



UNIVERSITY  
OF TAMPERE

17 - 19 August 2017

*NordMedia 2017*

*Mediated Realities – Global Challenges*

**23rd Nordic Conference  
on Media and Communication Research**

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**AAMULEHTI**

**NORDICOM**  
Nordic Information Centre for Media and Communication Research



Cover photo: Jonne Renvall, University of Tampere

# Conference Organizers

University of Tampere, Faculty of Communication Sciences (COMS)

Finnish Association for Media and communication studies (Mevi ry)

**Conference venue**, visiting address: University of Tampere, Kalevantie 4, Finland

## Nordic committee

Sinikka Torkkola, chair, Finland

Eliisa Vainikka, Finland

Margareta Melin, Sweden

Aske Kammer, Danmark

Lin Prøitz, Norway

Ingela Wadbring, Nordicom

Anna Rantasila, Finland

Ragnhild Mølster, Nordicom

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# Programme

**Venue:** University of Tampere, Main building, address: Kalevantie 4

## Thursday, 17 August

- 11.00 - 13.00 Registration, Main building lobby, 1<sup>st</sup> floor
- 11.30 - 13.00 Lunch meeting for division and TWG chairs and vice-chairs  
University Restaurant, 2<sup>nd</sup> floor, cabinet
- 13.00 - 13.30 Opening of the conference Mediated realities (Main auditorium, 2<sup>nd</sup> floor)  
**Eliisa Vainikka**, President, Finnish Association for Media and Communication Studies  
**Katariina Mustakallio**, Vice Rector, University of Tampere
- 13.45 - 15.00 Keynote lecture (Main auditorium, 2<sup>nd</sup> floor)  
**Jackie Stacey**, *Feminism, Cultural Studies and Queer Theory: An Unfinished Conversation*  
Moderator: *Iiris Ruoho*
- 15.00 - 15.30 Coffee break  
Main auditorium foyer, 2<sup>nd</sup> floor
- 15.30 - 18.00 Sessions
- 18.00 - 21.00 Coming together  
University theatre annex "Monttu" (see campus map on last page)

## Friday, 18 August

- 9.00 - 10.00 Sessions
- 10.00 - 10.15 Coffee break  
Main auditorium foyer, 2<sup>nd</sup> floor
- 10.15 - 12.00 Sessions
- 12.00 - 13.00 Lunch  
University Restaurant, 2<sup>nd</sup> floor
- 13.00 - 14.15 Keynote lecture (Main auditorium, 2<sup>nd</sup> floor)  
**Lilie Chouliaraki**, *Witnessing conflict today*  
Moderator: **Kaarina Nikunen**
- 14.15 - 15.15 Sessions
- 15.15 - 15.45 Coffee break  
Main auditorium foyer, 2<sup>nd</sup> floor
- 15.45 - 17.15 Sessions

- 17.15 - 18.00 National meetings  
 FSMK, room A05  
 Annual National Meeting for Norwegian Media Research Members, room A07  
 SMID, room A08  
 Mevi - Finnish Association for Media and Communication Studies, room D14
- 19.00 Tampere City Reception  
 Old City Hall, address: Keskustori 10

### **Saturday, 19 August**

- 9.00 - 10.00 Sessions
- 10.00 - 10.15 Coffee break  
 Main auditorium foyer, 2<sup>nd</sup> floor
- 10.15 - 12.00 Sessions
- 12.00 - 13.00 Lunch  
 University Restaurant, 2<sup>nd</sup> floor
- 13.00 - 14.30 Panel: "Media scholars facing global challenges – advocates or outsiders"  
 (Main auditorium, 2<sup>nd</sup> floor)  
 Panel Chair: **Heikki Hiilamo**  
 Panelists: **Maria Edström, Stig Hjarvard, Risto Kunelius, Kristin Skare Orgeret**
- 14.30 - 16.15 Sessions
- 16.30 - 17.30 NordMedia business meeting for division and TWG chairs and vice-chairs and organizing committee (Auditorium D13, 0 floor)
- 19.00 Bus transportation departs from the University of Tampere Main building (Kalevantie 4) to the dinner venue
- 20.00 Gala dinner, Hotel Rosendahl (address: Pyynikintie 13)

## Session Programme

Thursday, 17 August, 15.30–18.00															
<b>Division 1</b> Science and Environment in the Media (Room D13)	<b>Division 2</b> Journalism, Panel session 1 (Room A2a)	<b>Division 2</b> Journalism, Panel session 2 (Room A2b)	<b>Division 3</b> Media and Communication History (Room A3)	<b>Division 4</b> Media, Globalization and Social Change, Panel (Room A05)	<b>Division 5</b> Media Literacy and Media Education (Room A4)	<b>Division 7</b> Organization, Communication and Society, Panel (Room C6)	<b>Division 8</b> Political Communication (Room C8)	<b>Division 9</b> Theory, Philosophy and Ethics of Communication (Room D12)	<b>Division 10</b> Television and Film Studies, Telenomics and TV trends (Room C1)	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Paper session 1 (Room C2)	<b>TWG7</b> Visual Communication & Culture, Session 1 (Room D14)	<b>TWG8</b> Audience Studies (Room A08)			
Friday, 18 August, 9.00 - 10.00															
<b>Division 2</b> Journalism (Room A2a)	<b>Division 3</b> Media and Communication History (Room A3)	<b>Division 4</b> Media, Globalization and Social Change (Room D13)	<b>Division 7</b> Organization, Communication and Society (Room C6)	<b>Division 8</b> Political Communication (Room C8)	<b>Division 10</b> Television and Film Studies (Room A05)	<b>TWG2</b> Digital Games & Playful Media (Room A06)	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Paper session 2 (Room A07)	<b>TWG6</b> Media Across the Life Course, Session A (Room A08)							
Friday, 18 August, 10.15-12.00															
<b>Div. 1</b> Environment, Science and Risk Communication (Room A2b)	<b>Div. 2</b> Journalism, Panel ses. 3 (Room A2a)	<b>Div. 2</b> Journalism, Panel ses. 4 (Room D14)	<b>Div. 3</b> Media and Communication History (Room A3)	<b>Div. 4</b> Media, Globalization and Social Change (Room D13)	<b>Div. 5</b> Media Literacy and Media Education (Room A4)	<b>Div. 6</b> Media Management, Economics and Policy (Room A31)	<b>Div. 7</b> Organization, Communication and Society (Room C6)	<b>Div. 8</b> Political Communication (Room C8)	<b>Div. 10</b> Television and Film Studies (Room A05)	<b>TWG2</b> Digital Games & Playful Media (Room A06)	<b>TWG3</b> Gender and the Media (Room D12)	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Panel 1 (Room A07)	<b>TWG6</b> Media Across the Life Course, Session B (Room A08)	<b>TWG7</b> Visual Communication & Culture (Room A21)	<b>TWG8</b> Audience Studies, Panel (Room C1)

Friday, 18 August, 14.15 - 15.15													
<b>Div. 1</b> Environment, Science and Risk Communication, Session 3 <b>(Room A2b)</b>	<b>Div. 2</b> Journalism, Parallel session 1 <b>(Room A2a)</b>	<b>Div. 2</b> Journalism, Parallel session 2 <b>(Room D14)</b>	<b>Div. 3</b> Media and Communication History <b>(Room A3)</b>	<b>Div. 4</b> Media, Globalization and Social Change, Panel <b>(Room D13)</b>	<b>Div. 5</b> Media Literacy and Media Education <b>(Room A4)</b>	<b>Div. 6</b> Media Management, Economics and Policy <b>(Room A31)</b>	<b>Div. 7</b> Organization, Communication and Society <b>(Room C6)</b>	<b>Div. 8</b> Political Communication <b>(Room C8)</b>	<b>Div. 9</b> Theory, Philosophy and Ethics of Communication <b>(Room A32)</b>	<b>TWG3</b> Gender and the Media <b>(Room D12)</b>	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Paper session 3 <b>(Room A07)</b>	<b>TWG7</b> Visual Communication & Culture <b>(Room A21)</b>	<b>TWG8</b> Audience Studies <b>(Room C1)</b>

