been following Fonda for years. A lot of the comments express anxiety whether Fonda was referring to the *season* finale episode or the *series* finale episode, thus for example exclaiming: “the Final episode comment scared me, too! First thought-NOOOOOOOOOOOOOOOOOOOOOO!” Another large group of comments praises the actors and states how they love the funny show; typically: “I can't wait for season 3 to come out. You guys are hilarious and the show is so funny and good!” Moreover, a group of comments addresses age and what the show had meant to the writers personally and finally, there is a group of comments touching upon a long-time fan relationship with Tomlin and Fonda; hence the last two groups touch upon the series portrayal of ageing and on a decade long following of Fonda (and Tomlin).

Consequently, the paper will focus on the performance of Fonda, Tomlin and *Grace and Frankie* fandom on Facebook as it unfolds in relation to a series about two ageing, long-time friends portrayed by two ageing actresses who go a long way back together as colleagues as well as friends.
Friday, 18 August
10.15-12.00

**Line Nybro Petersen**
*The ageing body in Monty Python Live (Mostly)*

**Maria Edström**
*From invisible to capable. Strategies and mindset of journalists to include older persons*

**Sanna Kivimäki**
*Old mules and caring grannies? Gender and age in the contemporary Finnish media*
The ageing body in Monty Python Live (Mostly)

Line Nybro Petersen, University of Southern Denmark

Abstract

This paper analyses representations of the ageing body in the live televised show Monty Python Live (Mostly) (2014). The famous satire group performed in the O2 arena in London, and the show was telecast live in cinemas and aired on television across the world. In the show, the group members, now in their seventies, reprise a series of their most popular sketches and introduce a few new sketches. This analysis focuses on the ways in which representations of the ageing body intersects with representations of gender and sexuality in order to discuss how the boundaries for appropriation and subversion becomes blurred in the context of the show. This paper combines theory of mediatization with cultural gerontology and feminist theory in order to bring these issues to light. I argue that the show offers an appropriation of the female ageing body -- often exemplified through cross-dressing -- but also a subversion of sexuality for ageing bodies (both male and female).
From invisible to capable. Strategies and mindset of journalists to include older persons

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Lotta Strömland, editor-in-chief for digital publications at SVT Umeå. Swedish public service television. lotta.stromland@svt.se

How do journalists relate to older people and find ways to include them in their storytelling?

This is one of the key issues that this paper aims to answer. The ageing population is one of the largest global challenges in the world and the proportion of people aged over 60 years is growing faster than any other age group, according to WHO. This can be seen as a success story for public health policies but is also a challenge for the society to adapt in order to make older people live a life with good health, capable of social participation in society.

At the same time older people are almost invisible in the media, especially when it comes to persons 80+ and/or frail older people. The lack of older voices in the media can be seen as a democratic deficit for the public debate and knowledge. Research also shows that older people are at risk of being stereotyped by the media, either as active “golder agers” or as dependent, frail and out of touch.

The increasing share of older persons in the population is according to the United Nations poised to become one of the most significant social transformations of the twenty-first century, with implications for nearly all sectors of society. Journalism is no exception. The aim of the study is to examine how journalists relate to older people and to map the strategies that editors and journalists have that actually do include older persons in their stories.

The theoretical framework for the study is based in cultural gerontology, capability theory and journalism theory on ethics.

The study use both quantitative and qualitative methods.

1) The quantitative part consists of a national journalist web survey conducted at the University of Gothenburg (Journalistpanelen). It will be used to answer the general question of journalists relate to older persons.

2) The Qualitative part consists of interviews with journalists and editors from the Swedish public television (SVT) in Umeå where they have a long experience in engaging with older persons in various ongoing shows
such as Fråga Doktorn [Ask the Doctor], Go’kväll [Good evening] and short documentary series such as Sveriges bästa äldreboende [The best retirement home in Sweden] and Sveriges bästa hemtjänst [The best home care in Sweden].

The interviews consist of everyone involved in the production, from the journalist & photographer to the producer and editor in chief. Here, the ethical dilemmas is also considered, such as how to deal with death and dying during the productions and with the relatives of the persons in focus. The Swedish case is especially interesting since almost 25 per cent of the population is above 65 years of age, but only 12 percent appears in the news. The public service media is also important to study because of their special responsibility to reach the whole population and to be useful for all age groups. The study is conducted as collaboration with SVT Umeå, a regional division of Swedish Television that produce several programmes aimed at older age groups. The research is part of the transdisciplinary Centre for Ageing and Health at University of Gothenburg (AgeCap).
Old mules and caring grannies? Gender and age in the contemporary Finnish media

Sanna Kivimäki, University of Tampere, sanna.k.kivimaki@uta.fi

As frequently discussed, the number of aged people is growing quickly in most of the industrialised countries in the North. In Finland, where my study takes place, the statistics show that the number of adults over 65 years is currently about 20% of the population, the majority of them women. Moreover, the number of aged population will increase up to approximately 30% by the year 2060. Consequently, elderly people will account for a bigger share of the media users than in previous years.

Supposedly, there will be more representations of aged people in media, too. Especially the so called traditional media content (television, magazines and newspapers, cinema) is directed more and more towards elderly audiences, who are used to these technologies. The tendency to predict elderly people in media more than before is clearly seen for instance in Anglo-American mainstream movies. During recent years, there has been a wave of “geromovies”, depicting aged protagonists such as Jack Nicholson, Diane Keaton, Helen Mirren, Judith Bench, Robert de Niro and so on.

On the other hand, this wave of the greying protagonists is not only visible in traditional media, but also in social media. For instance, Youtube is full of videos, where elderly people practice extraordinary demanding physical exercise, such as yoga or apparatus gymnastics, run marathons or dance complicated folk dances, and these videos are often circulated through other social media applications, such as Facebook, for instance.

In my presentation, I will discuss this transformation in media contents. I will concentrate on the gendered aspect of this greying wave in media contents. For instance, the mainstream Anglo-American movies tend to circulate romance themes, where aged women are concerned about their looks, and aged men are worried about their ability to have sex.

In the Finnish context, the gendered trends seem to be slightly different. One of these slightly surprising aspects is, there has been some kind of grandmother trend in Finland. For instance, a couple of years ago, some business companies wanted to hire “grannies” to make the office atmosphere warmer and more cosy. The grannies were supposed to make homemade food and bake buns to the busy business people and create good feeling. On the other hand, aged men are depicted differently: a very famous character in the movies and in the books is Mielensäpahoittaja, a grumpy male, a stubborn elderly man, who has difficulties in coping with the modern world.
Saturday, 19 August

09.00-10.00

Cecilie Givskov
Growing old with mediatization – reflexivity and sense of agency

Thomas Enemark Lundtofte
Young children’s media play in an app-based transmedia environment

Martina Mahnke Skrubbeltrang; Sander Andreas Schwartz; Thomas Enemark Lundtofte
Everyday Struggles with Technology
Growing old with mediatization – reflexivity and sense of agency

Cecilie Givskov, University of Copenhagen

Keywords: media, mediatization, ageing, reflexivity, agency, third age

“If I get better at it I would be able to Skype with my brother on Iceland – or to do all the other things you can do... you know?”. This quote from a 76-year-old woman’s account of her thoughts about newer media in her everyday life underlines how the participants in the present analysis interpret newer media as a horizon of possibility related to things ‘you can do’. Taking this phenomenological sensibility of media as its inspiration, this presentation presents an analysis of qualitative interviews that were coded to reveal ways in which mediated infrastructures for individual agency were experienced by older women. As emphasised by the study participants, stability and predictability played larger roles in the everyday lives of older people in earlier phases of modernity, and they find that they cannot in their old age simply follow the path taken by their parents. Seen from the perspective of the individual, the demand for individual choice and autonomy in today’s later life enhances the need for and scope of reflexivity (Marshall, 2014; Gillear & Higgs, 2015) – what the sociologist Margaret Archer (2012) calls the reflexive imperative. Societies are ageing and mediatizing at the same time, and this constitutes a significant aspect of the later life experience of the cohorts born during the first half of the 20th century. Media such as computers, tablets, smartphones and mobile phones are slowly but surely becoming part of older people’s media repertoires. The expansion of infrastructures for communication entailed in digital mediatization (Lievrouw & Livingstone, 2006) also substantially expands individuals’ possibilities to communicatively act across contexts. Moreover, media enabling trans-situational agency enhance individuality inasmuch as they are less likely to be shared like the telephone, radio or television of the household (Helles, 2016). Women on average live longer than men, which is why they are also more exposed to experiences of decline in life quality as an effect of ageing; thus, they have more years to independently engage or struggle with new technologies. In this way, the older women who participated in this study and who all had access to the Internet from home, occupy a unique position vis-a-vis media development. By deploying Sociologist Margaret Archer’s heuristic concept the internal conversation (2003; 2007), this paper tackles the questions as to how media for trans-situational agency figure in practices of reflexivity among older women and what can that tell us about the mediated construction of old age. The research was carried out in the homes of 22 study participants between 74-89 years of age through the reconstruction of the participants’ internal conversations about the media. Selection of participants emphasized social diversity in terms of social background and place of origin. The interviews focused on the life history, the everyday with media and media development. Evidencing mediatization as an institutional fact with practical consequences the patterning of the participants’ internal conversation
with the shared image of a ‘media world’ and the hypothesis of the indispensability of media for living a socially integrated life in today’s society it is argued that media for trans-situational agency expand the scope of everyday reflexivity among the participants and that control of media connects with feelings of dis- or empowerment. It is argued that media both answer to the need for reflexivity and restrain or amplify feelings of being an autonomous actor in the cultural field of the third age (Gilleard & Higgs, 2011).

**Literature**


Tablet computers permeate young children’s lives, and have become a staple in Scandinavian families, with Danish children peaking the charts at a 90% rate of access in the home (Chaudron, 2015; Johansen, Larsen, & Ernst, 2016). This technology and its vast range of possibilities, including mobile use, have spurred vivid discussions in the public sphere. However, everything has not changed completely, as children are playing, with and without tablets, in ways we can relate to larger theoretical frameworks of play culture (Mouritsen, 1996; Sutton-Smith, 1997).

The Danish national public service provider, Danmarks Radio, launched a dedicated children’s television network in 2009 called Ramasjang. The network has since expanded to a range of platforms, content and physical products, as well as live events and, of course, an app for mobile devices. This analysis presents the initial findings of an investigation into young children’s media practices in the transmedia storyworld (Jenkins, 2006; Klastrup & Tosca, 2004) that the Ramasjang app entails.

The motto of Ramasjang translates to “one hour of Ramasjang inspires one hundred hours of play” (Danmarks-Radio, 2011), but how do children make sense of this digital environment in reference to play culture? This question is approached through a framework of practice theory (Reckwitz, 2002) and symbolic interaction (Blumer, 1969; Mead & Morris, 1967) in order to operationalize the media specific theories of transmedia (Clarke, 2012; Evans, 2011; Gray, 2010; Jenkins, 2006; Jenkins, Ito, & Boyd, 2016; Klastrup & Tosca, 2004).

