



Participatory Communication Research Section

Abstracts of papers accepted for presentation in the Online Conference Papers of the
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1 These are the abstracts of the papers submitted to the IAMCR section or working group named above for presentation in the Online Conference Papers component of the 2021 annual conference.

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Las prácticas de copresencia digital durante la pandemia de la COVID-19: co-playing en plataformas online

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Abstract

La crisis sanitaria de la COVID-19 ha puesto en evidencia que las formas de socialización no sólo se desarrollan dentro de los límites físicos y geográficos sino que, cada vez más, lo hacen a través de plataformas y dispositivos digitales que nos permiten sentirnos y estar presentes digitalmente. El co-playing en línea es una práctica de copresencia digital que conlleva la socialización entre personas ubicadas en distintos lugares físicos y que se ha incrementado en el período comprendido entre marzo y junio de 2020, durante la crisis sanitaria de la COVID-19. Esta investigación tiene como objetivo entender las prácticas de co-playing en línea que han tenido lugar dentro del tiempo de confinamiento, a través de diferentes juegos y plataformas. Para llevar a cabo la investigación, se ha implementado la metodología de estudio de caso con técnicas etnográficas digitales. Concretamente, se ha llevado a cabo una observación participante y entrevistas semi-estructuradas con trece personas, entre 26 y 33 años, ubicados en cuatro países diferentes. El estudio ha identificado tres perfiles de practicantes del co-playing: 1) iniciación, 2) adaptación y 3) de intensificación. El primer perfil se caracteriza por haberse iniciado en las prácticas de coplaying a partir del contexto del confinamiento, con el fin de compartir tiempo con personas cercanas, minimizar las distancias y generar contacto social, mientras se lidia y canaliza emociones que evaden, de alguna manera, el alud de información recibida a través de los medios de comunicación. El segundo perfil ha adaptado sus prácticas lúdicas al espacio digital en línea, participando incluso de juegos tradicionales como el parchís a través de plataformas tipo Facebook, lo que evidencia la importancia de recursos tales como: la conexión a internet y la funcionalidad de las plataformas, en el ejercicio de sus prácticas de co-playing. Finalmente, el tercer perfil corresponde a quienes ya practicaban el co-playing de manera habitual, cuya actividad se ha incrementado tanto en tiempo de dedicación como en frecuencia de uso debido a las nuevas condiciones impuestas por el confinamiento, lo que ha significado también un modo de encuentro y “oasis” cotidiano. Los resultados muestran que el co-playing ha permitido generar copresencia digital, tanto sincrónica como asincrónica, entre pares y, en menor medida, entre familiares. Los resultados ponen de relieve que las prácticas de co-playing han permeado en una buena porción de la sociedad, particularmente en el escenario del confinamiento, suponiendo un incremento y adaptabilidad mucho mayor en el ejercicio de la copresencia digital. Finalmente, se destaca que la práctica del co-playing durante el confinamiento ha sido una actividad motivada por la búsqueda del bienestar, ya que ha

ayudado a fortalecer lazos sociales y a contrarrestar el malestar y los sentimientos negativos producidos por la crisis y todas las consecuencias sociales asociadas a la pandemia de la COVID-19.

Submission ID

58

The Formation of Pluralistic Counter-publics in NGO-based Activism in China

Authors

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Abstract

Existing scholarship on contentious politics in China focuses on the economic and political dimensions of resistance. This article fills the gap by explicating the social, cultural, and communicative dimensions of dissidence and friction in reforming China through the lens of NGO activism on rural migrant workers' rights and equality. The project explores three questions: (1) Which social actors are participating in the NGO-based activism on migrant workers' issues? (2) What are the power dynamics that shape the participation process? (3) What are the outcomes of participation? Based on ethnographic research with two local NGOs, which have become notably influential for their service and advocacy for rural migrants in the past decades, I explicate how migrant worker NGOs become sites where various social actors gather together and organize different forms of collective action. Building upon counter-public theory (Felski, 1989, Fraser, 1990; Gordy, 2014; Nget & Klug, 1972/1993), I propose a four-perspective model to explore the dynamic formation of counter-publics in contemporary China's working-class resistance.

Submission ID

70

The Game is Mine: An Analysis of “Modding” in the Community of Game Players

Authors

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Abstract

In recent years, players are increasingly no longer satisfied with just playing the game passively; instead, they collectively create or use various mods to reconstruct the game into personal style. Such trend, like text-poaching, has given rise to Modding communities of game players, like Steam with more than 2 millions mods provided. From the theoretical perspective of participatory culture,

“Modding” may not only encourage collective intelligence of players or aesthetic recreation of games, but also help consumers of games find new paths and forums to make their voices about games heard. However, creating or using mods to earn the ownership of games seems just an illusion built by game companies. Indeed, companies increasingly provide players with virtual materials or tuition to use or create mods, but, in fact, such positive attitude to Modding just serves to entice more players to indulge in games, who thus buy more services or expansion packs. And some companies have cooperated with platforms to market the mods created by players.

In order to investigate such participatory culture in the community of game players, the article turns to the field theory suggested by Bourdieu, and the theory of accumulation by dispossession suggested by Harvey. Both are applied on the investigation of the structure of conflict among players, companies and platforms.

Generally, the research focused on the famous game *The Elder Scrolls V* developed by Bethesda Game Studios, which is a typical case reflecting the conflict based on Modding culture, because the encouraging attitude of Bethesda Game Studios to Modding has cultivated the heating culture of Modding in the community of players for years, and the company has tried to market the mods created in the community of players since 2015. In terms of research methods, digital ethnography and content analysis based on machine learning were applied in the research. The researcher has been in the community of *The Elder Scrolls V* in Steam since 2019, collecting interesting materials and communicating with some players. In terms of content analysis, the machine learning algorithm Doc2vec and K-means were used to do sentimental analysis and Clustering analysis on the text collected ($N=21584$) to analyse opinions of players to Modding, companies and platforms, and their interaction (some posts include replies of officials from companies or platforms).

Through investigation of the case, the research found some interesting results. Players commonly regard Modding as a way to not only reconstruct the game but also communicate with players, companies, or even the game. Besides bright sides of Modding, the peril of accumulation of dispossession still looms large, as the trend of marketing mods gets momentum; for example, though the marketing of mods of *The Elder Scrolls V* was seriously resisted by the community of players in 2015 and 2017, the marketing of mods still runs in today’s workshop of Steam. So, it is reasonable to keep a wary eye on the trend that the leisure from playing gradually gives way to the feeling of work, as Modding increasingly associates with business.