Friday, 18 August, 15.45 - 17.15													
<b>Div. 1</b> Environment, Science and Risk Communication, Session 4 <b>(Room A2b)</b>	<b>Div. 2</b> Journalism, Parallel session 3 <b>(Room A2a)</b>	<b>Div. 2</b> Journalism, Parallel session 4 <b>(Room D14)</b>	<b>Div. 3</b> Media and Communication History <b>(Room A3)</b>	<b>Div. 4</b> Media, Globalization and Social Change, Panel <b>(Room D13)</b>	<b>Div. 5</b> Media Literacy and Media Education <b>(Room A4)</b>	<b>Div. 6</b> Media Management, Economics and Policy <b>(Room A31)</b>	<b>Div. 7</b> Organization, Communication and Society <b>(Room C6)</b>	<b>Div. 8</b> Political Communication, Panel <b>(Room C8)</b>	<b>Div. 9</b> Theory, Philosophy and Ethics of Communication <b>(Room A32)</b>	<b>Div. 10</b> Television and Film Studies <b>(Room A05)</b>	<b>TWG4</b> Media and Celebrity Culture <b>(Room A08)</b>	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Paper session 4 <b>(Room A07)</b>	<b>TWG7</b> Visual Communication & Culture, Business Meeting <b>(Room A21)</b>

Saturday, 19 August, 9.00 - 10.00					
<b>Division 2</b> Journalism (Room A2a)	<b>Division 4</b> Media, Globalization and Social Change, Panel (Room A3)	<b>Division 7</b> Organization, Communication and Society (Room A05)	<b>Division 8</b> Political Communication (Room A4)	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Paper session 5 (Room D13)	<b>TWG6</b> Media Across the Life Course, Session A (Room D14)

Saturday, 19 August, 10.15 - 12.15													
<b>Div. 2</b> Journalism, Parallel session 5 (Room A2a)	<b>Div. 2</b> Journalism, Parallel session 6 (Room A2b)	<b>Div. 4</b> Media, Globali- zation and Social Change, Indiv. papers (Room A3)	<b>Div. 4</b> Media, Globali- zation and Social Change, Panel (Room A21)	<b>Div. 5</b> Media Literacy and Media Edu- cation (Room A05)	<b>Div. 6</b> Media Mana- gement, Economics and Policy (Room A06)	<b>Div 7.</b> Organi- zation, Communi- cation and Society Meeting (Room D12)	<b>Div. 8</b> Political Com- muni- cation, Panel (Room A4)	<b>Div. 9</b> Theory, Philosophy and Ethics of Commu- nication, Meeting (Room A07)	<b>Div. 10</b> Television and Film Studies (Room A08)	<b>TWG1</b> Media and Religion (Room C6)	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross- Platform World, Panel 2 (Room D13)	<b>TWG6</b> Media Across the Life Course, Session B (Room D14)	<b>TWG8</b> Audience Studies (Room C8)

Saturday, 19 August, 14.30 - 16.15									
<b>Division 2</b> Journalism, Parallel session 7 (Room A2a)	<b>Division 2</b> Journalism, Parallel session 8 (Room A2b)	<b>Division 4</b> Media, Globalization and Social Change, Indiv. papers (Room A3)	<b>Division 4</b> Media, Globalization and Social Change, Panel (Room A21)	<b>Division 5</b> Media Literacy and Media Education (Room A05)	<b>Division 8</b> Political Communication, Panel (Room A4)	<b>Division 10</b> Television and Film Studies (Room A06)	<b>TWG5</b> Onlife: Digital Media Sociology in a Digital Cross-Platform World, Paper session 6 (Room D13)	<b>TWG6</b> Media Across the Life Course, Session C (Room D14)	<b>TWG8</b> Audience Studies (Room A07)



## Keynote Speakers



**Lillie Chouliaraki**

Professor of Media and Communication, London School of Economics and Political Science

Lillie Chouliaraki has written extensively about media ethics, particularly the problem of mediated suffering, digital journalism, human rights and humanitarian communication as well as discourse theory and analysis. She is the author of fifty peer-reviewed articles or book chapters, two of which are award-winning, and the author or editor of seven books.



**Jackie Stacey**

Professor of Cultural Studies, The University of Manchester, Centre for Interdisciplinary Research in Arts and Languages

Jackie Stacey is Professor of Media and Cultural Studies. She holds a BA in European Studies from University of Sussex (1982), an MA in Women's Studies from the University of Kent (1985), and a doctorate from the University of Birmingham (1992). She worked at the Department of Sociology and the Institute for Women's Studies at Lancaster University until 2007. Her academic background is an interdisciplinary one, combining European Studies, Womens Studies and Cultural Studies.

# Sessions

**Thursday, 17 August, 15.30 - 18.00**

## **Division 1: Environment, Science and Risk Communication**

Session 1: Science and Environment in the Media

Chair: **Mette Marie Roslyng**

**Mikkel Eskjær**, *Environmental news or climate change news: Does it matter for media users?*

Discussant: **Natalia Novikova**

**Gøril Borgen Eide**, *Scientist sources in Norwegian climate summit reporting: Access, roles and moral stands*

Discussants: **Klas Backholm & Steen Steensen**

**Arko Olesk**, *Media's uncritical love affair with a research group: Implications for media and science*

Discussant: **Anna Rantasila**

Short break

Chair: **Arko Olesk**

**Mette Marie Roslyng**, *Representations of mental illness and stigmatisation in the media*

Discussant: **Liisa Sömersalu**

**Jarkko Kangas**, *The colours of the sky: The visual articulation of eco-modernist ideas in climate change imagery*

Discussant: **Kajsa-Stina Beulic**

## **Division 2: Journalism**

Journalism panel session 1: Making sense of constructive forms in journalism

Chair: **Laura Ahva**

Co-chair: **Mikko Hautakangas**

**Liesbeth Hermans & Nico Drok**, *Placing constructive journalism in perspective*

Discussant: **Turo Uskali**

**Rune Ottosen**, *The media and Norway's role in the "global war on terror": Peace journalism as constructive journalism*

Discussant: **Nete Nørgaard Kristensen**

**Unni From**, *Can soft news be constructive journalism?*

Discussant: **Heikki Hellman**

**Anne Leppäjärvi**, *"Solution Machine" tries to back up both society and journalism*

Discussant: **Valgerdur Johannsdottir**

**Laura Ahva & Mikko Hautakangas**, *Understanding "constructive" through action research*

Discussant: **Kirsten Sparre**

## **Division 2: Journalism**

Journalism panel session 2: Local media and journalism in the Nordic Countries I

Chair: **Gunnar Nygren**

Co-Chair: **Jaana Hujanen**

**Katja Lehtisaari, Jaana Hujanen, Mikko Grönlund & Carl-Gustav Lindén**, *New forms of hyperlocal media in Finland: The fifth expansion period*

Discussant: **Sara Leckner**

**Mikko Villi, Katja Lehtisaari, Carl-Gustav Lindén & Mikko Grönlund**, *Business models for local newspapers in Sweden, Denmark and Norway*

Discussant: **Lottie Jangdal**

**Carina Tenor**, *The role of media accountability in hyperlocal website's entrepreneurship*

Discussant: **Henrika Zilliacus-Tikkanen**

**Gunnar Nygren**, *Local media ecologies – networks, flow and dependencies*

Discussants: **Birgit Røe Mathisen & Lisbeth Morlandstø**

## **Division 3: Media and Communication History**

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

Discussant: **Henrik G. Bastiansen**

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

Discussant: **Niklas Nylund**

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

Discussant: **Sanna Ryyänen**

**Anders Joessar**, *The Winding Road on the Media Landscape: The Establishment of Estonian (Television) Broadcasting between 1992 and 2016*

Discussant: **Espen Ytreberg**

## **Division 4: Media, Globalization and Social Change**

Panel: **Stig Hjarvard**, *Contentious Discourses on Immigration in the Nordic countries: Culture, Islam, Nation, and Affect*

Discussant: **Anna Roosvall / Heike Graf**

## **Division 5: Media Literacy and Media Education**

Introduction to the group, presentation of the members and a look at the program.