The analysis draws on media ethnography carried out in the homes of eight children between the ages of three and five. The fieldwork includes video observations (Fleer & Ridgway, 2014; Pink, 2013) in a larger methodological framework of participant observation (Spradley, 1980). In order to provide “thick description” (Geertz, 1973) via “micro instances” of play (Mouritsen, 1996), the video observations have been recorded with an emphasis on securing comparability in analysis. Thus, two cameras are attached to a tablet computer in order to record the informant’s face as well as the screen and hand gestures. The fieldwork is being conducted during the winter, spring and summer of 2017 and the spring of 2018.
References


Everyday struggles with technology
Martina Mahnke Skrubbeltang & Sander Andreas Schwartz, IT University of Copenhagen

Technology has not only become an integral part of people’s lives but also of people’s everyday struggles. Struggles with technology are complex in nature; we tend to not only struggle with their basic functions but also with how they make us feel. During the course of our life we tend to master and struggle with technology in different ways. This struggle has been studied in relation to media literacy (Livingstone, 2004), to domestication theory (Silverstone et al. 1992), or in everyday life (Bakardjieva, 2005). This work enhances these lines of studies by exploring everyday struggles with technology from a life stage (Erikson, 1959) point of view. In particular, we explore what are common struggles people have with technology and what are distinct struggles in relation to life stages. In conclusion, we will present our findings by outlining what we call ‘technological biographies’. Those technological biographies are valuable analytical categories in order to shed light on people’s everyday struggles with technology.

Theoretically, we conceptualize ‘struggles with technology’ drawing on SCOT theory (Pinch & Bijker, 1989). According to SCOT theory many technologies move from early flexible stages towards more fixed stages, in which the specific use of technology is no longer negotiated but taken-for-granted. This development is accompanied by our perceptions of technology and therewith the socially constructed idea of the technology itself and the specific use.

Methodologically, we expect to use qualitative interviews combined with workshops in order to allow the study participants to give their personal accounts of their technological struggles. These perceptions are value based judgements, which means they are highly subjective accounts of how the individual describes their relation with technology. The employed methods focus on particular moments of struggle rather than the general perception of media and technology as a whole.

In our research on the struggle with technology, we want to focus on particular points in time where technologies stand out in a negative way during a life course of a person. These moments of struggle represent the times where technology materializes as an obstacle that is not a tool for doing something any longer, but an object that gets in the way of doing something. Struggling with technology therefore constitutes a reflexive and critical moment when the technology becomes visible and concrete. At the time of struggle, a person may reexamine the technology itself and question its very purpose. However, whether patterns of use and the relation with technology actually changes depends on various factors such as perceived usefulness versus negative outcomes of the struggle or simply everyday routines related the specific use of the technology.
In our study we explore and compare these struggles in relation to the individual life stages of each person. Though these life stages are not fixed, each person will at various points in his or her life have different expectations of technologies according to friends, family, work etc. That is why we want to study personal accounts of technological struggles according to various life stages. Through this perspective we expect to find some accounts that relates to particular life stages according to age, but we may also find that many struggles with technology are broader perception in society, and therefore transcends one particular and generalized life stage. For instance we expect to find comparable accounts of technology that is getting in the way of deeper and more meaningful real life relationships whether that may be between girlfriend and boyfriend, child and parents etc.

The presented framework will contribute with discussions on the notion of ‘struggles with technology’ and the employed method of qualitative interviews combined with workshops.

References:


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Saturday, 19 August

10.15-12.00

Maja Sonne Damkjær

*The role of digital media for new parents’ information practices: Negotiating parenthood truths.*

Kristina Stenström

*Involuntary childlessness online*

Camilla Hermansson

*Mediatization of Self-identity and Divorce*

Göran Bolin

*Generational analysis as a methodological approach to study mediatised social change*
The role of digital media for new parents’ information practices: Negotiating parenthood truths.

Maja Sonne Damkjær, Aarhus University

Digital media permeate family life and contribute to change everyday practices and patterns of social interaction (Clark 2013; Livingstone & Das 2010). However, we know little about the significance of digital media’s intertwining with one of the most profound changes in an individual’s life course: the transition to parenthood (Bartholomew 2012).

Today’s new parents have access to information and communication resources with a volume, speed, and scope that is unprecedented in history and provide vast new opportunities for engaging in family life: websites and online communities for parents, pregnancy apps, and social network sites. Moreover, mobile technologies have extended the communicative possibilities and made the plentitude of media types constantly available. This paper addresses the role of digital media in the transition to parenthood. Specifically, the paper explores how new parents use online resources to inform, guide and negotiate their new role as a parent: What characterizes new parents’ information practices and the resources they draw upon? How does the mediatized conditions of today’s parenthood cultures manifest themselves during this pivotal life phase? And what are the consequences for the involved actors (new parents and their families) and institutional agents (e.g. health care professionals)?

The paper analyzes and discusses these issues on the basis of findings from a multi-case study of eight Danish first-time parental couples’ use and experience of digital media in relation to their new social role as parents (2013-16). Based on a maximum variation sampling method the eight cases were selected consecutively from a questionnaire survey in a municipality in Western Jutland and in the greater Aarhus area. The survey was distributed through the local municipal health care service who also participated in preliminary expert interviews. The multi-case study itself is based on three types of empirical material, namely a) qualitative interviews (both couples and individuals) with the eight parents, which was integrated with b) observations of their domestic media environment, and c) an archive of recorded activity from each of their Facebook profiles during the pregnancy period and in the first four months as a new family (13 months in total).

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1 All participants except one woman had a Facebook profile.
The paper employs the concept of mediatization as theoretical background while the core empirical analysis is informed by family sociology and internet studies. Mediatization addresses the interrelation between media-communicative change and sociocultural change and is conceptualized as the process where media, enhanced by their increasing entanglement in almost all spheres of culture, become indispensable (Jansson 2015) and condition core elements of a social or cultural activity (Hjarvard 2013; Hepp 2013).

The case study shows that new parents, to varying degrees, use digital media to inform, mirror and guide their new role as a parent. In addition to traditional authorities (such as health care professionals), a range of independent parenting experts and advisory bodies has emerged online in addition to peer-to-peer forums focused on exchanging parental experiences, knowledge and lifestyle.

The case study demonstrates that there is great variation between the sources and resources parents use, but overall supports the claim that parenthood has become a central and complex identity project in late-modern society (Beck-Gernsheim, 2002; Viala 2006). The centrality of parenthood in contemporary cultures corresponds to the rise of experts and communities online, providing guidance, especially preventive measures to optimize the well-being of the child. Based on the empirical analysis, the paper argues that these new experts and advisory bodies challenge the official health authorities’ recommendations and authority. This is manifested as a divide and conflict between evidence-based and experienced-based knowledge about parenting and healthy family lifestyle.
Involuntary childlessness online revolves around two primary (often) interrelated themes: problems conceiving and miscarriages. Involuntary childlessness often awakens deeply existential questions of purpose and meaning, but also about limits of existence. Lagerkvist (2016) has used the concept of ‘implied bodies’ in her work on memory online, where individuals once alive are ‘kept alive’ online through sites of remembrance. Digital spaces dedicated to childlessness on the other hand present another form of implied bodies, but tap in to the same questions of how and where we exist and how and when we cease to exist?

Fora and blogs focused on childlessness are digital spaces for the loss and grief of women (most often) who deal with the fact that they are not able to become parents. I explore blog posts and posts on fora through content analysis, and experiences of bloggers and participants in online discussion groups through interviews. Family planning and pregnancy are to some degree surrounded by a normative silence. The pregnancy is often expected to remain a secret until it is most likely going to last full term and result in a child. In digital spaces dedicated to involuntary childlessness on the other hand, children that are never born into the physical world are ‘born’ digitally.

An area of interest is the experience of sharing descriptions of physical changes and experiences concerning pregnancy or the lack of pregnancy with unfamiliar others. The female body, and the menstrual cycle in particular, represents both hope and despair, and organizes the digital space through themes. Texts often describe explicit and deeply personal issues such as possible symptoms of pregnancy, before pregnancy is testable, as well as other physical symptoms and variations linked to the female body and its reproductive parts. Texture of vaginal bleeding and discharge are often times discussed in great detail as to figure out what they might indicate in relation to a desired pregnancy and in comparison to other’s experiences. The body is turned “inside out” and aspects normally hidden under clothes and in the privacy of bathrooms are described and shared with others.

Involuntary childlessness online shares several characteristics with death online. In her work on cancer blogs Andersson discusses the change in representations of death and dying. Both the process of dying the (corporeal as well as affective/emotional/existential) process of conceiving or trying to do so, is brought out and shared. Rather than expelled from sight (Aries, 1977) death is reintroduced as again a dying individual in blogs and fora (Lagerkvist, 2013; Andersson, in review). Both stories of dying and stories of involuntary childlessness are told in real time, not as ‘an after the fact’ matter, but as slow processes, that others can
follow through blog posts and the like. Again, childlessness online raises the questions of how and where we exist and how and when we cease to exist.

*In digital spheres dedicated to involuntary childlessness, how do online spaces and corporeal dimensions of being converge?*

a) Extended embodiment: How is the female (reproductive) body extended to and through the digital sphere? How is distributed embodied selfhood brought into being in the case of involuntary childlessness online?

b) Ontology: Might that sphere also challenge/extend/create existence? Might it affect what counts as being born and being part of the world? And how might it shape the issue of meaningful existence without children? In other words might children longed for or lost, shape what is (or is not) coming into being?

*Works cited*


Marriage in liquid modernity with increased individualization has to a greater extent came to be the creation of individual autobiographies, instead of based on rigid conventions. (Bauman 2000, Giddens, 1991) In this environment individuals also faces risks to be exposed to divorce in close relationships. This outline for a study will examine how life-style journalism interact with discussions about divorce on an internet forum in Sweden.

Giddens (1991) writes that even self-identity is at stake in late-modern societies, because the reflexive individual is considered to create his own autobiography from a greater number of options which the self must constantly make revisions in relation to. The marriage is under negotiation and is characterized as a transition to the so-called pure relationship where only the love to another should be the guiding principle. Late-modernity itself is a risk culture which challenge individuals trust mechanisms. (Beck 1986, Giddens, 1991) Individual’s are exposed to the risk that their marriage can be dissolved, and after a divorce the self faces challenges to establish trust in another human being. Giddens believes that the media plays a very significant role when self-identity is shaped, and the media also help define social reality and patterns of social interaction. Late modernity itself fundamentally change the everyday life of individuals, and personal aspects of our experience has become mediatized to a greater extent than before.

Mediatization has emerged as a new research agenda within media studies, and the concept can be understood from different perspectives and at different levels in society. It is often regarded as a middle-range theory in need to be defined, and also adapted to the prevailing condition of studies on an increasing number of issues. Social institutions and cultural processes have changed character in response to the media having greater authority to define social processes. (Hjarvard 2013, Couldry & Hepp, 2017) Mediated experience is created and penetrates into individual experience, self-identity och everyday life. Late-modernity and mediatization har led to more and more media becoming a part of the individual’s everyday life, and media texts and images becomes part of the individual’s identity contraction. (Fornäs, 2015).