Submission ID

106

Anti-Racism Advocacy as Public Relations strategic decision

Authors

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Abstract

Social media are being used to shift the balance of power and function as tools of resistance (Veil, Reno, Freihaut, & Oldham, 2015). Assuming a position "on public issues of moral and societal significance and advocating for justice and equality" are also important pursuits of public relations (PR) (Ciszek & Logan, 2018:125).

In line with critical theory, a postmodern approach to public relations "allows one to consider PR as a narrative, a way of talking about the world, the people in that world, and PR's relationship with those people" (Radford, 2012:50). A critical understanding of the signs and symbols of culture allows one to see the allocation of power and the dominant ideology (Mickey, 1997). Holtzhausen (2000, 2002, 2012) claims that although public relations can create, maintain, and reproduce powerful, dominant discourses, it can also resist and disrupt such discourses.

Public relations tools allow organizations to intentionally represent processes in challenging environments in which information flows are "built and managed, and consensus, consent and legitimation obtained or lost in relation to others" (Berger, 1999: 186). These deliberate representations are intentional expressions used to influence others. The positioning in public relations can be defined as the "strategic attempt to demarcate and occupy a place of intentional representation in the contested space where meanings are constructed, questioned and reconstructed" (James, 2011: 98).

On the night of August 8, 2020, a group of ultranationalists went to the headquarters of the anti-racist Portuguese association, *SOS Racismo*, and held an intimidating vigil exhibiting similar behavior to that of white supremacist Ku Klux Klan. In an unusual action (both corporate and journalistic), of unequivocal support for the anti-racist cause, the newspaper *Expresso* (privately owned and the weekly with the largest distribution in Portugal), announced on August 13, 2020, that it asked 40 Portuguese public figures from different areas the question: "How can decency overcome intimidation?". The testimony of these public figures was published in the newspaper on the same date and in the official page of *Expresso* on Facebook. The newspaper *Expresso* support for the anti-racist cause originated several responses on Facebook – ranging from supportive of the company's efforts, to outright outrage. From a public relations strategic decision perspective, we will analyze how this became a space to comment on racial tensions and politics in Portugal.

We use critical discourse analysis (CDA; Fairclough, 2001) to examine newspaper *Expresso* institutional announcement of support for anti-racist struggle on Facebook, as well as the resultant public response. Facebook is the most used social media in Portugal (Marktest, 2019). First, we will examine the content of the "40 public figures positioning against intimidation". Next, we will analyze the public's response. We examine the user-generated comments between 13 and 24 August 2020. In this period, the post generated 716 comments, over a thousand reactions (likes and others), and 220 shares.

This initiative function as a call to action with the potential to inspire audiences to participate in the public debate against racial intimidation.

Submission ID

Perception of participation in the public affairs of the citizenship of San Luis, Argentina

Authors

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Abstract

This ongoing research seeks answers about the perception of the citizens of San Luis, Argentina about their participation in public affairs in the last six years (2015-2021). We want to know how citizens perceive their participation in the public policies promoted by the state with the administration of Governor Alberto Rodríguez Saa, governor of San Luis in the last six years, how they understand and qualify the communication and information that the government deploys towards the citizenship and what are the alternatives or instances that citizens see as probably better or better. The qualitative questionnaire was launched in January 2021. Since December 1983, the Rodríguez Saa brothers have governed the small province of San Luis in Argentina. For more than thirty-five years they built an almost seamless power and the Peronist Party in an electoral machine that won elections. Adolfo and Alberto Rodríguez Saa took turns in the exercise of the government previously obtaining the adhesion of the citizens. A characteristic of political populisms is their great capacity for symbolic inclusion, and the Rodríguez Saá family have been especially skilled at this, generating pride in “we San Luis”. However, this inclusion is illusory since it is not true and yet it is probably experienced as participation by many citizens of the province, a fact that makes it more difficult to think of other more active and decisive forms of participation. But, there may also be ways to take advantage of the public policies of authoritarian, paternalistic and clientelist governments that, although not consciously, involve veiled resistance, which can become openly expressed and politically channeled when the opportunity exists - or is believed to be. Meanwhile they work in the "as if": they help, we thank and promise political fidelity; if they stop helping, we'll see ... The awareness of the possibilities of participation in public decisions could promote mobilization in search of access, interaction and citizen participation. The scenario exposes a disjointed civil society that expresses a civic culture of disinterest in public issues, on the one hand, and on the other an absent social dialogue and with little possibility of participatory communication. A San Luis citizenship that appears as sleepy, fractured and disjointed, conditions in which it is incapable of offering resistance to the epic of the hegemonic state projects that produce good businesses and excellent returns, rather than favoring the sectors that most need society and promote growing development. In this context, it appears from the hands of power, the epic and governmental mythology to fill the missing spaces. Reading in the practices and discourses of citizens these perceptions of inclusion and these resistance tactics from the contributions of Gramsci's hegemony and Michel de Certeau's tactics and resistances, can help to find paths for a deeper participation. And within this framework, find better alternatives for participatory communication.

Submission ID

235

Evolution of rural women's participatory communication and mutual help network in Xingan County under the COVID-19: Based on the random network percolation theory

Authors

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Abstract

As one of the multiple paradigms of development communication, participatory communication has important theoretical value for media construction and social interaction participation in Chinese rural. The random network percolation theory mainly studies the formation and collapse of a complex network, and explores the critical value of the decomposition of a large network into a small network. This theory can be transferred to the evolution law of the participatory communication mutual help network, and the formation law of the mutual help network during the COVID-19 period of Chinese rural women. Based on the random network percolation theory in complex network, this study uses questionnaire and social network analysis methods to establish a structural model of rural women's mutual help network in Xingan County, and meanwhile introduces time variable to analyze the evolution law of participatory communication mutual help network. This study attempts to explore the formation and development of the rural women's mutual help network during the COVID-19 period through the analysis of the rural social network structure in Xingan County, thus discussing the protection of rural women's rights and interests in less developed areas, which has important practical significance for reducing the burden of rural women and protecting their rights.

Submission ID

252

Predicting Parental Behavioral Responses to Telecommunications Fraud: Using the Influence of Presumed Media Influence Model

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Abstract

Background: In recent years, telecom fraud has exerted devastating influence throughout the world. Especially it has negative effects on children's physical and mental health. As the primary agent in children's socialization process, parents and their behaviors play an important role in protecting children from telecom fraud. Based on the influence of presumed media influence (IPMI) model, this study aims to examine how parents' attention to telecom fraud influences their behavioral responses, including parental mediation and support for school education through presumed influence on others' children.

Methods: A total of 757 parents of elementary and middle school students in China participated in our study. The structural equation model was used to investigate the relationship between parents' attention to telecom fraud and their behavioral responses.