**Tore Ståhl**, *'ICT savvy Digital Natives?'*

Opponents: **Klaus Thestrup & Kjetil Sandvik**

**Klaus Thestrup & Kjetil Sandvik**, *'Challenging makerspaces'*  
Opponent: **Tore Ståhl**

Pause

**Jelena Perović**, *Digital divide in Montenegro makes media education key for eradicating poverty in the digital age*  
Opponents: **Mads Middelboe Rehder & Niamh Ní Bhroin**

**Mads Middelboe Rehder & 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?*  
Opponent: **Jelena Perović**

## **Division 7: Organization, Communication and Society**

Panel: Convergence: Spheres of Influence in Digital Age

**Niina Uusitalo, Juhani Linna, Hanna Reinikainen & Vilma Luoma-aho, Jenna-Riia Oldenburg, Matti Mäntymäki & Najmul Islam**  
Discussant: The panel is self-organized and will itself appoint discussants among the panel participants

## **Division 8: Political Communication**

Politicians  
Chair: **Nils Gustafsson**

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

**Jakob Svensson**, *A Logic of Polarisation and Dissent in a Hybrid Media Setting*  
Discussant: **Juha Herkman**

**Elisa Kannasto**, *The Relation of Personal and Professional Content on Twitter During an Election Campaign - Building a politician's online identity on Twitter*  
Discussant: **Heikki Heikkilä**

**Troels Runge**, *From Cognition to Impact*  
Discussant: **Javier Ruiz-Soler**

**Hans-Joerg Trezz**, *Political participation on Facebook during Brexit: Does citizen engagement on media pages stimulate engagement with campaigns?*  
Discussant: **Luca Rossi**

## **Division 9: Theory, Philosophy and Ethics of Communication**

**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

## **Division 10: Television and Film Studies**

Telenomics and TV trends

Chair: **Eva Novrup Redvall**

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

**Susanne Eichner**, *Meaning making in the age of global circulation*

**Pauliina Tuomi**, *Provocative TV production*

**Pia Majbritt Jensen**, Ratings behaving madly: Danish TV drama's fortuitous success in Australia

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Introduction to the TWG

**Anja Bechmann & Kjetil Sandvik**

Paper session 1: Politics and News

Chair: **Kjetil Sandvik**

**Anja Bechmann**, *The Facebook newsfeed as news source*

Discussant: **Johanna Sumiala**

**Bente Kalsnes**, *The social media logic of political communication*

Discussant: **Anja Bechmann**

**Johanna Sumiala, Minttu Tikka & Katja Valaskivi**, *'Liveness' and the acceleration of conflict in a hybrid, violent media event*

Discussant: **Bente Kalsnes**

## **TWG7: Visual Communication & Culture**

Session 1: Photojournalism: On visual media practices, fact and fiction

Chair: **Maria Nilsson**

Discussants (indicated for each paper)

**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*

Discussant: **Jenni Hokka**

**Jenni Mäenpää**, *Ethnographic observations of news image production*

Discussant: **Christa Lykke Christensen**

**Maria Mattus**, *Too dead? An image analysis of humanitarian photos of the Kurdi brothers*  
Discussant: **Maria Nilsson**

**Hanna Weselius**, *The world according to Touko-a case study on current transformations in narrative documentary photography*  
Discussant: **Miriam Von Schantz**

## **TWG8: Audience Studies**

Conceptual and novel takes on understanding audiences and their discussions

**Martin Danielsson**, *The merits of Bourdieu in qualitative audience research: uncovering class and continuity in the fragmented space of media practice*  
Response: **Veera Kangaspunta**

**Heli Katajamäki & Olli Raatikainen**, *The case of advertorial: Critical readings and readers' expertise*  
Response: **Martin Danielsson**

**Hilde Sakariassen**, *Why so quiet: Exploring self-censorship in and silence in the digital public sphere*  
Response: **Heli Katajamäki & Olli Raatikainen**

**Veera Kangaspunta**, *Talvivaara, the 'hopeless case'. Analysis of discourse strategies, discursive legitimation and illegitimation in online news and news comments*  
Response: **Hilde Sakariassen**

**Kim Christian Schrøder**, *Algorithms, filter bubbles and echo chambers: How news audiences feel about getting their news from Facebook*  
Response: **Pille Pruulmann-Vengerfeldt**

**Friday, 18 August, 9.00 - 10.00**

## **Division 2: Journalism**

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

**Henrik Örnebring**, *Does news ecology scale down? Results from a study of a mid-sized Swedish city*  
Discussant: **Chris Peters**

## **Division 3: Media and Communication History**

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

**Sanna Rynnänen**, *Outsiders of the Finnish press – From the cunning Jews of the 19th and 20th centuries to the suspicious refugees of the 21st century*  
Discussant: **Bjørn Westlie**

#### **Division 4: Media, Globalization and Social Change**

Individual papers: Media representations of the 'refugee crisis'  
Chair: **Kinga Polynczuk-Alenius**

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

**Anja Aaheim Naper**, *Immigration control in the media*  
Discussant: **Andreas Widholm**

#### **Division 7: Organization, Communication and Society**

Place branding / new media

**Margarita Khartanovich**, *Exporting Finnish education through multiple images and channels*  
Discussant: **Alparslan Nas**

**Alparslan Nas**, *Branding Turkey as the "Home": Probing the Boundaries of a Nation Brand Identity*  
Discussant: **Margarita Khartanovich**

#### **Division 8: Political Communication**

Journalists  
Chair: **Nils Gustafsson**

**Elena Johansson**, *Polish and Swedish journalists' source networks in Twitter: Who takes control?*  
Discussant: **Jakob Svensson**

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

**Jón Gunnar Ólafsson**, *Small state political communication dynamics and journalist-source relations in Iceland following the financial crisis*  
Discussant: **Elena Johansson**

#### **Division 10: Television and Film Studies**

The composition of international success  
Chair: **Eva Novrup Redvall**

**Rasmus Helles**, *The composition of international success*

**Signe Sophus Lai**, *Co-producing television series: A network analysis of co-producers and distribution in Europe*

## **TWG2: Digital Games & Playful Media**

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

Discussant: **Kristine Jørgensen**

**Tanja Sihvonen**, *Art Mods as Glitches in the Game System*

Discussant: **Andreas Gregersen**

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Paper session 2: Privacy and consumerism

Chair: **Stine Lomborg**

**Matti Kortesoja**, *Policy–Media Dynamics in the Finnish Surveillance and Intelligence Debate*

Discussant: **Karin Fast**

**Sara Leckner & Ester Appelgren**, *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: **Matti Kortesoja**

**Karin Fast, Linda Ryan Bengtsson & Raul Ferrer Conill**, *Geographies of free labor: mobilizing consumers access immersive transmediascapes*

Discussant: **Sara Lechner**

## **TWG6: Media Across the Life Course**

Welcome and introduction

Session A) Fandom media and mediated fandom across ages

Chair: **Maja Sonne Damkjær**

**Stine Liv Johansen**, *I'm a fan of my fans! - young children as YouTube celebrities*

Discussant: **Anne Jerslev**

**Anne Jerslev**, *Ageing along with ageing stars: Jane Fonda – Lily Tomlin, and Grace and Frankie fandom on Facebook*

Discussant: **Stine Liv Johansen**

**Friday, 18 August, 10.15 - 12.00**

## **Division 1: Environment, Science and Risk Communication**

Session 2: Panel: Models and recommendations for key communicators' use of social media in crises

Panel discussants and co-chairs: **Arko Olesk & Mette Marie Roslyng**

**Steen Steensen, Elsebeth Frey, Rune Ottosen, Harald Hornmoen & Marie Konow Lund**,



*Social media and situational awareness during terrorist attacks. Recommendations for crisis communication*

**Klas Backholm, Joachim Högväg & Jenny Lindholm**, *Securing situational awareness in technical innovations for crisis journalism*

**Eva Goldgruber**, *“When the levee breaks”: Recommendations for social media crisis communication during environmental disasters*

**Harald Hornmoen & Colin McInnes**, *Models and recommendations for social media communication during pandemic risks*

## **Division 2: Journalism**

Journalism panel session 3: Pushing the Boundaries of Journalism: Comparative Perspectives on Cultural Journalism in the Nordic Countries

Chair: **Nete Nørgaard Kristensen**

**Jostein Gripsrud**, *Covering the Cultural Public Sphere*

Discussant: **Liesbeth Hermans & Nico Drok**

**Nete Nørgaard Kristensen & Anna Roosvall**, *Editorial and cultural debates in Danish and Swedish newspapers: Understanding the terror attacks in Paris and Copenhagen in early 2015*

Discussant: **Rune Ottosen**

**Kristina Riegert, Heikki Hellman, Leif Ove Larsen, Andreas Widholm & Silje Nygaard**, *What Is Cultural News Good For? Finnish, Norwegian, and Swedish Cultural Journalism in Public Service Organisations*

Discussant: **Unni From**

**Kirsten Sparre & Unni From**, *Journalists as tastemakers: An analysis of the coverage of the TV series Borgen in a British, Swedish and Danish newsbrand*

Discussant: **Anne Leppäjärvi**

**Heikki Hellman, Nete Nørgaard Kristensen & Kristina Riegert**, *Media and cultural legitimization of a bestseller: a comparative case study of Millennium 4 in the Nordic press*

Discussant: **Laura Ahva & Mikko Hautakangas**

## **Division 2: Journalism**

Journalism panel session 4: Local media and journalism in the Nordic Countries II

Chair: **Gunnar Nygren**

Co-Chair: **Jaana Hujanen**

**Sara Leckner, Carina Tenor & Gunnar Nygren**, *Everybody is a journalist? User participation in hyperlocal news media in Sweden*