Digitalization and Web 2.0 has given individual’s the option to discuss, for example, on internet forums and to write and get response about their life experiences and challenges. The construction of the self and the media are woven into our private lives.
Virtually all of human experiences are mediated by socialization, but also in language.(Giddens, 1991) In this study on media in Sweden discussion treads about divorce on the internet forum www.familjeliv.se are to be examined together with life-style journalism in supplements to tabloids (Expressen Söndag and Aftonbladet Söndag). The aim is to try to understand how individuals communicate an eminently traumatic period in their lives where their self-identity is at stake, and how in a wider context this becomes a discursive construction in interface with the tabloids.

The study uses a critical discourse analysis (CDA) and an analysis of visual and linguistic elements in order to thematize the material and to make close readings of texts. In the visual analysis the symbolic interaction between the observer and observed are to be studied, where photos and illustrations are of interest. Camera angles and the distance to the images are to be interpreted, as well as the demands, requests and offers that are made visible. (Björkvall, 2012) The linguistic elements found in texts on the internet forum and in the supplements to the tabloids are to be examined on a lexical level and the texts modality and evaluation is also of interest.(Fairclough, 1991)
Generational ‘we-sense’, narrative and memory
Göran Bolin, Södertörn University

Generational ‘we-sense’ (Corsten 1999) based in common generational experiences is to a large extent dependent on shared memories. These memories have a collective and narrative dimension in that they are continuously worked on and elaborated over the life-course, entertained in certain social situations such as class reunions, but also in the mediated discursive encounter with generational narratives in the mass media. This means that the generational identity is not something that is established only through the material meeting between coevals and a social structure (including historical events) in the way it is theorized by e.g. Mannheim (1928/1954) and his followers, but also between coevals and a symbolic structure of narratives, where both mass mediated and interpersonally mediated descriptions of generations in popular culture and academic accounts interact with the process of ‘generationing’ (Siibak & Vittadini 2012).

This presentation will give some empirical insights into these processes based on focus group interviews with Swedish and Estonian media users of different ages (born early 1940s, early 1960s, late 1970s and early 1990s). In the interviews is revealed (a) how collective memory work is encouraged and enforced in the dynamic social situation of the focus group interview, (b) how memory is narrativized by the influence of social others, and how (c) prosthetic memory is constructed related to significant individual experiences of life-course events.


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

Abstracts

TWG 7
Visual Communication and Culture
Thursday, 17 August

15.30-18.00

Asko Lehmuskallio; Jukka Häkkinen & Janne Seppänen
“A call to rethinking the uses of digital photography: Lessons learned from studying photo professionals distinguishing photorealistic computer-generated images from digital photographs.”

Jenni Mäenpää
“Ethnographic observations of news image production.”

Maria Mattus
“Too dead? An image analysis of humanitarian photos of the Kurdi brothers.”

Hanna Weselius
“The world according to Touko—a case study on current transformations in narrative documentary photography.”
A call to rethinking the uses of digital photography: Lessons learned from studying photo professionals distinguishing photorealistic computer-generated images from digital photographs

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Jukka Häkkinen

Janne Seppänen

There are strict guidelines on photoediting in newsrooms, and serious professional repercussions if failing to adhere to these, while computer-generated imagery is increasingly used in other areas of visual communication. We present empirical research on the ability of professional photographers and editors to distinguish photographs from photorealistic computer-generated images by looking at them on a screen.

Our quantitative results show clearly that those studied have severe difficulties in distinguishing these from another, suggesting that it is increasingly difficult to make this distinction, particularly since most viewers are not as experienced in photography as those studied. Interestingly, when asking qualitatively why those studied decided a particular picture to be taken with a camera, or being computer-generated, the results show that they largely continue to share a conventional understanding of photography, that is not in line with current developments in digital photography and digital image rendering.

Based on our quantitative and qualitative findings, we suggest the need for developing a particular visual literacy that understands the computational in digital photography, and grounds the use of digital photography among particular communities of practice. Our call to rethinking the uses of digital photography pays attention to both recent developments in digital photographic technologies, as well as the roles that communities of practice play in establishing criteria for assessing authenticity.
Ethnographic observations of news image production

Jenni Mäenpää, University of Tampere, jenni.k.maenpaa@uta.fi

The paper presents preliminary findings of newsroom observations and interviews from two news organizations in Finland. The data gathering at the Finnish picture agency STT-Lehtikuva and the news magazine Suomen Kuvalehti will be done in the spring 2017. Later on, participant observations and interviews will be conducted at a global news picture agency as well. These three research sites are examples of the different stages of the news image circulation process. The aim of my presentation is to introduce the project in its early stages and get some feedback for the later analysis of the material.

The objective of the overall 3-years’ research is to study the effects and ethical challenges that the digitalized and networked media environment causes for the professional photojournalism and image brokering. 1) On global level: The aim is to study how the news images circulate from a global agent to the Finnish picture agency and finally to the end user that is a Finnish news magazine in this case. 2) On local level: the study explores what kinds of new ethical concerns does the current media environment cause for the professionals and how do they deal with the concerns. I am interested in what kinds of established practices there are and, on the other hand, what kinds of practices based on the tacit knowledge do exist.

The theoretical underpinnings of the research are drawn from the theories of vision and gaze in the visual culture. In addition, the theories of journalistic gatekeeping and domestication may also be relevant in relation to my research questions.
Too Dead? An image analysis of humanitarian photos of the Kurdi brothers

Maria Mattus, Jönköping University

Keywords: humanitarian photographs, Alan Kurdi, news media, photojournalism, icon, media ethics

Abstract

Two young migrants, the brothers Alan and Galip Kurdi, three and five years old, drowned in the Mediterranean during the escape to Europe in September 2015. After being washed ashore on a Turkish beach, the photojournalist Nilüfer Demir, from Dogan News Agency, photographed their dead bodies. Immediately some of the images went viral and spread in news media around the world. Despite the similar circumstances when the brothers were found, the name of one of them became deeply imprinted in people’s mind, while the other’s name barely was noted at all and soon forgotten. What made the images of Alan Kurdi become iconic, and why did the images of his brother Galip not attract the viewers’ interests in the same way?

This study examines four of Demir’s images, two of each brother, to find out in what way these images might differ and what they communicate. Must a child’s dead body be presented in a certain way to arouse the viewers’ compassion?

Images like these belong to the genre of humanitarian photographs. The same kind of pictures that are published in news media can be used, for instance, by non-governmental organisations for humanitarian purposes – to evoke emotions and make people act. Dead children, especially toddlers, are associated with pure innocence, but not all humanitarian images of dead children possess the potential of becoming iconic, they both need certain photographic qualities and the attention from the public. If they do not trigger the “right” kind of emotional response the child will remain a distant object.

Publishing images of dead bodies, especially of dead children, have been taboo in news media for decades, but in the case of Alan Kurdi even mainstream news media published the images. However, to break the taboo was not an easy decision and some newspapers chose to present the story without pictures. The main reason to publish was explained as humanitarian, to visualize the consequences of the ongoing migrant situation in Europe to establish a public understanding. The images worked as an eyeopener for both media and its audience, and turned the situation into a “refugee crisis”.
The four photographs, chosen for the study, are analysed on five different levels. The method is qualitative with an analysis inspired by W.J.T. Mitchell’s framework which distinguishes between the following levels, or categories: 1) Graphic illustrations and designs, 2) Optical mirrors and projections, 3) Perceptual sense dates and appearances, 4) Mental dreams, memoires and ideas, and 5) Verbal metaphors and descriptions. This analysis of images extends from a manifest, or denotative, level, to a deeper, more archetypical level on which representations are considered as universal.

The result suggests several aspects that could affect the viewers’ feelings of compassion and perception of closeness, for instance, that the environments where the brothers were washed ashore differed as well as the positions of their bodies – one was lying face-down and therefore more was left out for the viewers’ own imagination. Both boys had light complexion, one of them a little lighter though, and could pass as European children. The younger one gave the impression of still having the toddler’s infantile innocence and vulnerability. On a deeper level, humanitarian photographs rely on visual tropes, and in this case, “the alone child” and “the solitary child” denoted that the child must be rescued and taken care of. Small differences in detail lead to that one of the brothers, Alan Kurdi, became an appropriate object for compassion, because his lifeless body was not experienced as too dead – humanitarian iconic images are very much about despair, but initially there could be a small streak of hope involved.
The world according to Touko – a case study on current transformations in narrative documentary photography

Hanna Weselius, Aalto University School of Art, hanna.weselius@aalto.fi

Touko Hujanen (b. 1987) is a prize-winning, university-trained photojournalist working for quality publications worldwide. In 2014, he established a crowd-funded printed newspaper, *Uuden Maan Sanomat*, of which he is the editor-in-chief and the only employee. In his work, Hujanen mixes strategies from the art world and the news media, building up a peculiar performative way of constructing media events – not documenting what happened, not waiting for something to happen, but helping anything happen.

By following Hujanen’s work through 2016 and interviewing people working with him, I study the ongoing transformations in photojournalism and documentary photography. In our time often referred to as "post-truth era", what kinds of new narrative strategies are demanded of and created by photographers to succeed in mediating the world in a credible way? As Fred Ritchin (2013) has argued, photography has a new status of being present at every moment, as an ongoing process and part of everyday life, which seems to change the professional photographer’s role from mediating the world towards participating in it.

In the realm of media studies, the narrator of documentary photography has not been studied extensively. Drawing from my earlier study (Weselius 2015) it can be said that historically photojournalists have held the auteur/narrator position in their published work but contemporary commercial media stories are narrated by collectively constructed "voices" of media titles. In this currently ongoing study, I will look at my ethnographic observation and interview materials collected in 2016/2017 through the lenses of recent discussions on both literature and photography and move towards a critical understanding of how and by whom contemporary photojournalism is being narrated to media audiences and how that relates to journalistic credibility. I will compare this move in documentary photography from realist illusion to hybrid narration to contemporary literary fiction, where the "novel from life" with the "essay self" as its narrator are currently challenging the traditional novel.


Friday, 18 August

10.15-12.00

Bettina Fabos

“Visualizing history: Using amateur photo resources towards an online photo history of everyday Hungarian Life.”

Jenni Hokka

“Visual racism: Racialized imageries and irony in memes.”

Lisbeth Klastrup

“An holistic approach to the analysis of visual communication on social media.”