Results: Parents' attention to telecom fraud was positively related to their perceptions of presumed influence on others' children. Moreover, their perceptions of presumed influence on others' children positively affected parental active and restrictive mediation as well as support for school education.

Conclusion: The findings demonstrated basic hypothesis of the IPMI model in the context of telecom fraud. Parents tended to form a perception that telecom fraud had negative effects on others' children. In turn, the perception motivated parents to take specific measures (parental active and restrictive mediation and support for school education) to protect their own children from adverse influence of telecom fraud. Besides, the findings also suggested that parents' attention was a significant predictor of perceived influence on others.

Submission ID

306

Social Connections and Relationship Adjustment: Study on the Social Function of County-level Convergence Media during the COVID-19 Epidemic Period —Based on the Observation of Xiangcheng residents' media use

Authors

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Abstract

China's county-level convergence media construction has begun in 2018 with the practice of national regional media construction. At the beginning of 2020, the sudden outbreak of COVID-19 kept many residents in the county from leaving their hometown throughout the year. The relationship between county-level convergence media and residents has been transformed from looseness to tightness in a short time. It directly or indirectly plays a role in the self-adjustment, local cognition, and identity of residents.

This paper focuses on Xiangcheng County, belonging to Zhoukou City, Henan Province, which is representative and typical in the construction of county and county-level convergence media. The interaction between the county-level financial media and individuals, families, groups, and county governance in major public health events is discussed. Based on Man-land Relationship in the theory of Sense of Place, this paper adopts the methods of In-depth Interview and Participant Observation to investigate the contact and use of the county-level convergence media among 20 residents who are selected from different ages and living conditions in Xiangcheng during the COVID-19 epidemic period.

The findings in this paper are as follows:

(1) COVID-19 has caused the great change of residents' cognition and application mode on county-level convergence media. Due to the concern for the local epidemic situation and their families, residents pay more attention to the county information and county-level convergence media. Besides, the middle-aged and elderly groups show a strong willingness to learn the use of smartphones and media platforms on mobile phones.

(2) The county-level convergence media is combined with the working scenarios of residents in an unconventional way. It plays a vital role in the adjustment of the spatial relationship between individuals and places in a wide time range.

(3) The elderly have more dependence on the local TV stations owing to the needs of explaining environment and self-adjustment, the digital adaptability needs such as health QR code, and maintaining their discourse status among acquaintances.

(4) The local narrative of county-level convergence media has become the key link of regional rumor control and psychological comfort in the special period, which is different from the national and global grand narrative of major mainstream media.

On this basis, it is found that COVID-19 accelerates and deepens the embedding of the county-level convergence media in residents' life and county-level social governance. The county-level convergence media is based on the comprehensive governance ability of the county. It can effectively realize the function of social connection in the epidemic situation, supplying local information, residents' emotional counseling, and social decompression. Furthermore, in a wider time range, it can promote a new "Man-land Relationship " mode in the digital age, and realize the feedback of the adjustment of Man-land relationship, local social integration, and county governance modernization.

Submission ID

322

Internet Metaphor and Social Expression behind the Pandemic of COVID-19: from a Cognitive-Semiotic Perspective

Authors

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Abstract

In the long process of cultural and social development, metaphor is not simply a rhetorical device, but a mechanism of thinking of human beings (Lakoff, G. & Johnson, M. 1980). By investigating the Internet metaphors widely used in the society during the Pandemic, this research discovers, records and analyses the true attitudes, emotions and cognition of Chinese netizens besides official discourse.

With text classification and textual analysis, this essay further explores the thinking habits contained in the cognitive framework of users and the associated public opinion environment. The research finds that the term "Zhanyi (which literally means a battle, and also serves as a good metaphor for "fight against the Pandemic")" is frequently mentioned in the official accounts for different media, government at different layers, officials and individuals, setting the overall tone for netizens' recognition of the Pandemic. For one thing, it functions as the cohesion of nationalism and becomes an important incentive discourse for the special time. For another, it reflects the general compassion, anxiety and trauma under the Pandemic. Other metaphorical words co-created by mainstream media and netizens, such as "white angel", "light-bearer", "cloud supervisor" and "wake up", also reflect the determination of the whole country to overcome the difficulties and fight against the Pandemic together, as well as the society's gratitude and admiration for medical workers.

Apart from the mainstream discourse, two types of Internet metaphors are attention-drawing. One is the "adorabilised" expressions (expressing something in an adorable or cute way) in ontological metaphors, such as comparing Wuhan to "hot-dry noodles (a famous and representative local food)". Such metaphors utilise specific concrete objects to refer to abstract geographic or cultural-political concepts, adding warm emotions and humanistic care to the language expressions. However, using "adorabilised" expressions in a major public health crisis was also questioned.

The second type of eye-catching Internet metaphors is "Copying homework". In the online context, this Internet metaphor has long been separated from the basic meaning of poor students copying top students' homework. Instead, it has been expanded to a wide range of conditions, such as imitating of game anchors' gaming strategy, film and television programs' content, and marketing ideas in stardom

industry. In the context of the Pandemic, "copying homework" is widely used in horizontal comparisons between various provinces and cities in China, and between China and other countries. For one thing, it reflects the pursuit of "standard answers" in a social environment that emphasises education and performance, and the ignorance of the differences between regions. For another, as a non-governmental discourse, it breaks through the agenda-setting of the government and media on the Pandemic issues, broadens the channels for public expressions, and reflects the Chinese netizens' attention to the global Pandemic in a special way, demonstrating the consciousness of "building a community with a shared future for mankind" among the grassroots.

Submission ID

400

Participatory Museums: an observatory study of museums in China

Authors

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Abstract

In the 1990s, with the theoretical development of social participation and civil society, advocacy of the inclusive museum emerged. Museum scholars and practitioners, such as Nina Simon, proposed the idea of the participatory museum, which has a great impact on guiding museum practitioners to develop more inclusive and engaging exhibitions and public programs on a global scale. Museums in China are not exceptional. Chinese museums develop rapidly after the 1980s and enter a golden age in the recent decade. Along with the development of museum theory, many Chinese museums organized a variety of inclusive activities and employed participatory techniques in exhibitions to engage with the local community and their publics in practice. The public-engaging programs are conducive for museums to develop more comprehensive visitors and establish an inclusive and good image, which are regarded as a demonstration of value in gaining grants and subsidies. Moreover, they serve beyond the museum's traditional didactic function that aims to educate the public and change the museum's social functions and roles.