Discussant: **Katja Lehtisaari**

**Henrika Zilliacus-Tikkanen**, *Case Lauttasaari – old and new hyperlocal media on an island in Helsinki*

Discussant: **Carina Tenor**

**Lottie Jangdal**, *Local Democracy and the Media: Can Hyperlocals Fill the Gap?*  
Discussant: **Mikko Villi & Carl-Gustav Lindén**

**Birgit Røe Mathisen & Lisbeth Morlandstø**, *Wider scope or polarized debate? The role of regional media in regional public*  
Discussant: **Mikko Grönlund**

**John Grönvall & Mats Nylund**, *A new analog newspaper in the digital age – cause and effect of the crisis of superlocal journalism*  
Discussant: **Gunnar Nygren**

### **Division 3: Media and Communication History**

Panel: Media as cultural heritage  
Moderator: **Christian Hviid Mortensen**

**Christian Hviid Mortensen**, *The Legacy of Mediatization: Mapping the field of Media Museums*  
Discussant: **Anders Gjesvik**

**Niklas Nylund**, *Context(ual re-negotiating) in media preservation: museology in the age of disappearing objects*  
Discussant: Plenum

**Lise Kapper**, *Beyond the Museal Aura: Hands-on Engagements with Vintage Media Technologies*  
Discussant: **Minna Lammi**

### **Division 4: Media, Globalization and Social Change**

Individual papers: Business initiatives and consumerism for social change?  
Chair: **Jessica Gustafsson**

**Florencia Enghel**, *Your attention can save lives? Digitally-driven human rights intervention as business development*  
Discussant: **Norbert Wildermuth**

**Trine Kvidal-Røvik**, *#grabyourwallet. Purchase with a purchase and the potential for “real” resistance?*  
Discussant: **Markus Ojala**

**Kinga Polynczuk-Alenius**, *Universalistic moral discourses, situated moralities: Communicating ethical trade in Poland and Finland*  
Discussant: **Tuija Parikka**

### **Division 5: Media Literacy and Media Education**

**Sumita Sharma, Juhani Linna & Markku Turunen**, *Designing Inclusive Digital Media for Education for Children in India*  
Opponent: **Guna Spurava**

**Elise Seip Tønnessen**, *Datavisualization for education*  
Opponents: **Sumita Sharma, Juhani Linna & Markku Turunen**

**Guna Spurava**, *The Role of librarians as mediators in promoting digital literacy in Latvia: Analysis of librarian self-assessment*  
Opponent: **Elise Seip Tønnessen**

## **Division 6: Media Management, Economics and Policy**

Marketing & Data

**Barbara Brandstetter**, *Measuring the usability of payment processes for paywalls*  
Discussant: **Aske Kammer**

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

**Aske Kammer**, *Data Exchanges in News Apps for Smartphones: media, audiences, and third-party actors*  
Discussant: **Ingeborg Sofie Heggem Holmene**

## **Division 7: Organization, Communication and Society**

Media organizations / branding / intra-org / diversity

**Jessica Edlom**, *Fluid communication strategies in music online brand building*  
Discussant: **Rita Järventie-Thesleff**

**Rita Järventie-Thesleff**, *The dialectical view between 'doing' and 'orchestrating' a corporate brand*  
Discussant: **Jessica Edlom**

**Robert W. Vaagan**, *Diversity management in media enterprises in Turkey, the Netherlands and Norway*  
Discussant: **Marja-Liisa Kuronen**

## **Division 8: Political Communication**

Populism/Activism

Chair: **Christina Neumayer**

**Andreas Widholm**, *Politics as pictures: Instagram and the popularization of the political discourse*  
Discussant: **Bente Kalsnes**

**Heikki Heikkilä**, *'Nothing to Do with Us': Snowden and Surveillance in the Finnish Public Debate*  
Discussant: **Andreas Widholm**

**Karin Wennström**, *Pink Power – Pussyhats as political statements in women's networking on social media*  
Discussant: **Elisa Kannasto**

**Juha Herkman**, *Nordic populists in political cartoons*  
Discussant: **Troels Runge**

**Bente Kalsnes**, *The power of viral shares: Strategic use of social media in populist political parties in Norway and Sweden*

Discussant: **Bjarki Valtysson**

## **Division 10: Television and Film Studies**

Production practices and scheduling

Chair: **Hanne Bruun**

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

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

**Mari Pajala**, *Making an "international" TV company: Finnish commercial television MTV's co-productions with partners from socialist countries from the 1960s to the 1980s*

## **TWG2: Digital Games & Playful Media**

Panel Session: All Work and All Play? – Towards Game Production Studies

Chair/discussant: **Faltin Karlsen**

**Björn Berg Marklund**, *Higher Education and the Video Game Industry in Sweden; past, present, and future*

**Kristine Jørgensen**, *Is there such a thing as "Norwegianness" in Norwegian games?*

**Ulf Sandqvist**, *The Nordic welfare state and computer games: The Swedish case 1950-2010*

**Olli Sotamaa**, *The meaning and roles of play in the everyday work of professional game developers*

## **TWG3: Gender and the Media**

I.) Gendered representations: how the mainstream media are gendering, racializing and queering our mediated- reality?

Chair of session: **Carla Cerqueira**

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

Discussant: **Ana Cristina Pereira**

**Pekka Isotalus**, *"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*

Discussant: **Jonita Siivonen**

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

Discussant: **Pekka Isotalus**

**Jonita Siivonen**, *"Inverting as a working method for gender sensitive journalism" - exploring ways of alternative gender constructions in the press*  
Discussant: **Md Nabil**

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Panel 1: Onlife Participation – empowerment, critique and intervention  
Chair: **Kjetil Sandvik**  
Discussant: **Trine Syvertsen**

**Therese Monstad**, *An interactive video website as a mode for communication about change: Exploring the impact on participation and empowerment*

**Ylva Ekström & Göran Svensson**, *#jagärhär – Social media action as participation, critique and media intervention*

**Paulina Rajkowska**, *Levels of participation in digital museum installations*

## **TWG6: Media Across the Life Course**

Session B) Images of Aging 1  
Chair: **Cecilie Givskov**

**Line Nybro Petersen**, *The ageing body in Monty Python Live (Mostly)*  
Discussants: **Sanna Kivimäki & Maria Edström**

**Maria Edström**, *From invisible to capable. Strategies and mindset of journalists to include older persons*  
Discussants: **Line Nybro Petersen & Sanna Kivimäki**

**Sanna Kivimäki**, *Old mules and caring grannies? Gender and age in the contemporary Finnish media*  
Discussants: **Maria Edström & Line Nybro Petersen**

## **TWG7: Visual Communication & Culture**

Session 2: Hybrid media: Networked visualities and social media  
Session Chair: **Maria Nilsson**  
Discussants (indicated for each paper)

**Bettina Fabos**, *"Visualizing history: Using amateur photo resources towards an online photo history of everyday Hungarian Life."*  
Discussant: **Lisbeth Klastrup**

**Jenni Hokka**, *"Visual racism: Racialized imageries and irony in memes."*  
Discussants: **Veronika Macková & František Géla**

**Lisbeth Klastrup**, *"An holistic approach to the analysis of visual communication on social media."*  
Discussants: **Asko Lehmuskallio, Jukka Häkkinen & Janne Seppänen**

**Synne Skjulstad**, *"Vetements: Mediatized fashion in the era of connectivity."*  
Discussant: **Hanna Weselius**

## **TWG8: Audience Studies**

2) Panel: Engaging audience and visitor studies

Chair: **Kirsten Drotner**

Respondent: **Lily Díaz-Kommonen**

**Dimitra Christidou**, *“Visitor Studies: Understanding Visitors’ Meaning-Making Practices”*

**Sigurd Trolle Gronemann**, *“Young learners in the new inclusive landscape of participatory and mediated museum learning”*

**Pille Pruulmann-Vengerfeldt**, *“From audience to visitors to participants”*

**Friday, 18 August, 14.15 - 15.15**

### **Division 1: Environment, Science and Risk Communication**

Chair: **Arko Olesk**

**Anna Rantasila**, *“They should have dealt with it already!” Expert interviews in YLE news coverage of Fukushima Daiichi Nuclear Disaster*