Synne Skulstad

“Vetements: Mediatized fashion in the era of connectivity.”
Visualizing History - Using Amateur Photo Resources towards an Online Photo History of Everyday Hungarian Life

Bettina Fabos, University of Northern Iowa, fabos@uni.edu

With a new generation of archivists consciously carving out online public spaces, and new interactive digital tools with which to put stories in visual form, we have new opportunities to visualize alternative historical narratives that go beyond the traditional, hegemonic "great men" discourse. This presentation will briefly showcase two special Hungarian photo archives: FORTEPAN, a collection of approximately 79,000 amateur photographs documenting a hundred years of everyday Hungarian life; and the Policeman’s Archive, a photo collection documenting the history of communist Hungary through the officers of the Ministry of Interior. Both of these archives were critical in the development of an interactive timeline project that reconstructs everyday Hungarian social history through photographs, animation, and chronology.

The animated, digital timeline, Proud and Torn: How my family survived Hungarian history (proudandtorn.com), is four years in the making and the most ambitious historical narrative adapted to the web. As an online documentary told from the first person (the daughter of an Hungarian emigre now living in the U.S.), the work is setting new standards for what is possible through historical texts in terms of visualization and the reinterpretation of history.

Proud and Torn brings a highly visual approach to Digital Humanities: nearly 1,000 photographs, maps, graphics (many of them animated), and looping film clips together create a rich tapestry of visual storytelling controlled by the user. The timeline stylistically combines the genres of photomontage and graphic history and presents the content with parallax scrolling, a special web coding technique that makes background images move slower than foreground images, creating an illusion of depth and a more immersive visual experience.

Proud and Torn is also unique in terms of narrative. The story focuses on one Hungarian family and the members of their small rural community while directly questioning the foundational myths that have made up most of Hungary’s historical narrative. As such, this timeline tells a more intimate and personal story about the national and global events that affect everyday people outside of the capital Budapest, and pays special attention to Hungarian women, who are largely invisible in most Hungarian historical narratives. In the end, the project challenges the dominant and narrow portrayals of Hungarian and European history by placing a greater emphasis on rural and agricultural history and using fresh visual sources from amateur and underutilized archival collections.
This presentation will shed light on all aspects of one media scholar’s creative process. The project director will discuss how the project came to be (including inspirations and influences); how her research and consultations with historians informed the project and emboldened the historiographic interventions; how the writing, design and coding processes developed over time; how her 7-member team worked collaboratively and handled usability testing, content review, and optimization issues for such a visually-rich, complicated project; and how she plans to get the public project disseminated as a web text and also distributed as a printed graphic novel.
Visual Racism: Racialized Imageries and Irony in Memes
Jenni Hokka, University of Tampere, jenni.hokka@uta.fi

Understandings of racisms are increasingly shaped and contested in the interactive everyday cultures of digital media. Recent platform studies have showed how commercial digital platforms shape and control policies of publishing and therefore also conceptions of racism. In this networked media environment, social and political action are characterized by ironic reflexivity, affective orientations and commitments to ‘post-factual’ discourse. This is why this study explores the ways in which racialized imageries and irony are articulated in digital media and how they become circulated in various networks.

This study analyses racial imageries and irony in memes, especially image macros and reaction Photoshops that are based on still images. An image macro consists of a text script superimposed over an image whereas the reaction Photoshop-meme places a common character, often removed from a larger image, in incongruous settings. (Shifman 2014.) This visual data is collected from Finnish right-wing extremist Facebook groups in which racist memes are circulated.

The study utilizes digital mixed methods combining big data analysis with qualitative visual analysis (O’Halloran et al. 2016). First, collected data is chosen using qualitative criteria based on previous studies and preliminary empirical findings. In this way, qualitative data is turned into quantitative data. Then, this quantitative data is analysed using computational social analysis methods that provide contextual information derived from metadata. After that, results of the computational analysis can be presented through visualizations, which helps to select material for qualitative visual analysis.

By focusing on racialized images and memes in the data, this research investigates the affective economy (Ahmed 2004) of racism. Memes in general are part of digital intertextuality and circulation in which practices of parody and irony are typical, but in racist images humour is used as a shield against moderation (Matamoros-Fernández 2017). Their humorous aspects combined with their repetitious publishing give them performative and affective power that make them influential in present society. Since memes are now part of shared everyday culture, it is important to analyse especially racist memes, including their production and circulation, as deliberative political practices that affect the understandings of racism.

The study is a part of research project 'Racisms and public communication in the hybrid media system' funded by the Academy of Finland.
Literature


An Holistic Approach to the Analysis of Visual Communication on Social Media

Lisbeth Klastrup, IT University at Copenhagen

In recent years, visual social media platforms such as Instagram and Snapchat have become increasingly popular, especially amongst a younger audience. But also a mastodont like Facebook have made changes in their design which emphasises the visual aspects of their many user’s communication for instance by increasing the size of photos in the news stream and by introducing the live video feature. Also Twitter has made it easier to embed and watch photos on their platform. Today, on social media, visual commentary is everywhere.

While many studies of visual social media communication have to this day primarily focused on the relation between photos and hashtag-use (see f.i. Gulbech et al 2011, Gibbs et al 2015, Smith & Sanderson 2015, Santarossa et al 2016), relatively few studies have tried to present a coherent framework for analysing a visual social media post in its entirety. One exception is Mehmet and Clarke’s paper from 2016, but the model presented here is highly abstract. However, generally researchers recognise the importance of developing a “grammatics” for these studies (Highfield and Leaver 2016) and for recognising the “vernacular language” of the visual social media platforms (Gibbs et al 2015). Note, that by a “visual posts” in its entirety, I mean all the elements that goes into making a single post signify: the photo itself; the text, emojis and hashtags which accompany it; the time-stamp announcing when it was posted; the comments to it; and the layout and “frame” in which it appears (the formatting of the newsstream on the device on which you engage with it).

To remedy this lack, this paper will discuss how to qualititatively frame an holistic approach to the analysis of “visual posts” on a visual social media platform. I will take my point of departure in one of the most popular visual social media platforms in the Nordic countries, Instagram, but the intention is that the analytical framework may also be used on similar visually oriented platforms, such as Snapchat, Tumblr or Imgur.

Theoretically, the paper will build on my own previous work (Klastrup 2016a and Klastrup 2016b, 2017); the emerging body of literature which has dealt with visual communication and culture on Facebook, Instagram and similar platforms (see f.i. Engebrets 2013, Shifman 2013, Mahoney et al 2016, Oh et al 2016) and insights from multimodal theorists such as Van Leeuwen (Van Leeuwen 2005). It will propose that we need to understand and analyse communication on a visual social media platform as a mediated practice which develops in interplay between
1) the individual poster’s personal intentions and preferences

2) conventions of the “aesthetic publics” (DK: “deleskab”, Klastrup, 2016b) which the use of for instance hashtags call forth,

3) the visual features and constraints imposed by the platform itself (in the case of Instagram for instance the width-height ratio and the filters).

The presentation of the framework will take its point of departure on in two genres and cases of communication on Instagram: posts by ordinary users to the Royal Copenhagen hashtag campaign #elevatingmoments and posts by Danish politicians made in relation to the Danish election campaign 2015. 25 randomly selected images from each campaign will be analysed with the intent of pointing out both individual differences and shared features across each case, and in order to demonstrate the viability of the analytical framework. Finally, I will discuss how both aesthetic and content-oriented genre positions emerge in the images analysed, and what seemsto be the functional specialisation of respectively photo, hashtag, text and emojiis in visual (campaign) communication on social media.
References


Vetements: Mediatized Fashion in the Era of Connectivity

Synne Skjulstad, Westerdals: Oslo School of Arts, Communication and Technology

Fashion is tightly interwoven with a wide spectrum of print- and networked digital media practices across a vast ecology of forms and formats, reflecting the digital turn. Currently, the mediation of fashion is undergoing major changes as the industry adopts and adapts to this flux (Arnold 2009). Fashion mediation is moving out of well-established formats and into new digital cross-media multiplatform genres (see Uhlirova 2013, Skjulstad and Morrison 2016). This Interdisciplinary paper, combining scholarly insights from media and communication studies with fashion studies, inquires into what Rocamora (2016) sees as an important coupling between the concept of Mediatization and fashion. Drawn primarily from sociologically framed media studies – scholarly work on mediatization, (see Lundby 2009), it takes into account what Roccamora (2016:3) sees as media becoming “...increasingly central to the shaping and doing of institutions and agents, to their practices and experiences”. However, scholarly engagement with mediatization tends to take on a macro-perspective, not delving into actual case studies of visual textual articulations such as Instagram feeds.

This paper presents a critical textual analysis of mediatization as articulated in selected media texts. Vital to contemporary fashion mediation and branding is to design the very conditions that facilitate user-driven aesthetic fashion practises mediated through platforms such as Instagram. In discussing how fashion branding practices are changing, and how it is tuning into the taste cultures of media-savvy fashion audiences and consumers, this paper presents an analysis of the ways in which the fashion design collective Vetements taps into Internet cultures and distinct visual communities, and how these communities’ visual media practices in networked social media forms the basis of Vetements’s prominence in the Industry. More specifically, the paper relates Shifman’s notions of hypersignification, prospective photography and operative signs (2014:341), that is, photos that “…are increasingly perceived as the raw material for their future reincarnations…” and “…textual categories that are designed as invitations for creative action” in unpacking the memetic aspects of Vetements’s design and meditational strategies. Taking as a point of departure the mediation and garments of Vetements’s S/S17 and F/W17 collections, the paper inquires into how fashion and its mediations is increasingly based in what van Dijk (2010) refers to as an era of connectivity. In including the parody brand, labeled Vetememes, the paper argues that in combining scholarly debate on Internet culture, mediatization and fashion, we may arrive at insights into current digital promotional visual media culture.
As part of the analysis, screen grabs and visual annotations of the brands’ appearances on Instagram that visualize the wide range of collaborating, associated and partnering brands and institutions that Vetements has teamed up with, mediationaly, strategically and creatively are included. Three main analytical concepts are proposed and developed. These are memetic fashion, prospective fashion and adaptability. In discussing these concepts as they relate to Vetements, the paper develops the connections between media and communication studies and fashion studies, where the design practices and actual garments can be understood in terms of and as media.

References


Friday, 18 August

14.15-15.15

Christa Lykke Christensen

“Promoting old age: Visual representation of older people on the website of the Danish association for older people.”

Miriam Von Schantz

“Experimenting with reception methodology, mapping events of spectating affective mockumentaries.”

Veronika Macková & František Géla

“I am the others. Can you see it?” Images of athletes with and without disabilities.”
Promoting old age. Visual representation of older people on the website of the Danish association for older people

Christa Lykke Christensen, University of Copenhagen, christal@hum.ku.dk

The media constitute a central arena for the visual representation of older people, and of ageing and old age. Since the media influence on the discourses circulating in culture and society, they contribute to both creating and maintaining various different images of older people, but also to changing them. In his article 'Images of Old Age', sociologist Mike Hepworth, asks the following questions: "What is the 'look' of age? What do we see when we see old age?" (2004). He emphasizes the answers are relatively straightforward, since the physical changes in the body as it ages chronologically are unmistakable, appearing as wrinkles, grey hair, less elastic skin, etc. He highlights how old age represents an inevitable biological corporeal reality, and that this reality also expresses a social structure in as far as it can be assigned various meanings, and can thus also be experienced differently – depending on ‘what we see when we see old age’. Images of old age therefore express the current, always changing, ways of interpreting the body's ageing processes and attributing meaning to them, but they also express ideas in culture and society of how older people, ageing and old age should be understood and represented.