The study will focus on several museums in Guangdong, China that have developed public and community programs for years and examine their praxes and methodology in organizing participatory activities and their relationship with the public. The study questions how they communicate with the public as well as organize public programs. The objective of the study is to investigate varied museum public programs to contribute to understanding museum participatory practices in China. Through participatory and on-site observations and interviews with public program directors or organizers of these museums, difficulty and duplicity are found to be existing in participatory museum practices after the initial investigation. The problems not only lie in the lack of an effective communication platform between institutions and a wide community of both visitors and non-visitors but also in the understanding and designing of participatory programs of program organizers.

Submission ID

432

Participation and Reconstruction in Community Communication: A Survey from Wuhan

Authors

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Abstract

The use of community media is the core element and key link of community residents' information exchange and participation in consultation actions. This article observes the use of new media by residents of Wuhan(a city of China) communities under Covid-19, and discusses the role of new media in encouraging community participation, establishing communication trust, and responding to emergencies when major public emergencies occur.

China is experiencing a dual process of urbanization and informatization. The daily life of the public is also rapidly changing. The Chinese public has low use of community media and not much community participation. Compared with traditional interpersonal communication, a new community communication mechanism has not yet been established.

The communication in community became a focus issue long time ago. There are some classic theories on this subject. According to the community infrastructure theory, this article conducts research from the perspective of community residents at the micro level. It examines how community residents use new media to rebuild community communication systems and strengthen communication mechanisms when major public emergencies occur. It explores how new media can help community residents from panic, confusion to participation, trust and assisting / self-help process. Taking the community size and formation time into consideration, 3 communities 600 families in Wuhan are selected. The research is carried out using methods of CATI, online focus group, community residents interviews, community media content analysis, and participatory observation. This article contains a lot of first-hand information from the perspective of personal participants.

Communication infrastructure theory believes that the behavior of the communication subject exists in a specific environment in a specific form. The article indicates that during the 3-months' physically closed , face-to-face interpersonal communication within the community is cut off, and new media become community residents' main access to information and exchanges. Information release, sharing, exchange, interaction and discussion brought by new media is an important channel for communication and participation of community residents. The study found that a new community communication infrastructure is forming , and the trust and identity of community residents in the community are being re-established. New media community residents' information exchange platform and mutual consultation mechanism are being formed, and communities under the influence of Covid-19 are evolving from a community of "living" to a community of "belief". New media communication system is gradually becoming the glue to change communities.

Submission ID

459

Participatory Action Research for Environmental Communication: Reflections from Translating Forest Ecology in Tasmania.

Authors

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Abstract

This study reviews the use of action research as an approach in communication studies and presents a reflective analysis of the processes involved in designing participatory action research (PAR) that focused on the translation and communication of forest ecology in Tasmania. Communication studies and particularly environmental communication research has its root in cultural analysis and the mediated interactions of people and contexts. This dynamic background presents the need for communication studies to explore methodological approaches that ensure its multi-dimensional nature is well accommodated. It is therefore imperative for communication studies seeking to inform societal change to adopt action-based participatory processes in designing communication solutions. This study draws on the lessons from a case study example of a communication intervention to translate forest science in the aftermath of a bushfire crisis in Tasmania. In the wake of Tasmania's 2019 bushfire episode and last summer's bushfire crisis, traces of Tasmania's forestry debate resurfaced with communication and public-science relationship leading the discourse. In an attempt to reconnect and engage the public with forest science, this article interrogates the use of participatory processes in science communication to bridge the science-society communication gap, and the necessary considerations for such processes. Adopting a participatory action research framework that combines practitioner-led action with public engagement, it examines how we might effectively communicate forest ecology to inform behavior change and the lessons for designing and translating science communication solutions. The action research framework which involves a cyclic process of planning, acting, observing, and reflecting was applied in the conception, design, and execution of the intervention. The study details an evaluation of the case study intervention, its effectiveness, and other considerations necessary for the adoption and use of PAR in environmental communication studies. It reports the power dynamics in a participatory action research endeavor, the benefits of relationship building, and the requirement of time commitment from key stakeholders involved in the intervention. The study concludes with the possible implications of this review on the methodological adoption of

participatory action research in communication studies and the practical implementation for science and environmental communicators.

Submission ID

578

Approaching disability rights and ‘stigma’ from a communication for social change perspective

Authors

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Dr. Emma Pullen - Loughborough University

Abstract

This paper introduces the Para Sport Against Stigma (PSAS) research project, which offers a novel combination of Communication for Social Change (CSC) approaches, disability rights, and sports media platforms, within a Global South context.

While CSC theory borrows from a range of other theories – Freirean pedagogical theory, feminist theory, post-colonial theory, social movement theory, and more (Thomas & van de Fliert 2014), to date there has been surprisingly little engagement with disability studies and sports media scholarship despite the shared focus on social change, civil rights and activism.

This paper outlines four useful intersections between these fields.

First, we reflect on conceptualisations of ‘stigma’. In Critical Disability Studies (CDS), the concept of stigma is not commonly used, perhaps because traditional definitions tend to individualise problematic beliefs and attitudes, which contradicts social and critical models of disability. We argue that a CSC approach would call for viewing stigma as social processes occurring within structures of power. This impels a focus on community mobilisation and engaging with collectives to resist stigmatisation and challenge ableist social structures.

Second, we argue that a CSC perspective highlights the importance of understanding social and cultural meanings of disability in context. While much of the Northern-based disability rights advocacy has been concerned with resisting the predominant medical models of disability, in many African societies disability is entwined with spiritual and cultural beliefs, not just medical frames, which influences much of the resulting stigma (Eide and Ingstad 2013). Holistic understandings of local meanings of disability must inform communication responses. The PSAS project explores the contextualised meanings of disability through analysing narratives generated through community mobilisation, radio dramas, and participatory theatre.

Third, contemporary CSC theory emphasises the importance of connecting local communication spaces with global social justice movements (Dutta 2011). While sport has been used as a powerful platform for social justice causes, sports communication scholars have not connected with CSC, perhaps because

to date most research has been centred on Social Movements emerging from the Global North. Additionally, emerging disability activism scholarship from the Global South grapples with how to generate solidarity among the diversity of different movements and spaces.

Finally, we discuss the value of generating rich understandings of communicative ecologies. Although the Paralympic Games has always had a social mission and is ostensibly a global social change media event, its reach depends on the characteristics of local communicative ecologies. Armed with knowledge of the communicative ecology, it is possible to expand the engagement in the Games in locally appropriate ways. This project will experiment with community screenings and radio broadcasts of the Paralympics in Malawi to engage beyond TV audiences.