Discussants: **Susanne Sacki-Sharif & Harald Hornmoen**

**Natalia Novikova**, *The process of radiation sense-making in Japanese post-Fukushima blogosphere*

Discussant: Yuliya Lakew

### **Division 2: Journalism**

Journalism parallel session 1

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

Discussant: **Therese Monstad**

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

Discussant: **Kari Koljonen & Ari Heinonen**

**Flemming Svith**, *The democratic role orientation in news media*

Discussant: **Anders Graver Knudsen**

**Pär Brolin, Alexandra Svedström & Therese Monstad**, *Web analytics and online journalism*

Discussant: **Flemming Svith**

### **Division 2: Journalism**

Journalism parallel session 2

**Yngve Benestad Hågvær**, *The rhetoric of Facebook journalism*  
Discussant: **Anders Sundnes Løvlie**

**Sander Schwartz**, *News encounters on Facebook: between the incidental and the deliberate*  
Discussant: **Yngve Benestad Hågvær**

**Thomas Wold**, *News reporting and discussions in social media*  
Discussant: **Sander Schwartz**

**Anders Sundnes Løvlie**, *“A pleasant place to be”: Challenges in the development of a debate website for a public service broadcaster*  
Discussant: **Thomas Wold**

### **Division 3: Media and Communication History**

**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*  
Discussant: **Lise Kapper**

**Bjørn Westlie**, *Controlling the Norwegian War Narrative*  
Discussant: **Andres Joessar**

### **Division 4: Media, Globalization and Social Change**

Panel: **Norbert Wildermuth**, *Discursive online constructions of collective identity: On the uses of Twitter during general elections in Kenya (2017) and Uganda (2016)*  
Discussant: **Teke Ngomba**

### **Division 5: Media Literacy and Media Education**

**Lauri Palsa & Saara Salomaa**, *Multiliteracies in the local curricula – a media educational perspective*  
Opponent: **Niina Uusitalo**

**Jesper Tække**, *Main Features in the Concept of Digital Bildung*  
Opponent: **Lauri Palsa & Saara Salomaa**

### **Division 6: Media Management, Economics and Policy**

Broadcast systems

**Indrek Ibrus**, *Nordic Audiovisual Media in Emergent Cross-Innovation Systems*  
Discussant: **Karen Arriaza Ibarra**

**Karen Arriaza Ibarra**, *Recent public service media transformations in Spain and Sweden*  
Discussant: **Indrek Ibrus**

## **Division 7: Organization, Communication and Society**

Place branding / New Media / Advertising

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

Discussant: **Anna Sendra**

**Anna Sendra**, *Using illness narratives on social media: practices and types of self-narratives of chronic pain through Instagram posts*

Discussant: **Katja Valaskivi**

## **Division 8: Political Communication**

Refugees/Rights

Chair: **Christina Neumayer**

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

Discussant: **Thomas Slätis**

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

Discussant: **Kari Karppinen**

**Kari Karppinen**, *Deconstructing digital rights*

Discussant: **Hans-Joeg Trenz**

## **Division 9: Theory, Philosophy and Ethics of Communication**

**Patrick Burkart**, *The Hacking Team as Cybermercenary*

**Stina Bengtsson**, *A manifesto for the user: reclaiming user agency in digital media ethics*

## **TWG3: Gender and the Media**

II.) Gendered communication: how civil-society, movements and in/formal groups construct and negotiate their representations in and through the media

Chair of session: TBA

**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*

Discussant: **Elisabeth Eide**

**Eliisa 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*

Discussant: **Carla Cerqueira**

**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?*



Discussant: **Eliisa Vainikka**

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Paper session 3: Quantifiable self/algorithms

Chair: **Kirsten Frandsen**

**Göran Bolin**, *The metric mindset: a quantified relation to the social?*

Discussant: **Stine Lomborg**

**Nanna Bonde Thylstrup & Stine Lomborg**, *Self-tracking as flow*

Discussant: **Göran Bolin**

## **TWG7: Visual Communication & Culture**

Session 3: Visual representation: Genres, reception and affect

Session Chair: **Hanna Weselius**

Discussants (indicated for each paper)

**Christa Lykke Christensen**, *"Promoting old age: Visual representation of older people on the website of the Danish association for older people."*

Discussant: **Maria Mattus**

**Miriam Von Schantz**, *"Experimenting with reception methodology, mapping events of spectating affective mockumentaries."*

Discussant: **Synne Skjulstad**

**Veronika Macková & František Géla**, *"I am the others. Can you see it?" Images of athletes with and without disabilities."*

Discussant: **Jenni Mäenpää**

## **TWG8: Audience Studies**

Imagined audiences misbehaving

**Tobias Olsson & Dino Viscovi**, *"Not a Generation of Non-Users: Variations in Elderly's Online Practices"*

Discussant: **Liudmila Voronova**

**Liudmila Voronova**

*"Journalists and audiences on the move: territorial changes, ideological challenges and "imagined communities" in Ukraine"*

Discussant: **Tobias Olsson & Dino Viscovi**

**Friday, 18 August, 15.45 - 17.15**

## **Division 1: Environment, Science and Risk Communication**

Session 4: Media, Environment and Participation in the Public Sphere

Chair: **Mette Marie Roslyng**

**Liisa Sömersalu**, *A coffee-house or an echo chamber?: Facebook groups as spaces for citizen engagement about environmental issues*

Discussant: **Mikkel Eskjær**

**Kajsa-Stina Benulic, Annika Egan Sjölander & Anna Maria Jönsson**, *Meat meets media: Public participation in the environmental news discourse*

Discussant: **Gøril Borgen Eide**

**Yuliya Lakew**, *Youth's environmental engagement: Does communication context matter?*

Discussant: **Jarkko Kangas**

## **Division 2: Journalism**

Journalism parallel session 3

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

Discussant: **Ekaterina Pashevich**

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

Discussants: **Susanne Hägglund & Anita Nuopponen**

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

Discussant: **Turo Uskali**

**Ekaterina Pashevich**, *Computational journalism and automation in newsroom. How the new practices transform journalism in Norway and challenge its status quo.*

Discussant: **Esa Sirkkunen**

## **Division 2: Journalism**

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*

Discussant: **Liudmila Voronova**

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

Discussant: **Esa Reunanen**

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

Discussant: **Tine Eide**

**Liudmila Voronova**, *Crisis and journalism culture transformation: The case of Ukraine*

Discussant: **Tiina Räisä**

### **Division 3: Media and Communication History**

**Henrik G. Bastiansen**, *The Fall of the Berlin Wall as Presented in Norwegian Media: A Comparative Analysis of the Press, Radio and Television in November 1989*

Discussant: **Jukka Kortti**

General evaluation and the future of Division 3 (Plenum)

### **Division 4: Media, Globalization and Social Change**

Individual papers: Communication for development and social change

Chair: **Kinga Polynczuk-Alenius**

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

Discussant: **Abraham Kiprop Mulwo**

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

Discussant: **Kinga Polynczuk-Alenius**

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

Discussant: **Jessica Gustafsson**

**Per Ståhlberg**, *Indian imaginaries in world literature and domestic popular culture*

Discussant: **Sol Agin**

### **Division 5: Media Literacy and Media Education**

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

Opponents: **Mari Pienimäki & Sirkku Kotilainen**

**Mari Pienimäki & Sirkku Kotilainen**, *Towards the well-being of vulnerable youth through media participation*

Opponents: **Ivar John Erdal, Ana Sanchez Laws & Tormod Utne**

Meeting: Our group, is it okay, do we want to continue? Election of new chair and vice chair. How do we stay in contact? Our discussion from 2015 about digital Bildung what have we found out?

### **Division 6: Media Management, Economics and Policy**

Diversity & Policy

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

Discussant: **Marko Ala-Fossi**

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

Discussant: **Indrek Ibrus**

**Marko Ala-Fossi**, *EU spectrum policy dissident*

Discussant: **Nina Kvalheim**

## **Division 7: Organization, Communication and Society**

csr / intra-org / finance / corp-comms

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

Discussant: **Markus Mykkänen**

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

Discussant: **Robert W. Vaagan**

**Markus Mykkänen**, *Understanding the contribution of PR to decision making and autopoiesis – a conceptual model*

Discussant: **Visa Penttilä**

## **Division 8: Political Communication**

Panel: Politics and participation - challenges and prospects

Chair: **Göran Svensson**

**Vaia Doudaki**, *Audience responses on the refugee crisis in the Swedish edition of 'The Local'*

**Nico Carpentier**, *Community media and peace-building - a Cypriot case study on the community web caster MYCYradio*

**Kirill Filimonov**, *Performance of participation on radical left-wing online platforms (case study of Avtonomnoye Deystviye, Russia)*

**Siddharth Chadha**, *Participation as a dialectic of necessity and contingency: A discourse theoretical analysis of Malmö Queer Film Festival 2017*