Inspired by the argumentation above, this paper will take a closer look at how visual representations of the older contribute to constituting the 'look' of old age. Specifically, we will consider the visual representation of older people in a media targeted explicitly at older people: the website of the Danish lobby organisation for older people, Ældre Sagen/DaneAge Association: https://www.aeldresagen.dk/. The DaneAge organisation has 755,000 members, primarily people aged from 65 to 80+, that is, more than 75% of this age group are members of DaneAge. Based on a qualitative analysis of the website's visual content, the aim is to examine which representations are related to older people, the ageing body and the social environment of which older people are depicted to be part, and what meaning is thereby generally ascribed to ageing and old age. The analysis will be limited to a contemporary perspective (2016-17), and will investigate which older people DaneAge is addressing with its images; who are included in and who are excluded from the roles presented by DaneAge as images of the older, and how should we characterise the older people to whom DaneAge gives visual status and to whom DaneAge thereby gives a voice? Preliminary findings point to a dominant visual representation of older people who appear fresh, socially involved and extroverted, while introverted or frail older people are almost excluded from the visual universe of the website. In conclusion the paper will discuss how visual representations of older people at this website are related to
the general expectations of older people to live an active life and pursue a healthy and socially engaged lifestyle in order to enhance their quality of life.
Experimenting with reception methodology, mapping events of spectating affective mockumentaries.

Miriam von Schantz, Örebro University, miriam.von-schantz@oru.se

In this presentation I will discuss some preliminary findings from an experimental reception study performed at Örebro University as part of my PhD in media and communication (film studies). In my project I have investigated what happens in encounters between the viewing subject (Panagia 2009) and feature films that are difficult to determine in terms of belonging to the genres fiction or documentary, often referred to as mock-documentaries or fake documentaries (Roscoe and Hight 2001; Juhasz and Lerner 2006; Rhodes and Springer 2006). Although these are increasingly becoming established and recognized as putting on a play with the discourse of factuality associated with the documentary, there are still a number of films defying categorization and recognition and where the received blurred boundaries between the factual and the fictive are met with strong affective reactions. By drawing from a transdisciplinary theoretical framework, new materialism, I use an ethico-onto-epistemological point of departure whereby affective processes are understood as producing materialities of relations of power (Deleuze 1968; Foucault 1981; Massumi 2002; Barad 2007; Dolphijn and van der Tuin 2012; Parikka 2012). By referring to a present ‘post-truth atmosphere’ (coined as such in an article in the Washington Post) I make the argument that what these encounters with blurred boundaries between the factual and the fictive makes noticeable, is nothing more than the current on-going reconfiguration of the regime of truth (Foucault 1977). Brian McNair has made the argument that we need a media sociology to meet the chaos paradigm of the current digital flux of mediated and fact-based content (2006). I argue that the encounters with the mock-content here discussed, although in the form of a feature film (in a home environment), produce a (mediated) reality that forms part of this chaotic mediated environment whereby the viewing subject constantly has to re-evaluate the truth-value of audiovisual content and consequently him/herself as a knowing subject. By producing documentation of a series of, what I’ve come to call, events of spectating affective mockumentaries, such as Exit Through the Giftshop (Banksy 2010), I’m Still Here (Affleck 2010) and Catfish, (Joost and Shulman 2010) together with 6 students at Örebro University, I craft an affective methodology that allows for the tracing of the strategies of navigating the processes engendered through the disruption caused by these events, while at the same acknowledging the situated knowledge thus implied (Haraway 1988). This way an argument for a radical empiricism as media methodology is made. Such methodology, by making possible screenings and the production of data in the naturally chosen locations (home, bus, train) by use of internet located software, e-mail and portable dvd-players, aims at being as fluid as possible thus making possible data that avoids to lock down possibly messy, yet important, information, thus aiming at working with method assemblages similarly.
to the work by sociologist John Law (2004). The findings consequently point towards both in what way and to what result these events are participating in a reconfiguration of a regime of truth, but moreover in what way the production of these events through academia might function as a media pedagogy, increasing capacity for a particular critical thinking, what I refer to as a diffractive thinking (Barad 2007).
"I am the others. Can you see it?" Images of athletes with and without disabilities

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Keywords: athletes with a disability, athletes, Olympic games, Paralympic games, Rio 2016, media, sport, visual studies, sports photography, photographers.

The paper will present and discuss the differences between the presentation of successful athletes' pictures at the Rio 2016 Olympics and Rio 2016 Paralympics on the Facebook pages of the Czech Olympic Committee and the Czech Paralympic Committee.

Sports photography is a natural part of contemporary media but it is also necessary part of websites and social network pages of sports clubs and sports organisations. But how does the sports photography differ speaking in terms of world's top events for athletes with and without a disability?

Athletes with a disability are usually portrayed as heroically overcoming their afflictions. This social model is called the "super crip". They have perhaps been the most examined of media stereotypes of athletes with a disability. This stereotype is resented by many disabled people who are simply trying to lead normal lives. Reality provided via photography can play key role in the process of social learning.

The research is anchored in qualitative methodology. We have chosen the quantitative analysis which enabled us to find the major differences between picturing the athletes with and without a disability. We examined emotions, action, visibility of a disability, shot size etc.

As complementary part of the research we have conducted structured interviews with the photographers who covered the Rio 2016 Olympic and Paralympic Games. This gave us a closer inside into the differences between photographer's approach to photographing athletes with and without a disability. Within the interviews we focused on the issues of personal ethical decisions, perception of athletes with a disability, emotions and hiding differences.

The quantitative analysis was based on the Facebook posts that included some kind of photographic content published on the official pages of the Czech Olympic Team or Czech Paralympic Team. Research material was limited to posts which contained successful athletes who have won medal and was published during the period of Rio 2016 Olympic or Rio 2016 Paralympic games.
The Czech team finished at the Olympic Games in Rio de Janeiro with one gold, two silver and seven bronze medals. The Czech athletes with a disability were less successful. Czech Paralympic Team won seven medals, including the gold one.
Thursday, 17 August

15.30-18.00

Martin Danielsson
“The merits of Bourdieu in qualitative audience research: uncovering class and continuity in the fragmented space of media practice”

Heli Katajamäki and Olli Raatikainen
“The case of advertorial: Critical readings and readers’ expertise”

Hilde Sakariassen
“Why so quiet: Exploring self-censorship in and silence in the digital public sphere”

Veera Kangaspunta
“Talvivaara, the ‘hopeless case’. Analysis of discourse strategies, discursive legitimation and illegitimation in online news and news comments”

Kim Christian Schrøder
“Algorithms, filter bubbles and echo chambers: How news audiences feel about getting their news from Facebook”
The merits of Bourdieu in qualitative audience research: uncovering class and continuity in the fragmented space of media practice

Martin Danielsson, Halmstad University

For someone leaning towards statistical data analyses and showing little interest in the media as an integral part of people’s everyday life, French sociologist Pierre Bourdieu has surprisingly much to offer qualitative audience research in an increasingly complex everyday media environment. Drawing on the analytical experiences from a media ethnographic study on digital media practice in the everyday lives of young men (16-19 years) with different class backgrounds, this paper argues that Bourdieusian theory, despite certain limitations, might advance qualitative audience research in the “media manifold” (Couldry, 2012) in at least three important respects:

1. The first merit of Bourdieu’s theoretical framework is that it enables us to conceptualize and analyse the seemingly mundane media practices of everyday life as involved in macrostructural power relations and processes, e.g. social class and social reproduction. How people orientate and navigate themselves among the various possibilities embedded in their everyday media environment is clearly a matter of taste, and taste is neither innocent nor neutral in terms of class. Hence, Bourdieu might prevent us from getting stuck in what David Morley (2009) has called “an endless play of contextual specificity and infinite difference”.

2. The second merit of Bourdieusian theory in the context of qualitative audience research is that it allows us to grasp digital media practice not as an exceptional, almost elevated kind of practice, but as a variety of practices among other cultural practices. This accomplishes an important break with the still quite prevalent media-centrism and techno-romanticism of early new media studies, and thus makes it possible to pose new, perhaps more critical questions about the various roles of digital media in people’s everyday lives.

3. Because Bourdieusian theory allows us to theorize digital media practice as a variety of practices among other cultural practices, i.e. as an inseparable part of entire lifestyles in Bourdieu’s sense of the word – lifestyles through which social power relations (e.g. class) are expressed and reproduced – it also has the merit of supporting critical interrogations of the association commonly made between digital innovation, young people and social change. In other words, it makes it possible to uncover and make sense of the social and cultural continuities at play within recent technological changes, as well as the structural differences concealed by the widespread generational rhetoric of “digital natives” and “digital immigrants” (Prensky, 2001).
The case of advertorial: Critical readings and readers’ expertise

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The aim of this study is to discover how readers’ expertise and experience of society, economics and business can influence their interpretation of an online advertorial (an online newspaper advertisement that gives information about a product in the style of an editorial article) published in a Finnish business newspaper, Kauppalehti. Especially, we will concentrate in finding the differences of readers’ ability to read the advertorial critically. In this study, reading critically means that a reader is able to understand, what the communicative purpose and main message of the text is, and identify rhetorical and linguistic meanings that that forms basis for the interpretation.

Theoretical framework of the study

Our analysis is based mainly on Bhatia’s (2004) genre theory and Fairclough’s (1999) critical discourse analysis. Based on these theories we approach a text as communication: every text is written in order to achieve communicative purposes of the discourse community (Bhatia 2004). On one hand, an expert member of the discourse community has a clear vision of the communicative purposes, which affect the way of writing, including the textual and linguistic choices chosen into the text. On the other hand, from the reader’s perspective, her/his reading is dependent on whether s/he is able to interpret the communicative purpose as it is supposed. The communicative purpose is connected to the discourse community, institution (media) and authors of the text. Therefore, the prior knowledge of the media, genre, authors and the issues discussed in the text affects how the text is interpreted. Additionally Kaakinen ja Hyönä (2007) found out that prior knowledge in a subject discussed in the text affects how the reader allocates visual attention during reading.

The methodology used to conduct the study

Methodologically, we approach reading the advertorial as a heuristic process in which the first reading offers a possibility for researchers to understand the initial interpretation. In contrast the readings after the initial reading are more like evaluations of the advertorial’s context, and ultimately connected to the question of trustworthiness. In order to shed a light on how the critical reading is performed we use qualitative questions and eye-tracking. Eye-tracking data provides the gaze replay including the scan paths, fixations and saccades of the reader during the reading task. Based the eye-tracking data and interview, we can determine for example how the first reading of the advertorial is processed (speed, linearity, initial interpretation).
Additionally, based on the eye-tracking data, we can determine how (and in which order) the reader searches for information with online search engines to help interpret the news item. An SMI Redn Scientific eye-tracker and SMI Experiment Center software will be used for the tests. The data will be recorded at 60Hz.