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Submission ID

588

Twenty Years of Communicating Social Change: A Southern African Perspective on Teaching, Researching and Doing

Authors

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Prof. Lauren Dyll - University of KwaZulu Natal

Prof. Eliza Govender - University of KwaZulu Natal

Abstract

The Centre for Communication, Media and Society (CCMS) at the University of KwaZulu-Natal (UKZN) in South Africa has contributed to the intellectual growth, pedagogy, and practical implementation of communication for social change over the past two decades. During this time our approach has evolved considerably. These transitions speak to both the structural and political situations in a transforming South Africa, as well as the personal and theoretical interests of the Centre's staff. An indication of these shifts is visible through the changing names of our graduate modules. The paper reflects some of the ways in which the established development communication paradigms framed the CCMS pedagogy, discourses and fieldwork over the past twenty years. It tracks and problematizes the way in which the modules have transitioned from Media, Democracy and Development (MDD) (2002) to Communication for Participatory Development (2019). Our changing interpretations of this field has informed three key CCMS research tracks: health communication and social change; rethinking indigeneity; and community media. These tracks also inform and structure the

approach to, and content of, Masters, PhD and staff research and community engagement. In rethinking the power of development and the impact of community engagement, we reflect on CCMS's development communication operationalization through partnerships with NGOs, indigenous communities and civil society organizations.

Submission ID

607

Hate Speech (HS) on Social Media: a Transnational Research

Authors

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Dr. Tamara Antona - Universidad Internacional de La Rioja (UNIR)

Abstract

At the present time, hatred has its key point on the internet and will continue to grow there (Peace, et to the. 2020). Currently, precisely the Internet and social networks focus the interest of studies on hate speech in the area of communication, due to various reasons. The first is the concern of the wide dissemination reached by its messages. Additionally, because your audiences can be known. Finally, because they have caused major changes in the structure of HS. Twitter (Ott, 2017; Burnap and Williams, 2015) and Facebook (Farkas, Schou & Neumayer, 2018; Kus, 2016) are the two most studied social networks.

So far, it has been common in Communication to focus some thematic studies on the differences between different countries and their explanation. This research aims to assess precisely other variables in the face of the low consistency offered by differentiation by countries or geographical areas.

An example has been chosen: after a first systematic review of hate speech in RRSS, another has been made on these same speeches concerning vaccine movements in RRSS. The latter corpus consists of 50 articles that have been extracted from Web Of Science with the following search terms: facebook and antivaccine; facebook and vaccine; speech and vaccine; twitter and anti-vaccine; twitter and vaccine; social media and anti-vaccine; mass media and anti-vaccine.

It is effectively confirmed that one in three studies is no longer geolocated in one country and is delimited by other issues: for example, publication date or certain "topics" in interventions. Of the rest, most studies in different countries offer very similar research designs and conclusions, so country dimensioning seems to lose relevance in research. References

Submission ID

608

ICTs and development in organic farming communities. Unveiling the hidden, ‘intangible’ aspects of development through a people-centred exploration of mobile-phone usage in India

Authors

Dr. Maria Touri - University of Leicester

Abstract

The paper explores the role of Information and Communication Technologies (ICT) in fostering development, focusing specifically on the sustainable development of agricultural communities. The study is situated within current debates about what is meant by development; and the need to move beyond observable and measurable development outcomes (see Pavarala, 2020; Walsham, 2017). Focusing on the use of a specific technology - mobile phones - by members of an organic cooperative in South India, the paper aims to offer a more nuanced understanding of the technology-development nexus, based on how farmers interpret technologies and development on their own terms, outside the boundaries of the institutionalised field of comdev.

The definition of development has now been broadened beyond basic economics, - e.g., through work on ICTs and the Capabilities Approach, or through conceptualisation of development in the sustainable development goals. Yet, there is still need for more profound understanding of the manner by which people adapt technologies to their local socioeconomic, political, and cultural context. Agriculture and sustainable rural development is a case in point, where studies tend to focus on extension programmes, the use of ICTs for information dissemination or on agricultural apps, with the aim to increase production and, ultimately, income generation. The paper argues that, by looking more closely on technology usage grounded in farmers’ diverse everyday lives and outside the context of ICT4D projects or extension programs, we can capture the more complex and processual outcomes and aspects of development.

This paper is informed by the affordances theory and uses a qualitative ‘people-centred’ research approach to explore how a South-Indian organic farming cooperative has adapted mobile phones to their goals and needs in the last seven years. It focuses specifically on whether and to what extent the ways in which farmers interpret the material properties of mobile phones to achieve the cooperative’s economic and environmental goals are intertwined with other less visible aspects of their development and well-being, based on their own evaluation. The findings demonstrate a complex appropriation of the mobile phone technology that is connected to an equally complex and multidimensional experience of ‘development’. This ranges from farmers’ own video-creation for marketing and training purposes, to the use of the same videos for challenging dominant discourses about the social and economic status of organic farmers in India, and to the use of mobile video apps to deal with the impact of the lockdown restrictions imposed during the Covid-19 pandemic. The way farmers use technology to create social capital, and new reward structures reveals the inseparable connection between economic,

psychological and social aspects of development. The paper suggests that supporting agricultural communities to benefit from ICTs requires small-scale and local projects that will allow the kind of painstaking study needed to reveal development practices that exist in small pockets at the margins of organisations, management, and bureaucracies (Noske-Turner, 2020).

Submission ID

625

Entertainment-Education and Health Communication in China versus COVID-19: ambiguities and potentialities from participatory communication research

Authors

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Dr. Víctor Marí-Sáez - University of Cadiz

Abstract

Entertainment-Education (EE) as a communication strategy in Health communication can help the public enhance the efficacy of understanding, absorbing, improving and diffusing health knowledge and take correct response through educational messages on Internet or their social media, especially in health crisis like the ongoing COVID-19 pandemic.

Among the multiple possible approaches of Health Communication and EE, this work will consider those within the framework of "Communication for Social Change" (Gumucio and Tufte, 2006) that carry the importance of citizen participation to promote social changes in health, which not only remain at the individual or local level, but also reach the norms, policies and institutions that structure a given society (Dutta, 2006. 2020; Gumucio, 2010).

Therefore, given the diversity of social actors that can be considered in the study of the COVID-19 pandemic in China, in our work, we choose the citizen perspective, starting from the study of those citizen-centered communication initiatives, in their communication and technological appropriation processes for the promotion in the health field.

Moreover, we will consider the specific context in which communications and social networks operate in China (Zhang, Lim and Lee, 2020; Xue and Yu, 2017), thus, while contemplating the existence of boundaries of various kinds - geographical, political, communicative, economic, cultural - we also analyze the presence of observable global characteristics elsewhere in the world.