**Patrick Prax**, *Dimensions of Participatory Game Design in Online Games*

## **Division 9: Theory, Philosophy and Ethics of Communication**

**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*

## **Division 10: Television and Film Studies**

Representation and voices

Chair: **Pia Majbritt Jensen**

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

**John Magnus Dahl**, *Immigrant humour in the Scandinavian public sphere*

**Peter Jakobsen**, *Hierarchies of speaking and being heard: Voice and social class on television*

#### **TWG4: Media and Celebrity Culture**

Chair: **Helle Kannik Haastrup**

**Fabian Zimmermann**, *Authorial Fashioning as Mediatisation of Literature*

Discussant: **Kathrine Meldgaard Kjær**

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

Discussant: **Fanny Duckert**

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

Discussant: **Helle Kannik Haastrup**

**Helle Kannik Haastrup**, *Celebrity Activism & The Attention Economy: Strategies of Self-Presentation, Cultural Critique and Humanitarianism*

Discussant: **Fabian Zimmermann**

#### **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Paper session 4: Mobility and health

Chair: **Nanna Bonde Thylstrup**

**Kirsten Frandsen**, *Fitness apps in networked societies - institutional change from individual use*

Discussant: **Kjetil Vaage Øie**

**Ane Kathrine Gammelby**, *Mapping the situational cross-media landscape of health-related peer-discussion online*

Discussant: **Kirsten Frandsen**

**Amanda Karlsson**, *Tracking menstrual cycles digitally - exploring the datafied female body*

Discussant: **Ane Kathrine Gammelby**

**Kjetil Vaage Øie & Ivar John Erdal**, *How locative are locative media? Towards a typology of locativeness in mobile media*

Discussant: **Amanda Karlsson**

#### **TWG7: Visual Communication & Culture**

Session 4: TWG 7 Business Meeting

**Saturday, 19 August, 9.00 - 10.00**

## **Division 2: Journalism**

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

Discussant: **Annika Egan Sjölander**

**Annika Egan Sjölander**, *Local journalism, 'prosumers' and pressing environmental problems*

Discussant: **Panu Uotila**

## **Division 4: Media, Globalization and Social Change**

Individual papers: News and journalism in the globalizing world

Chair: **Jessica Gustafsson**

**Markus Ojala & Reeta Pöyhtäri**, *Negotiating professionalism with personal ethics: The emotional labor of Finnish journalists reporting on the 'refugee crisis' in 2015-16*

Discussant: **Anja Aaheim Naper**

**Teke Ngomba**, *Bungled Connections: What the Reinhart-Rogoff Controversy Tells Us about Austerity, Academia and the News Media*

Discussant: **Leonardo Custódio**

## **Division 7: Organization, Communication and Society**

Legitimacy / Crisis

**Salla-Maaria Laaksonen**, *Digital dynamics of accountability and public legitimacy – case of Finnish Immigration Service during the “European refugee crisis”*

Discussant: **Britt-Marie Leikivik Knowles**

**Britt-Marie Leikivik Knowles**, *Inter-Organisational Crisis communication*

Discussant: **Salla-Maaria Laaksonen**

## **Division 8: Political Communication**

Conflict

Chair: **Christina Neumayer**

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

Discussant: **Ragnhild Mølster**

**Thomas Slätis**, *Media practices and conflict transformation*

Discussant: **Jan-Fredrik Hovden**

**Dragana Lazic**, *Political Conversations on Japanese Twitter: “Take Them Back”*

Discussant: **Jón Gunnar Ólafsson**

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Paper session 5: Networks and agency, concepts and digital methods

Chair: **Jacob Ørmen**

**Jiyoung Kim & Anja Bechmann**, *Gender social capital inequality on Facebook groups. A cross-country comparative study between Denmark and South Korea*

Discussant: **Kristian Møller**

**Anders Kristian Munk**, *On the notions of the quali-quantitative in digital sociology*

Discussant: **Jiyoung Kim**

**Kristian Møller**, *Assembling media, medicine, and men: Approaching gay sex culture as an ecosystem*

Discussant: **Anders Kristian Munk**

## **TWG6: Media Across the Life Course**

Session A) Engagement and struggle with media technologies across the life course

Chair: **Maja Sonne Damkjær**

**Cecilie Givskov**, *Growing old with mediatization – reflexivity and sense of agency*

Discussants: **Thomas Enemark Lundtofte, Martina Mahnke Skrubbeltrang & Sander Andreas Schwartz**

**Thomas Enemark Lundtofte**, *Young children's media play in an app-based transmedia environment*

Discussants: **Cecilie Givskov, Martina Mahnke Skrubbeltrang & Sander Andreas Schwartz**

**Martina Mahnke Skrubbeltrang, Sander Andreas Schwartz & Thomas Enemark Lundtofte**, *Everyday Struggles with Technology*

Discussants: **Thomas Enemark Lundtofte & Cecilie Givskov**

**Saturday, 19 August, 10.15 - 12.15**

### **Division 2: Journalism**

Journalism parallel session 5

**Elin Strand Larsen**, *A justification and celebration of investigative journalism*

Discussant: **Torbjörn von Krogh**

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

Discussant: **Elin Strand Larsen**

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

Discussant: **Reeta Pöyhtäri**

**Torbjörn von Krogh**, *Media Accountability Instruments concerning Migration and the Polarization of Trust in Journalism in Sweden*

Discussant: **Risto Kunelius**

## **Division 2: Journalism**

Journalism parallel session 6

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

Discussant: **Ranji Banafsheh**

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

Discussant: **Shixin Zhang**

**Ranji Banafsheh**, *Resisting censorship: Iranian journalists' use of new media as an alternative channel*

Discussant: **Elsebeth Frey**

## **Division 4: Media, Globalization and Social Change**

Panel: **Poul Erik Nielsen**, *Critical Perspectives on the interrelations between New Media and Processes of Socio-cultural and Political Changes in contemporary Sub-Saharan Africa (I)*

Discussant: **Florencia Enghel**

Individual papers: Media and communication technologies in the globalizing world

Chair: **Kinga Polynczuk-Alenius**

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

Discussant: **Elham Atashi**

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

Discussant: **Per Ståhlberg**

**Karin Fast**, *Whose "Mobility Revolution"?: The Social Construction of Mobile Media by Telecom Companies*

Discussant: **Trine Kvidal-Røvik**

## **Division 5: Media Literacy and Media Education**

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

Opponent: **Mogens Olesen**

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

Opponent: **Linus Andersson & Martin Danielsson**

**Linus Andersson & Martin Danielsson**, *The kids will have their say?: Child participation in media literacy interventions*

Opponent: **Margareta Melin**



## **Division 6: Media Management, Economics and Policy**

Strategy & Leadership

**Jens Barland**, *Changing Strategies for Online Publishing of Journalism*  
Discussant: **Sven-Ove Horst**

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

**Turid Borgen**, *The changing role of editors in chief*  
Discussant: **Sabine Baumann**

**Sven-Ove Horst**, *How mediated realities impact our understanding of strategy*  
Discussant: **Turid Borgen**

## **Division 8: Political Communication**

Theory

Chair: **Nils Gustafsson**

**Bjarki Valtýsson**, *Going with the Flow? Civic Agency in Algorithmic Software Culture*  
Discussant: **Inka Salovaara**

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

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

**John Grönvall**, *Public Service media under political pressure – what the national evaluations convey about the agency of Nordic news media*  
Discussant: **Karin Wennström**

## **Division 9: Theory, Philosophy and Ethics of Communication**

Division 9 meeting

## **Division 10: Television and Film Studies**

Current negotiations in Nordic film and TV  
Chair: **Roel Puijk**

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

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

**Stjernstedt**, *The country, the city and the "real man": An intersectional perspective on Swedish reality television*

## **TWG1: Media & Religion**

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

Discussant: **Line Nybro Petersen**

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

Discussant: **Johanna Sumiala**

**Knut Lundby, Stig Hjarvard & Mia Lövheim**, *Religion Between Politics and Media: Conflicting Attitudes to Islam in Scandinavia*

Discussant: **Katja Valaskivi**

Business meeting

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Panel 2: Cynical Media Design and Everyday Life

Chair: **Anja Bechmann**

Discussant: **Ylva Ekström**

**Trine Syvertsen & Faltin Karlsen**, *Conflicting schedules: Media loyalty mechanisms and implications for other parts of life*

**Faltin Karlsen & Anders Olof Larsson**, *Media interruptions and coping strategies among students*

**Ragnhild Eg & Arne H. Krumsvik**, *Fake News, Personality and Information Processing*

## **TWG6: Media Across the Life Course**

Session B) Life transitions, identity, and belonging with and through media

Chair: **Stine Liv Johansen**

**Maja Sonne Damkjær**, *The role of digital media for new parents' information practices: Negotiating parenthood truths.*