Description of the research material

The study is based on experiments done in the usability laboratory of University of Vaasa. The data will be collected by interviews with four readers; two young, inexperienced readers who have no special interest in business news and two experienced newspaper readers who read business newspapers regularly. The readers will read the advertorial which promotes business enterprise. The data will be collected during the spring 2017. The key findings of the study will be presented in the conference.

Sources


Why so quiet: Exploring self-censorship in and silence in the digital public sphere

Hilde Sakariassen, University of Bergen

Social networking sites have been theorized as the latest generation of a form of public sphere, where new technology offer citizens a platform for public deliberation. This however does not mean that the possibility for civic or political deliberation on these platforms is being utilized. This paper attempt to combine insights from social psychology with research that are coming from media and audience studies, in order to further the understanding as to why social networking sites do not live up to their potential as vibrant digital public spheres in Norway. Examples will be provided based on empirical data from in depth interviews collected in the MeCIn project fall 2016, and from a quantitative perspective using both historical as well as data being collected winter 2017.

From the side of media and audience research the spiral of silence theory argue that people will evaluate the opinion climate and be more inclined to keep their opinions to themselves if it seems to not have the support of the majority, also known as Willingness to self-censor. Recent discussion about echo chambers in social networking sites, post that digital media allow its users to create networks with people that are similar to them, more so than in the physical world. Thus, in theory making it easier for people to speak out in social networking sites as their views are more likely to be in line with those of the majority in their network. The approach from psychology as to why users do not utilize this digital public sphere, can be seen more in connection with individual traits in combination with how communication works on new social networking sites. It is found that users of social networking sites consider their online identity when choosing what to share, and that they will post things coherent with this identity. We also know that people differ on levels of argumentativeness, self-monitoring and self-consciousness among other traits, and that this is something separate from self-censorship since it’s not connected to the perception of opinion climate but rather to the individual’s own inherent behaviour. And there may be a variety of reasons behind this behaviour. The social networking sites on their side brings specific properties that are unique in computer mediated public sites in comparison with unmediated ones, and that can be seen to enhance or decrease these individual differences. The aim here is to explore how the two approaches may be useful in combination to further how we understand the act of participation or the lack thereof in the digital public sphere.
Talvivaara, the “hopeless case”. Analysis of discourse strategies, discursive legitimation and illegitimation in online news and news comments

Veera Kangaspunta, University of Tampere, veera.t.kangaspunta@uta.fi

The Internet age has changed the theoretical discussions on the concept of the public as a group of people participating in public. This study presents a case study of environmental online news from a reader oriented perspective and takes an overview on the readers’ comments of online news articles concerning a mining accident of the Finnish Talvivaara company in 2012. The aim is to understand readers’ activity as a part of a wider discursive and functional entirety build around the environmental news. The theoretical frame combines two key concepts – discourse strategies and the public. These concepts are linked through the activity of commentators as part of public discussion, since discourse strategies are used and challenged by both the online newspapers and the readers commenting the news.

The research material consists online news and online comments in three Finnish online newspapers from the time period November 2012 – May 2013. From the overall material containing all news from this period, this study includes only the most commented articles per month per newspaper. Therefore there are seven news from each paper and altogether 1,987 comments.

The analysis focuses on the discursive legitimation and illegitimation as a strategic process including multiple functions. The most well-known and typical legitimation strategies are authorization, rationalization, narrativization and moralization which all aim towards gaining the understanding of a (public) acceptance or challenging such acceptance (illegitimation).

In the first level, the analysis aims to disclose the central (environmental) discourses, and in addition, the discursive legitimation strategies included in or connected to them. In the more conceptual level, the discussion emphasizes the functional perspective of the public in using discourse strategies. Consequently, it seems evident that the discursive study of online news comments can provide updated standpoints to not only to the defining discussions around the concept the public but also to the observations of environmental news and journalism as parts of a wider discursive and context-based entirety.
Algorithms, filter bubbles and echo chambers - How news audiences feel about getting their news from Facebook

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The amount of people who get news from social media is growing exponentially. In the 2016 edition of the Reuters Digital News Report, 51% across the entire 28 country sample say that they use social media as a source of news each week. For 12% social media have become their main source of news. Compared with pre-social media times, when news exposure and selection were the prerogative of the individual citizen/consumer, social media are changing the anatomy of people’s cross-media news repertoires (Hasebrink & Hepp 2016; Kobbernagel & Schrøder 2016). With social media, the choice of whether a story appears in a feed is increasingly decided by computer algorithms based on the story’s recency and popularity, what you’ve read before, and what your friends have been reading or sharing. This has led to widespread concern that variety of information and views may be lost in an algorithmically-driven filter bubble of personalized news.

Anchored in a theoretical framework of uses-and-gratifications inspired ‘worthwhileness’ theory (Schrøder & Larsen 2010) and online participatory democracy (Dahlgren 2006; Carpentier 2011), this paper analyzes data from the annual online survey used by the Reuters Digital News Report to explore news consumers’ 1) motivations for relying increasingly on social media for their news fare; 2) their assessment of the relative importance of algorithmic versus journalistic/editorial selection mechanisms; and 3) their concerns about the potential lack of democratic value resulting from news diets partly composed by algorithms.

The analysis will focus on a selection of countries included in the 2016 and 2017 Reuters Digital News Reports (in which the author is the principal investigator in Denmark), comparing selected country findings which are representative of the four western media systems (Brüggemann et al. 2014): the Nordic system; the central European system; the western system; and the southern European system.

Preliminary findings from the 2016 study of 28 countries indicate that the key concerns people have over getting personalized news are that they risk missing key information and missing viewpoints that may challenge their own beliefs (Reuters Digital News Report 2016: 13). Many are also worried that their privacy is affected by the monitoring devices built into social media and news aggregators. However, the study only scratches the surface of analyzing differences between the participating countries. The paper will delve into the comparative relations between countries from different media systems, exploring how different political cultures may affect citizens’ experience of such vital democratic conditions.
The importance of embarking on a comparative analysis is underscored by the author’s more detailed study of these issues in Denmark (2016), which hints at significant differences between findings from this country and those of the cross-national sample: only 8% of the Danes (and 17% of the group 18-24) are interested in having their news filtered by personalizing algorithms; 19% of the Danes (and 21% of the group 18-24) approve of having their news filtered in terms of what their friends share and comment on.

The paper will thus contribute significantly to the discussion of ‘echo chambers’: while there is no doubt that algorithms are shaping the news experience in the direction of personalized news diets and aligning it with the tastes of the user’s social networks, the study may show that the great majority of the news audience are not interested in such tailored news fare. It may herald a democratic problem if the mechanisms of citizens’ information flows are not transparent, and if they result in a news picture people do not want.
Friday, 18 August

14.15-15.15

Tobias Olsson and Dino Viscovi
“Not a Generation of Non-Users: Variations in Elderly’s Online Practices”

Liudmila Voronova
“Journalists and audiences on the move: territorial changes, ideological challenges and
“imagined communities” in Ukraine”
Not a Generation of Non-Users: Variations in Elderly’s Online Practices

Tobias Olsson, Lund University
Dino Viscovi, Linnaeus University

Within both research and public debates, internet based media are mainly perceived as young people’s media. This becomes particularly obvious in popular conceptualizations such as “the Digital generation”, “the Internet generation”, or “the Facebook generation”. When referring to statistical studies of internet use and internet usage, this perception is also to some extent verified; younger users present both more and more varied patterns of usage. Young people in Sweden, between 16 and 25, spend an average of nearly 40 hours a week on the Internet. However, 50 percent of the elderly (75+) are still non-users (Davidsson & Findahl 2016). Hence, there is some substance in the generational view of users of online media.

There are, however, at least two different but interrelated problems affiliated with such a view. Firstly, the generational view very easily overlooks differences in-between young users. For instance, the notion “Facebook generation” implicitly treats all contemporary individuals in their early twenties as habitual users of social media. Nevertheless, within this category there are in fact also very modest users of social media, and even absolute non-users. Secondly – and most importantly within the frames of this paper – a generational view of internet based media implicitly, by default, treats older people in general and senior citizens in particular as non-users.

Rather than understanding senior citizens as a coherent generation of (non-)users, this paper departs from an ambition to illustrate variations in use of online media among senior citizens. It draws on a large scale Swedish survey (n=1264, response rate 63%). The paper deploys multiple regression analysis in order to map overarching user profiles among Swedish senior citizens. More specifically, it identifies and elaborates on five profiles: administration, consumption, welfare service, media usage and production. The analysis further relates these varying profiles to senior users’ assets in terms of material, discursive and social resources. The latter analysis reveals, for instance, how discursive resources (such as “skills in English”) have a positive impact on all five user profiles, while social (for instance “having children”) and material resources (such as “income”) have a positive impact on three and two profiles respectively.

The paper concludes by reflecting on the potential implications of these varying user profiles among senior citizens. What do the variations between different segments of senior citizens mean in terms of their inclusion in or exclusion from a society in which both commercial and public services are reshaped from analogue to digital formats?
Journalists and audiences on the move: territorial changes, ideological challenges and ”imagined communities” in Ukraine

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

Keywords: audiences, media community, Ukraine, crisis, local, national, transnational

Since 2013, scholars have been discussing events happening in Ukraine from the perspective of the “war of narratives” (Khaldarova and Pantti 2016). In this war, information has become one of the main weapons (Hoskins and O’Loughlin 2010), and fight for the publics has crossed the borders of the ordinary economic and political struggles. Previous research has mainly focused on the attempts of the Russian mainstream state-controlled media and other actors (e.g. trolls on social media) to influence the Russian-speaking audiences in Ukraine, Russia and elsewhere by spreading pro-Kremlin propaganda (see Pantti 2016). Less attention has been given to the Ukrainian media community and the internal processes in it in the period of crisis (Bolin, Jordan & Ståhlberg 2016).

Being a part of the research project “From nation branding to information war”, this paper focuses on the visions of the publics by the Ukrainian media community today. The analysis is based on interviews with journalists working for Ukrainian media and representatives of media organizations (such as the National Union of Journalists of Ukraine, the Independent Media Trade Union of Ukraine, the Ukrainian Association of Periodical Press Publishers etc.). How do representatives of the media community imagine and perceive their audiences? What are the changes that have occurred along with the territorial changes – loss of Crimea to Russia and establishment of self-proclaimed “people’s republics” in the East of the country? And which language do media producers choose today to speak to their audiences?