From a theoretical perspective, within the multitude of possible approaches (information analysis of fake-news, political economy, etc.), we have chosen the study of EE initiatives due to the little attention they have received in all the published researches, despite their proven usefulness for the health education of the population, especially during the expansive phase of the pandemic.

From the methodological perspective, this work is framed within the case study (Yin, 2012) of those EE citizen initiatives, in the pandemic that had the most impact and repercussion on Chinese social networks during the first three months of expansion with great uncertainty. The selected cases are the campaign created by Y Show Club and illustrations created by cartoonist Baicha both diffused on mainstream Chinese social networks like Sina Weibo. More specifically, discourses, narratives and E-E campaigns launched by the citizens for the health education of the Chinese population will be analyzed, considering of digital ethnographic elements (Pink, Horst, Postill et. al. 2016). The analysis of the use of narrative and participatory possibilities offered by social networks for the construction and dissemination of citizen initiatives will also be considered (Jenkins, 2019, Scolari et. al., 2018).

The preliminary conclusions point in several directions. On the one hand, to an ambivalent reading of the EE initiatives, since often they run the risk of privileging the spectacularization of reality rather than its transformation, as well as the risk of neglecting structural issues like the digital divide. On the other hand, the EE initiatives conceived from the participatory approaches of Health Communication and CCS open up a range of possibilities to be explored further by citizens in the near future.

Submission ID

677

Pandemic and participatory construction of TV series

Authors

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Abstract

The pandemic has changed people's lives. Digital media have not been immune to these changes, and, above all, the representations that people construct of their contents during that time also changed (Negra, 2020). In this general framework, today, TV series are relevant entertainment contexts from which people share the world representations they build (Combes & Glevarec, 2020). Their fans are in front of figurative universes generated through social networks or other digital settings (Lacasa, 2020). TV series are stories, situated narratives, produced in fictional universes by the cultural industries and reconstructed by their fans through digital texts. Thus, intertextuality is present around networks of

meanings in a participatory culture. Moreover, global and local cultural perspectives intermingle (Fiske, 1987 / 2011; Jenkins et al., 2017).

Research questions:

1. How do digital texts show the situated narratives collectively constructed by the TV fans in the pandemic time?
2. How does the viewing context, mainly the rigorous confinement, affect the representations that the audiences build,?

This study looks at TV series in times of pandemic. **Big data and small data analysis** were combined, examining the digital texts around four television series present on various platforms between March 14 and June 15, 2020. This stage coincided with home confinement in Spain, which involved multiple moments and began to decline as of April 28.

The software provided by **Sentisis Analytix** <https://angel.co/company/sentisis> supported the big data analysis; the background is the artificial intelligence and expert systems (Mokhtar & Eltoweissy, 2017; Kitchin, 2014 b; Liu et al., 2017). **NVivo12** allowed the small data analysis to unravel situated meanings in digital texts (Davis et al., 2018 7480). We analyzed a total of 15,735 mentions to the series, which also include the concept of Coronavirus. 7,552 were the users.

The results and discussion can be grouped into three blocks:

- The users refer to the concepts of quarantine and season when they build the series contents representations. Compared to the hashtag on Twitter, the most frequent ones refer to the idea of stay at home and platforms. It means that the issuer's increased awareness to use a hashtag leads fans to refer more directly to the specific situation of confinement.
- An analysis of the evolution of mentions over time shows that absolute confinement generated much higher participation in all series. These data coincide with what telecommunication companies have demonstrated regarding the total increase in Internet use during the pandemic.
- Considering the categories into which the mentions are grouped, defined concerning the form and content of the series, the users construct the series by identifying with the series's characters, much more than concerning the real actors or actresses. Besides, this construction is produced through dialogue with the cultural industries and the producers of the series.

Submission ID

694

Participatory Game Creation for Adults with Intellectual Disability: Insights from an Action-Research Approach

Authors

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Prof. José Carlos Neves - Lusófona University, CICANT

Abstract

For people with Intellectual Disability (ID), participatory and inclusive research is a matter of human rights and an increasing concern. Nevertheless, in the field of games, approaches are mainly framed in medical perspectives, linked to the notion of assistive technology, neglecting a sociocultural view of digital media (Sousa, 2020). Although research with this population poses inherent and complex practical challenges (Coons & Watson, 2003), changing the paradigm of approaching the relationship between digital media and ID, from therapy to co-creation, can be a very relevant step in the path for media participation and, ultimately, social inclusion of these individuals.

In the present paper, we present the insights from a participatory approach in the context of game creation, involving 30 university students (Bachelor's Degree in Videogames) and 14 institutionalized adults with ID, with 12 of them also having motor disabilities. This represents a comprehensive and player-centric approach, which differs from those normally used in the field of serious games. Therefore, instead of starting from the needs of people with ID perceived by third parties, such as doctors, therapists, or family members, the games were developed based on the interests and needs of these individuals, perceived and verbalized by themselves.

Since people with ID are considered an at-risk population for COVID-19 transmission, direct contact between students and people with ID were not possible as initially planned. Nevertheless, one focus group about interests and media habits, nine co-creation sessions with feedback gathered from the target audience, and three playtesting rounds were conducted, between March 2020 and January 2021. This process resulted in 10 accessible games for people with ID, created considering their interests, needs, cognitive and motor characteristics, as well as in a different tangible interface (controller) for each game, adapted to their motor impairments.

The ethnographic study of this creative process, based on participant observation, highlights the potential role of digital games and participatory game development processes in the promotion of empowerment and self-determination of people with ID. The process provided an opportunity for these people to break the lethargy in which they usually live, through a chance to see their voice heard and translated into a media object. Moreover, it bases a discussion regarding the accessibility of digital games for this population as a strategy to address the digital divide, including them in an activity common to most people, playing games. This study also stresses the importance of tightening the bond between academia and civil society organizations, such as Non-Governmental Organizations (NGOs) of people with ID, to foster social change through participatory media creation and inclusive learning processes for students.

Submission ID

719

Vlog As Public Participation's New Approach: Research On Narrative Strategic Building Blocks Of 329 Vlogs During COVID-19 Pandemic

Authors

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Abstract

When the visibility of social media has mediated everyday life, the new audiovisual narrative features of videos, especially vlogs which mainly record daily life, have demystified and changed the masses' perception of and involvement in public affairs. Global public discourse and opinion is challenged by increasing "stratification" due to social burnout and interest filtering. However, vlogs that express the public topic of COVID-19 in daily life are widely popular. Vloggers are not only sharing their lives but also involved in the discussion of public affairs, influencing the public sphere.