Discussants: **Kristina Stenström, Camilla Hermansson & Göran Bolin**

**Kristina Stenström**, *Involuntary childlessness online*

Discussants: **Göran Bolin, Camilla Hermansson & Maja Sonne Damkjær**

**Camilla Hermansson**

*Mediatization of Self-identity and Divorce*

Discussants: **Göran Bolin; Maja Sonne Damkjær; Kristina Stenström**

**Göran Bolin**, *Generational 'we-sense', narrative and memory*

Discussants: **Maja Sonne Damkjær, Kristina Stenström & Camilla Hermansson**

## **TWG8: Audience Studies**

Audiences connecting and engaging

**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"*

Response: **Joanna Doona**

**Torgeir Uberg Nærland**, *"Audiences, expressive culture and public connection: the case of TV-series"*

Response: **Heidi Keinonen, Pia Majbritt Jensen, Anna Maria Lemor & Andrea Esser**

**Paula Haara & Esa Reunanen**, *"Experiencing Violence in a Cross-Media Environment"*

Response: **Torgeir Uberg Nærland**

**Joanna Doona**, *"Young adult audiences, news, and news satire: A double-voiced engagement"*

Response: **Paula Haara & Esa Reunanen**

**Yngvar Kjus**, *"Music Experience in the Intersection of Concerts and Archives"*

Response: **Andreas Lenander Ægidius**

## **Saturday, 19 August, 14.30 - 16.15**

### **Division 2: Journalism**

Journalism parallel session 7

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

Discussant: **Regina Greck**

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

Discussant: **Ling-Yi Huang**

**Regina Greck**, *Integration available – Regional Coverage and Mediatization of the German Refugee Crisis*

Discussant: **Kirsten Sparre**

### **Division 2: Journalism**

Journalism parallel session 8

**Bente Kalsnes**, *A typology of fake news*

Discussant: **Erik Knudsen**

**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.*

Discussant: **Bente Kalsnes**

**Christopher Martin**, *The Five Faces of Fake News*

Discussant: **Margarita Khartanovich**

**Emilie Lehmann-Jacobsen**, *"You can't hide the facts": The emergence of the fact-checker role in Southeast Asian journalism*

Discussant: **Christopher Martin**

**Erik Knudsen**, *What makes a news source trustworthy? Evidence from a conjoint experiment*

Discussant: **Emilie Lehmann-Jacobsen**

#### **Division 4: Media, Globalization and Social Change**

Panel: **Poul Erik Nielsen**, *Critical Perspectives on the interrelations between New Media and Processes of Socio-cultural and Political Changes in contemporary Sub-Saharan Africa (II)*

Discussant: **Stig Hjarvard**

Individual papers: Media technologies and migration

Chair: **Kinga Polynczuk-Alenius**

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

Discussant: **Mari Maasilta**

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

Discussant: **Camilla Haavisto**

**Heike Graf**, *"I trust only this 100 percent": Trust-building in forced migration*

Discussant: **Reeta Pöyhtäri**

#### **Division 5: Media Literacy and Media Education**

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

Opponent: **Maarit Jaakkola**

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

Opponent: **Agnieszka B. Jarvoll**

**Maarit Jaakkola**, *Between teaching hospitals and innovation labs: The concept of pedagogical newsroom and its application in the Nordic journalism training*

Opponent: **Sirkku Kotilainen**

Meeting: goodbye and other business

#### **Division 8: Political Communication**

Global Outlook

Chair: **Christina Neumayer**

**Salli Hakala**, *Prime Minister and promotional logics*

**Doga Ulas Eralp**, *Social media as a tool for inclusivity in Turkey's Kurdish Peace Process*

## **Division 10: Television and Film Studies**

Nordic television drama and co-production

Chairs: **Lothar Mikos & Anne Marit Waade**

**Mads Møller Andersen**, *Making youth fiction on a small budget: DR3's creative comprehension and external TV production*

**Lothar Mikos**, *Production value of co-produced European TV drama series*

**Eva Novrup Redvall**, *Creative work and television co-productions: Cultural encounters behind the scenes*

**Anne Marit Waade**, *Follow the money? Transnational co-productions and Nordic public service television drama*

## **TWG5: Onlife: Digital Media Sociology in a Digital Cross-Platform World**

Paper session 6: Participation and engagement

Chair: **Kjetil Sandvik**

**Jacob Ørmen**, *Explicating engagement: a clarification of a contested concept*

Discussant: **Nils Gustafsson**

**Nils Gustafsson**, *Online lurking and offline action: young people, social media, and (non-)participation*

Discussant: **Jacob Ørmen**

Wrap up: where do we go from here?

**Anja Bechmann & Kjetil Sandvik**

## **TWG6: Media Across the Life Course**

Session C) Images of Aging 2

Panel: Media images of ageing and older age: Brazil, Finland and the UK

Chair: **Cecilie Givskov**

**Gisela Castro**

*Brazilian advertising for an ageing population: stereotypes challenged or further reinforced*

Discussant: **Sanna Kivimäki**

**Kirsi Lumme-Sandt**

*Three Decades of Images of Ageing in one 50+ Magazine'*

Discussant: **Sanna Kivimäki**

**Virpi Yläne**

*Print media advertising portrayals of older adults in the UK: typological change and continuity*

Discussant: **Sanna Kivimäki**

Closing discussion: Where to from here? Discussion of further work and the future of the TWG.

## **TWG8: Audience Studies**

Listening audiences

**Andreas Lenander Ægidius**, *Digital online music use related to the remediation of the music download as a music stream*

Response: **Sigrid N. Saabye**

**Marika Lüders**, *Audience taste cultures in music and television streaming*

Response: **Kim Christian Schrøder**

**Sigrid N. Saabye**, *Podcast listening, liveness, and the sense of community*

Response: **Marika Lüders**

## List of Participants

Last name	First name	Organisation
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Ala-Fossi	Marko	University of Tampere, Faculty of Communication Sciences
Ampuja	Marko	University of Helsinki / Department of Social Research
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Atashi	Elham	Georgetown University
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Bergström	Annika	University of Gothenburg
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Björkqvist Hellingwerf	Karin	Nordicom
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Chouliaraki	Lilie	London School of Economics and Political Science
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Puijk	Roel	Inland Norway University of Applied Sciences
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Sihvonen	Tanja	University of Vaasa
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Skrubbeltrang		
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Slätis	Thomas	University of Helsinki
Sotamaa	Olli	University of Tampere
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Ståhlberg	Per	University of Helsinki
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Svith	Flemming	Department og Communication, University of Oslo
Syvertsen	Trine	Södertörn University
Sömersalu	Liisa	Södertörn University
Tenor	Carina	Aarhus University
Thestrup	Klaus	University of Tampere
Torkkola	Sinikka	University of Copenhagen
Trenz	Hans-Jörg	IT University of Copenhagen
Troels	Runge	Tampere University of Technology
Tuomi	Pauliina	Centraliseret enhed for læring Horsens Kommune
Tække	Hanne	Aarhus University
Tække	Jesper	University of Agder
Tønnessen	Elise Seip	University of Jyväskylä
Uotila	Panu	University of Jyväskylä
Uskali	Turo	University of Tampere
Uusitalo	Niina	Oslo and Akershus University College of Applied Sciences
Vaagan	Robert Wallace	University of Tampere
Vainikka	Eliisa	University of Tampere, Faculty of Communication Sciences, Tampere Research Centre for Journalism, Media and Communication
Valaskivi	Katja	University of Copenhagen
Valtysson	Bjarki	University of Tampere
Vehkalahti	Pertti	University of Jyväskylä
Villi	Mikko	Linnæus University
Viscovi	Dino	Demicom, Mid Sweden University
von Krogh	Torbjörn	Örebro University
von Schantz	Miriam	Södertörn University
Voronova	Liudmila	University of Tampere
Väliverronen	Jari	Aarhus University
Waade	Anne Marit	Nordicom, University of Gothenburg
Wadbring	Ingela	Jönköping University
Wennström	Karin	Aalto University
Weselius	Hanna	HIOA
Westlie	Bjørn	Roskilde University
Wildermuth	Norbert	University of Bergen
Wold	Thomas	Fudan University
Xu	Sisu	Cardiff University
Ylanne	Virpi	Chongqing University of Arts and Sciences
Yongqing	Han	University of Tampere
Yrjönen	Riitta	University of Oslo
Ytreberg	Espen	The University of Nottingham Ningbo China
Zhang	Shixin	SSKH
Zilliacus-Tikkanen	Henrika	University of Mannheim
Zimmermann	Fabian	