Through the prism of “imagined audiences” (e.g. Litt and Hargitai 2016, boyd 2008) and “imagined communities” (Anderson 2006), this paper discusses several aspects of the changes in the visions of the audiences by the Ukrainian media community. First, it focuses on the visions of the audiences by the journalists who due to the crisis had to move geographically and, thus, work for a different audience today. As such, it takes up the cases of journalists who moved from Crimea and the so-called LPR and DPR to Kyiv or other Ukrainian regions. Another case is journalists from Russia who moved to Ukraine for ideological reasons. Second, the paper discusses the reactions of the media community to the need for reaching out to the audiences in Crimea and so-called DPR/LPR, the technological and ideological challenges of this communication. Third, it focuses on a serious challenge and change concerning the language, in which the audiences are addressed. Due to new legislative proposals and, according to some media experts, economic reasons, Ukrainian language is becoming more and more dominant both in broadcast and printed media.
Yet, simultaneously Ukraine is one of successful producers of transnational entertainment products in Russian language (e.g. popular travel show “Oryol i Reshka” by TeenSpirit Production that is broadcast in Ukraine, Russia and Kazakhstan).
Saturday, 19 August

10.15-12.00

Heidi Keinonen, Pia Majbritt Jensen, Anna Maria Lemor & Andrea Esser

“Transnational audiences and modes of engagement: Studying the reception and consumption of musical talent formats”

Torgeir Uberg Nærland

“Audiences, expressive culture and public connection: the case of TV-series”

Paula Haara & Esa Reunanen

“Experiencing Violence in a Cross-Media Environment”

Joanna Doona

“Young adult audiences, news, and news satire: A double-voiced engagement”

Yngvar Kjus

“Music Experience in the Intersection of Concerts and Archives”
Transnational audiences and modes of engagement: Studying the reception and consumption of musical talent formats

Heidi Keinonen, heidikeinonen2@gmail.com
Pia Majbritt Jensen, Anna Maria Lemor, Andrea Esser

Television with its newly emerged cross- and transmedia extensions has recently attracted the interest of media scholars studying engagement. The increasingly transnational audiences have also emerged as a rich source of analysis. Yet, the modes of engagement among transnational television audiences has not been studied. Our aim in this article is to analyse the ways transnational audiences attach themselves to—and sometimes also detach themselves from—musical talent shows.

Despite the growing prominence of the concept of engagement (Napoli 2011), it has yet to result in any kind of clarity or consensus as to what ‘engagement’ actually means. We understand engagement as a set of experiences that audiences have with media texts. These experiences are not only shaped by the content or users but also by the everyday contexts of media consumption. We ask which modes of engagement can be identified among transnational audiences and which are the contextual factors that shape them. By building on Susanne Eichner’s (2015) model of media involvement, we deconstruct the concept of audience engagement and address the various modes of engagement that emerge among transnational television audiences. These modes include, for example, engagement with characters and habitual engagement but also disengagement. We discuss the various reasons why audience members do not engage in the first place and also cases in which they actively resist engagement.

We have adopted a theoretical-methodological perspective that can be described as both ‘transcultural’ and ‘glocal’. We conducted focus groups in four zones of consumption in order to gain information on how and why audiences consume these shows. The respondents for the focus groups in Germany, UK, Finland and Denmark were recruited among the most avid viewers of these shows (young people in the 18-24 age bracket and females in the 25-39 age bracket) but the groups also represent multi- and transnational audiences. The shows in question (Idols, The Voice, X Factor and Talent) are either local adaptations of international formats or their original versions travelling around the world. Thus, by analysing the everyday experiences of our transnational focus groups we academically contribute to a discussion that has by far been mainly dominated by industrial and commercial discourses. These approaches usually analyse engagement in terms of the content the audience is consuming, the platforms they are using and the actions they are taking, and aim at gathering information for the purposes of (commercial) television industry. Our aim is, instead, to understand how the audiences are experiencing engagement.
Audiences, expressive culture and public connection: the case of TV-series

Torgeir Uberg Nærland, University of Bergen

How may audiences’ engagement with expressive forms of culture (from the novel to video games) enable them to act as informed and critical citizens? Or conversely, does such engagement involve pacification and detachment? These are questions that have generated a rich and indeed conflicting body of literature. Focusing on the genre of TV-series, this paper explores such questions from the perspective of “public connection”, what Couldry det al (2010) conceptualise as “a shared orientation towards a public world where matters of common concern are addressed”. The key idea is that for democracies to work, citizens need to have a minimum of orientation towards, and knowledge about, issues or problems that are of political significance – in that these require collective solution. Although the concept of public connection in its initial application was primarily geared towards news and media use, this paper argues that it is a concept apt to capture also the ways in which audiences’ use of forms of expressive culture may elicit or support an orientation to issues of public and political importance.

Empirically this study is based upon interviews and media diaries conducted in Norway, exploring and charting informants’ use of media and culture. Fifty informants, split across age, gender, social and ethno-cultural background, were interviewed twice, intercepted by a four-week long diary phase.

This study explores the ways in which audiences’ habits and experiences of watching of TV-series may work to sustain, support or elicit public connection. Or conversely, how the watching of TV-series may be integrated into media habits and repertoires that involve weak public connection and detachment from the space where issues of public and political relevance are addressed. In exploring such questions this study pays particular attention to the significance of socio-cultural background factors in facilitating TV-series audiences’ public connection.

Preliminary findings suggest that for many of the informants TV-series do function as a resource for public connection. For many, TV-series dramatize, bring attention to, problematize, give insight into and sustain interest in issues of public and political importance. However, first, these functions are linked to audiences’ level of cultural capital, which is significant both in terms of which kind of TV-series they watch, their mode of engagement with TV-series, and in terms of the interpretive resources they bring into their viewing. Second, the level to which people, through TV-series, connect to a public and political world is interlinked with their overall lifestyle and media repertoire. For instance, high and focused news consumption and connective watching of TV-series appear mutually supportive. I the same way low interest in news and disconnective watching appear mutually reinforcing.
These accounts span from the pessimistic accounts of pre-war critical theorists such as Theodor Adorno, to the more ethnographically sensitive perspectives associated with the Birmingham School, to various notions of (counter) publics centred on aesthetics, and to celebratory accounts associated with recent strands of cultural studies. Notably, more recent theorising into citizenship have yielded concepts such as “cultural citizenship” and “civic culture”, which both entail a significant openness to entertainment and expressive forms of culture.
Experiencing Violence in a Cross-Media Environment

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Esa Reunanen, University of Tampere, esa.reunanen@uta.fi

This study will explore the sources from which Finnish people derive their interpretations and experiences of violence and risk. It will draw on a range of information sources, such as social media platforms, commenting and discussion boards, journalistic media and face-to-face interactions. Information circulates from one media to another, and people’s reception supposedly differs, depending on the type of media. Due to social media, information about violence and crime is readily available from multiplied sources. The focus of the study on this kind of ‘media manifold’ (Couldry & Hepp 2017) and ‘cross-media news landscape’ (Schrøder & Larsen 2010) will bring a cross-media aspect to the study.

As different media have different situational and contextual use value, the ‘worthwhileness’ of different media is also situational and context specific (Schrøder & Larsen 2010). In this study, we assume that worthwhileness is also issue specific. From the point of view of audiences, news about violence and crime may create a different compilation of media that is considered worthwhile than, for example, news about politics or sports. The aims of the paper are to determine the specificities of media use when obtaining information about violence and crime. This will bring a thematic aspect to the study.

The study will also pay special attention to the social aspect of media practices. People refer to media content in discussions with friends and family members, and they share and discuss media content in different social media arenas. In this way, media become an integral part of people’s social networks (Heikkilä & Ahva 2015). Importantly, the social aspect contributes to the worthwhileness of different media, which is constructed in socially produced discursive practices through interactions with others (Schrøder & Larsen 2010, 528). Thus, in today’s age of the Internet and social media, social networks appear to be fundamental to understanding people’s media practices.

The paper will focus primarily on methodological issues, with the aim of identifying methodologies to obtain information about people’s media practices in a way that takes account of (1) cross-media, (2) thematic (violence and risk) and (3) social aspects. Data will be collected using focus group interviews, with the participants drawn from existing social networks. As a social context, group interviews can elucidate not only how participants try to understand the issue of violence and risk collectively but also the contradictions and evaluations of the different practices of cross-media use. The paper will present the themes of these interviews and the strategies for orienting the discussions productively.
We will conduct the interviews in the spring of 2017 and analyse the data in the summer of 2017. Thus, in the paper, we will be able to present some results of the study. This focus group study is the first part of a larger project entitled The origins of popular views about violence in a changing landscape of media and society (2017–2018) that will be conducted in co-operation with the Institute of Criminology and Legal Policy at the University of Helsinki. The project will also include a national survey on violence and crime. The focus group interviews will be analysed independently, but they will contribute to the ideation of questions for the survey that will be conducted in the autumn of 2017. The findings will contribute to user-focused media-audience research and shed light on methodological and empirical approaches to be used in today’s complex digital media landscape.
Young adult audiences, news, and news satire: A double-voiced engagement

Joanna Doona, Lund University

During the past decades, news satire has become increasingly popular in many parts of the world (Baym & Jones 2013), while more traditional news genres – in print and broadcast media – seem to be losing some of its young adult audience (cf. Wadbring 2016). Additionally, in the contemporary media landscape, audiences engage with both news and its satirical counterparts across most media forms. These developments can be related to growing levels of political cynicism and lacking political engagement (cf. Hart & Hartelius 2007) – or, interpreted differently – a lessening of political efficacy (Doona 2016), as well as a growing dissatisfaction with conventional political journalism among young adults (cf. Marchi 2012; Doona 2016).

This paper seeks to understand these relationships and developments further, through the various ways in which young adult audiences engage with, and through, news and news satire. More specifically, it asks in what ways young adult audiences choose, make sense of, and compare news and news satire, in order to contribute to the scholarly discussion on the values of news satire in relation to ‘straight’ news, and the problems facing conventional news media. If young adult audiences harbour what Coleman calls a ‘democratic distaste for fundamentalist certainty’ (2013:383) towards conventional news media, how does news satire challenge such certainty? News satire might be a kind of symbolic leveler, for citizens, as Hariman proposes (2008), but it could also be argued that conventional news should function in a similar fashion: helping audiences to better understand and criticize elite power.