Why are these and not those vlogs popular? What kind of video narrative models can facilitate online public discourse and participation? This paper attempts to examine how these popular COVID-19 vlogs bridge the public sphere and everyday life.

This study draws on the theoretical model of "Functional Building Blocks" by Kietzmann J. H. et al. We took "COVID-19 vlog (疫情 vlog)" as the keyword, and regarded YouTube and Bilibili (the popular video app in China, China used to be the center of COVID-19) as the research platforms, to screen all videos with 10w+ views in line with the research orientation, and a total of 329 valid samples were obtained (139 from YouTube and 190 from Bilibili). Refined by using the Grounded Theory as the analytical framework for narrative elements of vlogs all the above, our study innovatively summarizes "Narrative Strategic Building Blocks" model of vlogs, consisting of six blocks: Information, Emotion, Entertainment, Role, Technique, and Particularity, which is conducive to the online public participation across borders and ideologies.

The results of the study show that audiences are attracted to vlogs with internationalization, high involvement in public issues, and storytelling. The top three "building blocks" patterns on YouTube and Bilibili are the same: Oration (Information+emotion+role), Opera (emotion+entertainment+information), and Drama (role+information+entertainment).

We concluded the reasons are: (1). In-depth, first-hand information serves to disclose the truth, add views, and iron worries; (2). The mediated emotion of the vlog enhances the commonality, increases audience trust, and blurs the relationship through privacy; (3). The presentation skill of daily content is subtle, making viewers unconscious. On the whole, the success of vlogs entering the public sphere lies in their "altruism", reflecting the fact that vlogs themselves have become a kind of "affordance" existence. Vloggers are not "grassroots" but the master in representing public opinion. Social media is more open to "everyday", "intimate" "opinion leaders".

In short, the altruistic affordance, subtle everydayness, and intimate images make vlogs a new channel for individuals to involve in public affairs online, forming a new type of "intimate public opinion" from the bottom up, and bridging the boundaries of discourse under the centralization of power and "black boxes" in this platform society. It still needs all parties' efforts to make more voices heard.

Submission ID

739

MPS paper - Difficult Choices: Application of Feminist Ethics of Care in Action Research

Authors

Dr. Ekaterina kalinina - Jönköping University

Abstract

This study analyses potential vulnerabilities conditioned by the pressure of an ethics of care placed on a researcher to stay empathetic with the subjects of study in action research with subcultures consisting of male-dominated groups, including how 24/7 access to social media and digital technologies augments possibilities for abuse. The author, and the subject of this chapter, is a female researcher who has conducted action research in a community of Russian hip hop activists for a period of two years, during which she has played the double role of both project manager and researcher. The starting point of this project was to establish a horizontal organizational structure that would allow greater agency on the part of community members to influence both cultural actions and research processes. Applying auto-ethnography, the author addresses the following research questions: What are the potential implications of the use of a feminist ethics of care by a female researcher in relation to a male-dominated community when attempting to equalize power dynamics between the university and community? What kinds of problems might arise when the subjects of research overstep their agency to influence decision-making processes? How can media channels for internal communication be used (and abused) and what are the ethical implications for the researcher and the subjects of the research?

Submission ID

759

MPS paper - Researcher Ethics: Between Axiological Reasoning and Scientific Discussion

Authors

Ms. Gokce Tuncel - Centre D' Études Sociologiques et Politiques Raymond Aron

Abstract

140journos is a Turkish grassroots media organization, which aimed to transform the Turkish society through its creative and semi-participatory journalism practices. In 2011, the co-founders came up with the idea of a citizen media outlet operating mainly on Twitter upon noticing that the mainstream media was politically biased in its news coverage. Since January 2017, they no longer engage in citizen journalism due to the political climate in Turkey where citizens became reluctant to share information. Instead, they create news content based on photojournalism on specific issues and publish through visually dominant formats such as videos and mini photo documentaries. In this chapter I discuss *140journos*' unethical media practices and their impact on the ethics of my research, such as controlled communication channels between the field researcher and the participants, as well as fear among participants of speaking out due to possible future repercussions. In this context, I reflect upon the ways in which a researcher might conduct reliable research without reproducing and complying with unethical practices of the media outlet.

Submission ID

761

MPS paper: Wearing Multiple Reflexive Hats: The ethical complexities of media-oriented Community Engaged Learning

Authors

Prof. Sandra Smeltzer - Western University

Abstract

This paper explores the ethical, political, and logistical challenges associated with both facilitating community engaged learning (CEL) in higher education and conducting research on the topic. As a type of experiential learning (EL), the overarching objective of CEL is for students to engage in a project developed collaboratively with a community partner that has mutually beneficial outcomes. The chapter critically examines the ethical issues at play for scholars who bear a trinal responsibility to the

students who participate in these types of CEL activities, to the people and issues at the heart of community-based endeavours, and to the principles undergirding the critical scholarship they produce about this form of pedagogy. To navigate these positions, individuals must engage in ongoing and authentic reflection about their intentions, perspectives, and actions. The chapter concludes with a call to colleagues to pay greater attention to CEL in the field of communications and media studies; to consider both the potential benefits and drawbacks of participating in CEL; and to be willing to engage in conversations about this ‘hands-on’ pedagogy with the goal of developing our own narratives about, and best practices for, its role in higher education.

Submission ID

762

MPS paper: Intersectionality as Ethical Research Practice

Authors

Prof. Sandra Jeppesen - Lakehead University

Abstract

In this paper, the author reflects on her experience in the Media Action Research Group (MARG) in Canada, a six-year funded project that researched with and within intersectional grassroots autonomous media activist projects. Several contradictions and tensions arose with respect to intersectional identities and structures. First, activists appreciated the intersectional co-research process but noted participant labour requirements that inadvertently exacerbated intersectional disadvantages. Anonymity of data intended to protect increasingly criminalised meta-issue activists was appreciated by some but experienced by others as silencing intersectional voices. Being named in findings produced a desired social capital, yet participants must then continue to experience intersectional oppressions to embody this expertise while also fighting these very oppressions. Related to changing subject positions, acquiring funding for an intersectional research collective shifts intersectional positions and relations among collective members and research participants, potentially perceived as an excess of intersectional and institutional socio-economic privilege. Finally, considering collective and individual power from an intersectional perspective, these kinds of mobile and invisibilised social and institutional axes of oppression and privilege can create tensions within social movements and research collectives as well as between movements and university-based researchers. Dialogues regarding ethical intersectional research practices are proposed as a departure point for relationship building among researchers and activists committed to developing ethical intersectional co-research practices together.