Øie Vaage  
Ørmen  
Örnebring  
Øvrebø

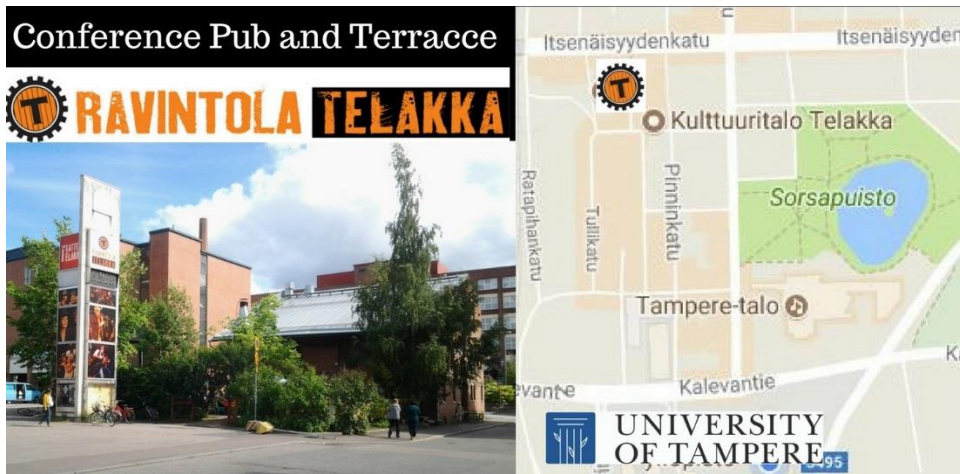
Kjetil  
Jacob  
Henri  
Turid

Volda University College  
University of Copenhagen  
Karlstad University  
Volda University College

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# Social Programme

**Conference Pub:** Telakka, address: Tullikamarin aukio 3



## Thursday, 17 August

**18.00 - 21.00** Coming together, University theatre annex "Monttu"

### Opening

Katja Valaskivi, Vice Dean, Faculty of Communication Sciences

### Short introduction to the history of Nordic media research and conferences

Tarmo Malmberg, Professor Emeritus

Kaarle Nordenstreng, Professor Emeritus

### Buffet

### Spark, Flame, Ashes: Jazzy love story in three acts

Les Kyles is a Tampere-based ensemble that performs jazz-ish music in its own style. Along with the vocalist, the band has two guitarists, two saxophone players, a bassist and a drummer.

## Friday, 18 August

**19.00 Tampere City Reception**, Tampere City Hall, address: Keskustori 10

### Speeches:

Lauri Savisaari, Director, Culture & Leisure Services, City of Tampere

Sinikka Torkkola, coordinator, NordMedia, University of Tampere

## Saturday, 19 August

**19.00 / 20.00 Gala dinner**, Hotel Rosendahl, address: Pyynikintie 13

There will be bus transportation from the University of Tampere (Main building, addr. Kalevantie 4) to the dinner venue at 19:00. After the dinner, buses will leave from Rosendahl back to the city centre at 23:15 and 00:00.

**Opening**

Eliisa Vainikka, President, Finnish Association for Media and Communication Studies

**Music: Bounce**

Bounce is groovie soul and rock-band. We keep the atmosphere all night high with soul-full covers and rhythm-music classics like, Aretha Franklin, Stevie Wonder and Bill Withers... Strict groove and polyphonic stemmes create a sophisticated and relaxed atmosphere. This band makes the lances move.

**Invitation to the next conference**

Henrik Örnebring, President, Swedish Association for Media and Communication Studies

**Dinner****Music and dance**

**Fire show**, Flamma

**Music and dance**

Bus transportation to the city centre



## Practical Information

### Temporary guest account for the university wireless network:

WLAN: Utapac  
Username: 8rgcdp@guest.uta.fi  
Password: 83dPDE

### Contact information during the conference:

Information and registration desk will be open during the conference in the Main building lobby, 1<sup>st</sup> floor (address: Kalevantie 4)

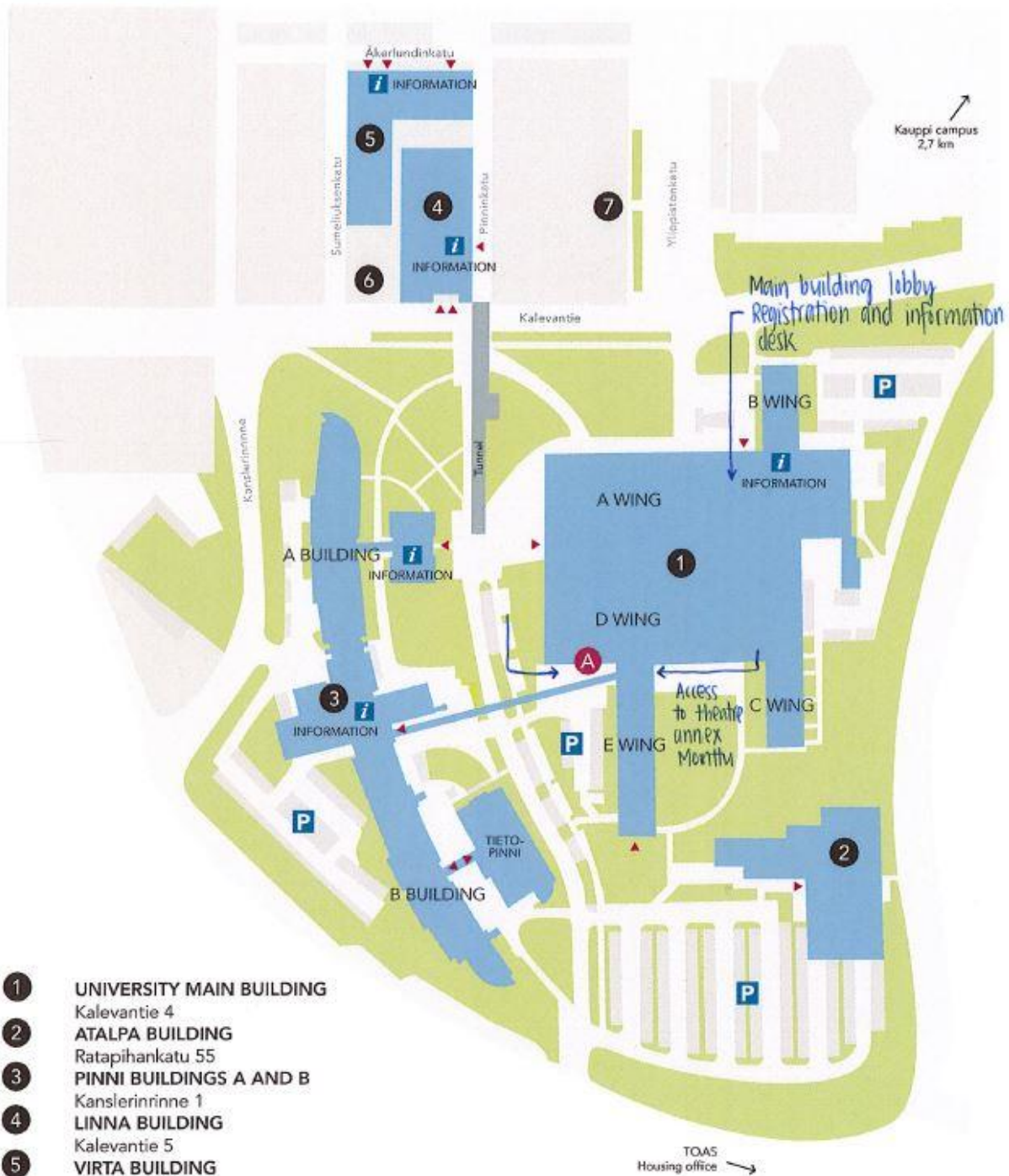
### Name badge cases:

We would like to promote sustainability and reuse your name badge case in future conferences. Please return yours at the information and registration desk.

**Conference website:** <http://www.uta.fi/cmt/en/Conferences/NordMedia2017/index.html>

Follow us on Facebook and Twitter, hashtag #NordMedia2017

## MAIN CAMPUS



- 1 UNIVERSITY MAIN BUILDING  
Kalevantie 4
- 2 ATALPA BUILDING  
Ratapihankatu 55
- 3 PINNI BUILDINGS A AND B  
Kanslerinrinne 1
- 4 LINNA BUILDING  
Kalevantie 5
- 5 VIRTÄ BUILDING  
Åkerlundinkatu 5
- 6 FSHS  
Kalevantie 3
- 7 STUDENT UNION TAMY  
Yliopistonkatu 60
- A Theatre