The study draws on conceptual work on news consumption and citizenship (cf. Dahlgren 2009; Coleman 2013); humour, satire and irony (cf. Hutcheon 1994; Day 2011; Corner et al. 2013; Jones 2013) as well as on the analytical framework on audiences by Abercrombie and Longhurst (1998). In various ways, these perspectives stress the active engagement of audiences; the importance of contextualization of such audiences; and the fact that much of contemporary news media needs to problematise its ways of engaging audiences, in order to attract young adults and aid them in the process of becoming citizens. It utilizes data from questionnaires, in-depth interviews and focus group sessions with 31 Swedish young adult (18-35) audiences of the Swedish public service news satire programme Tankesmedjan (SR P3, 2010-), to be able to make sense of these different, yet in some ways similar, sources of news. As the study is not yet finished, results are tentative: indicating a complex and ‘double-voiced’ (Bakhtin 1987) engagement with both news and news satire, where young adult audiences struggle with trust, escapism, and how to prioritise news consumption over other pressing aspects of late modern young adult life.
This paper examines the evolving intersections of live and recorded music distribution. These two forms of music delivery (and their intersection) are often evaluated from an economic macro-perspective. Live music has been regarded as advertising for records, and upheavals from digital distribution in recent years have therefore been seen as a reversal of this effect. The relationship between the two domains has barely been approached in terms of the efforts of concert organisers and music distributors to enable communication between artists and their audiences. This paper reveals how digital media can be used to bridge artists’ concerts and the growing recorded archives of new online music services, thereby facilitating novel music experiences. It identifies evolving practices through which live-music organisers tap into online music archives to contextualise performances, and online music services bring their archives to life through interactions with concerts and festivals. Case studies involve the Norwegian streaming service WiMP/Tidal and the Øya festival and include several interviews with key personnel as well as music consumption statistics. The paper studies the efforts and techniques of these intermediaries towards (re)gaining the trust of artists and audiences. In doing so, it explores the analytical potential of the psychological terminology of mentalization, which is, in short, the capacity to imagine and respond to what others are thinking and feeling. These processes affect the ways in which new technology is used to integrate and enhance social, perceptual and psychological experiences of music. The paper assesses the power of live and recorded music intermediaries over how people receive and experience music, considering, among other things, the new intersections between the curatorial work conducted by humans and the guidance offered by machines and algorithms of digital music archives.

This paper is meant to be a chapter in a book titled Live & Recorded: Music Experience in the Digital Millennium, which sets out to present new insights into the ways in which popular music is created, communicated and experienced in 2000s. Digital technology affords new ways of engaging with music, as well as of interacting with others through music. This goes for live concert performances as well as the making and circulation of recorded music. Moreover, the use of new technology allows for entirely new relationships between live and recorded music, and this book zooms in on those innovations. The relationship between live and recorded music, and the ways in which these modes overlap via digital media is essential to the ways in which people engage and interact with popular music, whether as artists, intermediaries or audience members. The conclusions of this study will derive from analyses based on interviews with artists (about ten), intermediaries or industry professionals (about ten), and audience members (about three hundred via group interviews and an online survey). The study also incorporates
quantitative data on the use of online music services in relation to live concert events. The study informants are primarily based in Norway and many are relatively advanced in terms of using technologies of musical production, distribution and consumption, knowledge that is now global enough to ensure the representativeness of this group to others elsewhere. The informants are engaged in various ways with popular music ranging from indie rock and heavy metal to electronica and jazz.
Saturday, 19 August

14.30-16.15

Andreas Lenander Ægidius
“Digital online music use related to the remediation of the music download as a music stream.”

Marika Lüders
“Audience taste cultures in music and television streaming”

Sigrid N. Saabye
"Podcast listening, liveness, and the sense of community"
Digital online music use related to the remediation of the music download as a music stream.

Andreas Lenander Ægidius, University of Southern Denmark, aegidius@sdu.dk

This paper will investigate the restructuring of digital online music use related to the remediation of the music download as a music stream. The paper draws on the empirical findings of my PhD-study based on qualitative interviews with young listeners (n16), professional musicians (n10) and distributors from Spotify, TDC Play, Tidal, and 24/7 Entertainment (n4). Interviewing three different social groups (n30 total) represents a unique approach with which to answer the question how music files are understood and used in the intersection between download-based and stream-based music practices.

The paper draws from a theoretical framework reaching from medium theory though to cultural studies and software studies. The paper presents itself as a theoretical and empirical extension of format theory, which is a recent re-formulation of the aforementioned theories originating from the interdisciplinary field of Sound Studies (Sterne, 2012).

The analysis of perceptions of digital online music use, presented in this paper, is informed by key findings from my PhD-study:

- The sociocultural aspects of digital music use can be seen as articulated through the stream format as the withholding of an already reticent and inconspicuous cultural artefact. Streaming as a product is represented as a very user-friendly substitute to the download-based music use. This is only possible because the distributors have locked the music file of the stream in a highly regulated infrastructure maintained in accordance with the licensed agreements between the music industry and the IT-industry. The listeners seem unaffected by the technological changes and even the less tech-savvy listeners can easily stream-rip to produce music files from stream, which they then re-commodify by adjusting the metadata inscribed in the formats.

- Sound quality does not matter much to the listeners. If necessary they predominantly improve it through hardware changes and search word optimizations. But the musicians value the sound quality of the music formats they use in their production of music. Professionally the musicians balance two strategies. On the one hand trying to maintain the highest appropriate level of ‘bitrate’ (the recent cultural transcoding (Manovich, 2013) of sound quality). On the other decrying the sound quality of particularly YouTube, which one musician compares to a dustbin, although a vibrant one. Likewise the distributors accept sound quality as competition-
differentiation and all aim to transcode sound quality for infrastructural efficiency whereby the streaming is to be experienced as quick and effortless.

- Visually, the downloaded music file has been remediated as stream for a more immediate music use, where play icons and progress bars afford a different kind of music use than the file-icon of the download that they replace. Finding and collecting music is now afforded by playlists, which as formats are produced to be as inconspicuous as the stream itself. The playlists are ideal for maintaining the listeners entrenched within the streaming system. The musicians are sceptical about the lack of engagement afforded by digital online music and this is also a concern to the distributors who are striving to (re)produce ‘the full musical experience’ digitally.

Accordingly this paper investigates the use of music formats through the relation between sociocultural and technological conditions of what should be regarded as multi format scenarios. The goal is to understand the meaning of the remediated digital music formats as reflected in the restructuring of everyday digital online music use. This is accomplished through an analysis of the variabilities and patterns in the production, representation, uses, and regulation of the music formats in the circuit of culture (Gay et al., 2013) of the everyday digital online music use.

Bibliography:


Audience taste cultures in music and television streaming
Marika Lüders, University of Oslo, marika.luders@media.uio.no

Introduction and theoretical framework

A significant trajectory in audience-research over the last 25 years is whether we are witnessing a collapse of elite and mass audiences in terms of cultural taste. Peterson’s (1992) influential thesis of the “cultural omnivore” suggested that the taste-exclusive highbrow class was obsolete, and perhaps never was an accurate depiction. The omnivore-thesis has been criticised for missing how cultural taste and disposition to a diversity of cultural forms remain moulded by socio-economic positions, as well as critique of inadequate and largely quantitative methods to enquire complex cultural phenomena (see e.g. Rimmer, 2012). Patterns of taste cultures, and consequential audience segmentation are additionally markedly different for different media forms. Television audiences tend to have fluid and overlapping preferences (Bennett, 2006), whereas music preferences tie in with individual preferences, personal memories and life narratives (Turino, 1999).

The objective of this paper is to examine audience taste cultures in the context of music and television streaming services. These services likely influence the music and television repertoires of audiences, and this paper enquires whether and how music and television taste cultures (still) connect with modes of engagement and cultural capital.

Method and research material

Two sets of qualitative data will be analysed to examine the consequences of media streaming services on taste cultures.

The first data-set consists of 23-focus-groups with 107 Spotify-users (aged 18-57), conducted between 2010 and 2013. Participants were recruited at the pop/rock festival Øya in Oslo, Norway. The interviews were scheduled after the festival and conducted face-to-face. Interviews were recorded, transcribed verbatim and then coded and analysed using Nvivo 11. This first data-set is limited in scope as it only addresses music streaming, and the format of the focus-groups did not allow enquires that could be used to validate or debunk conceptual models encompassing taste, cultural capital and socio-economic positions.

A second data-set will hence be gathered and analysed. About 20 participants will be recruited and interviewed in-depth about their use of music and television streaming services. This approach will ensure rich, thick and contextual narratives for understanding the consequences of streaming services for individual
user-patterns. Participants will be recruited to represent different age-groups, as well as different socio-economic positions. All participants will be users of both music and television streaming services.

**Key findings**

A recurring theme among the focus-group participants (data-set 1) is how easy access to vast music libraries makes them much more inclined towards exploring music. The abundance and easy availability of music encourage them to listen to music they did not buy and listen to before. Whereas this might be interpreted as a support for the cultural omnivore thesis, the second data-set is required in order to do a more subtle analysis, where factors inherent to taste as a potential social distinction can be identified and discussed. This data-set will also allow for a comparative analysis of cultural distinctions with the domains of television and music.

**References**


Podcast listening, liveness, and the sense of community

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As a broadcast medium, one of the key characteristics of radio is often defined as its ability to create a sense of liveness and community for listeners (Chignell 2009; Crisell 2012; Ellis 2001).

The liveness of radio is both a well-established illusion and a fact: The former, because most of the content of broadcast radio is in fact not live but recorded (Crisell 2012;101 and Chignell 2009;89), but by means of spontaneous talk and direct address combined with time-specific markers (a rhetoric of liveness and community (Ellis 2002;33 and Chignell 2009;11)) it simulates a one-to-one relationship and an unmediated here and now mode of communication (Crisell 2012;102). And the latter, because on the other hand broadcast radio is in fact live, in the sense that its transmission is live (Crisell 2012;101 and Ellis 2002;31): the transmission and listening of radio occur simultaneously, and by this liveness of the radio transmission, listeners are brought together in a community of synchronous listenership. In this sense, the liveness and sense of community is also ascribed to the way in which radio follows and interweaves itself into the everyday life and events of its listeners and hereby connects the listeners to the surrounding world in a shared time and place: the radio not only transmits live, it concerns the common events of the here and now (Chignell 2009;90). Furthermore, it creates a sense of co-presence – of being together – not only with the person(s) speaking on the radio, but also with a whole community of (simultaneous) listeners.

But what about asynchronous, on demand listeners then? Are these experiences of liveness and community absent with regards to time-delayed podcast listening (Chignell 2009;78)?

My answer to these questions, I presume, is going to be negative. My anticipation is, that a comparison of the experience of radio listening to that of podcast listening will not imply a loss of liveness and sense of community – on the contrary, these two experiential qualities might even prove to be more significant for the on demand podcast listener.

By means of an exploratory empirical study (in progress) of the listening practices and experiences (i.a. of temporality, sociality and co-presence) of different Danish podcast listeners, based on logbooks and interviews drawing on various creative methods, I will show that the sense of liveness and community is still there. Most likely in a distinct shape, that is, but probably even to a higher degree because of the unassisted, active choice that inevitably underlies all forms of podcast listening: the podcast listener specifically decides what to hear (choosing between thousands of available audio programmes) and when to hear it (a certain time and with this also a specific listening situation, context and activity) which potentially provides the possibility of a more concentrated and dedicated mode of listening. The sense of liveness is, in this context,
considered primarily a quality of the voice and sound itself (voices are experienced as talking here and now, recorded or not (Scannell 2010:16)) – and a more focused listening practice is thus expected to enhance this experience of liveness of the voice. And furthermore, the sense of community and co-presence with other listeners is expected to be even stronger because the selection of a particular podcast program serves as the entry ticket to a specific community of interests, consisting of listeners with whom you might expect to actually share something: sharing, probably not the here and now, but rather anything else.

References:


Crisell, Andrew (2012): Liveness and Recording in the Media, Palgrave Macmillan, New York