Submission ID

764

MPS Paper: Denaturalizing Research Practices: (Re)Signifying Subject Positions Through Decolonial Theories

Authors

Dr. Vera Martins - Santa Maria Federal University

Abstract

This text proposes a theoretical reflection about research methodologies grounded in decolonial thought and the authors' research practices. Challenged by conservative scenarios that emerge in many societies, we problematize how research and the relations embedded in it may serve as strategies for reproduction or resistance against oppressions and subalternities resulting from this context. We adopt denaturalization as a critical outlook which interrogates the scientific assumptions in the modern forms of knowledge production and in the relations involved in this colonial process. We consider as research subjects all those who, as researchers, activists and/or interlocutors, participate dialogically in unveiling the reality investigated through research. Our discussion is informed by decolonial studies and feminist epistemologies and methodologies. With this theoretical articulation we hope to introduce elements that can make visible the positions of all subjects involved in scientific processes of knowledge co-production. Moreover, this reflection is a vote of trust in the visibility of subjects as co-authors and the ethics of otherness as strategies for recognising the solidarity and emancipatory personal subject trajectories in their roles and contexts of social struggle.

Submission ID

765

Audience participation. Analysis in Mexican newscasts

Authors

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Prof. Norma Medina - Universidad Autónoma de Aguascalientes

Abstract

The assessment of audience participation in media processes is necessary to enhance a democratic conversation regarding public affairs (IFT, 2016; UNESCO,2008). The present study was based on this premise and its objective was to critically analyze the participation of audiences in three cases of Mexican newscasts. Participation is understood according to Carpentier's (2016) proposal that defines political participation in media processes as the ability to take part in decisions and power. The key questions that motivated the study were: ¿Do audiences participate through newscasts? ¿What practices can be identified as participations in this sense? The methodology consisted of two phases, in the first one, the presence of the audience's messages was examined during the broadcast on-air, as well as on the different digital platforms, mainly in the social media that these informative spaces offer. The second phase collected the perspectives of different audience profiles, news production teams, activists, and politics through interviews. This analysis was centered around two main events in Mexico during 2020, the women's strike due to the alarming increase of femicides and the COVID19 outbreak, both occurred during March.

The results show that although newscasts have expanded their broadcasting through digital media, as well as the possibilities for audience participation, this is limited to posts, this is audiences have access and some interaction with media contents but don't take part in main decisions and power. Their expressions on-air are selected based on the editorial criteria of each media. However, despite these restrictions, audiences select their media preferences based on their affinity with the media and in part with its openness to express the diversity of positions among citizens that a public affair detonates. They also feel closer to public debates when they chose to express their views through the social media of newscasts. From the point of view of activists and politics, media haven't found ways to take advantage of social media to incorporate effectively the perspective of various social actors in Mexico's main issues and to enhance a more horizontal communication with and among citizens.

The study complements Carpentier's proposal with a detailed methodology for the systematic analysis of audience participation in newscasts as media processes that have been proved in a local scenario. Also, it describes the modalities and practices of audiences in newscasts, which contributes to discuss in what sense audiences participate regarding the definition of political participation proposed by this author.

Submission ID

844

The “socially conscious consumer” as a research concept. Contributes to a more unified terminology

Authors

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Prof. ana melo - University of Minho / CECS (Communication and Society Research Centre)

Abstract

The pandemic of the Covid-19 and further lockdown measures have highlighted the importance of health and well-being, which contributed to an increase of more ethical, conscious, and socially responsible consumers. However, besides the growing interest of business ethicists and other scholars in the field of consumer social responsibility in the last few decades, the onus has been focused on a more intention-behavior perspective aimed at lessening the gap rather than narrowing the taxonomy spectrum, which poses visible problems of conceptualization. Theoretically, the concept of a "socially conscious consumer" has changed over the years from being a more environmentally-focused concept to encompass more ethical and social considerations.

Nevertheless, previous discussions on the subject reveal some challenges towards finding a common terminology that characterizes this type of behavior. Terms such as "socially responsible", "ethical", "conscious", or "green" are used to classify a way of consumption that is more conscious towards the planet and society, choosing to buy products that are less harmful to the environment, fairly traded, and produced more positively and respectfully. The lack of proper terminology creates unnecessary entropy and weakens the concept. Thus, an operational definition of what constitutes a socially conscious consumer is central to the research line that debates political consumerism as civic engagement and participation.

This paper reviews the literature on ethical consumerism and seeks to identify the different terminology used. The main contributions include analyzing the terms used following Webster's definition from 1975 of the "socially conscious consumer", and a terminology map to guide researchers with future endeavors in the field. Furthermore, it proposes the best terminology according to the main trends in the literature, which may respond to the amplitude of the concept currently in use.

Keywords: socially responsible consumer, conscious consumer, green consumer, ethical consumer, consumer behavior

Submission ID

874

Who is participating and how? Exploring community-based adaptation in Bangladesh

Authors

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Abstract

The impacts of climate change pose imminent and far-reaching challenges for communities across the world. Marginalised communities, particularly in the Global South, who already stand facing socio-economic hardship, face even further threats in a warming world. Development agencies in recent years have focussed their attention on adaptation at the local level, in recognition that it is at this scale that the impacts of climate change are experienced. Developing countries such as Bangladesh often rely on international donors to fund their adaptation efforts. Participation in these adaptation efforts – who and how – is an under-explored area and yet it is critical in ensuring that adaptation is appropriate, effective and equitable. For instance, in Bangladesh, it is likely that gender plays a crucial role in who participates and how people participate when it comes to climate change adaptation initiatives given the disparities between men and women in social settings. Given this, implementing agencies must better recognise the important role of participation in adaptation planning and implementation, and examine who and how people are participating to ensure that everyone has the proper opportunity and capacity to be involved in the initiatives. This paper seeks to explore adaptation practitioners’ perspectives and experiences on who and how people are engaged in community-based adaptation (CBA) projects. A specific focus of this study is to explore the ways in which women’s participation, particularly their role and scope, are facilitated and regulated in CBA projects. Based on semi-structured individual interviews, this paper describes the perceptions and experiences of local practitioners of several organisations, who have worked on designing, implementing, managing, and reporting on CBA projects in Bangladesh over the past ten years. Learning from the insights of practitioners would assist development agencies and authorities in the Global South to catalyse more effective and fair participation of people for improved adaptation outcomes.

Keywords: climate change, communication, gender, Global South, participation

Submission ID

914

Participating Content Moderation: Collective “Judgement” on Bilibili

Authors

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Abstract

While Facebook and YouTube invest a great amount of technological and human resources in content reviewing, Bilibili, a Chinese video-sharing platform, has creatively crowdsourced the service by encouraging its users to volunteer as moderators, or what the platform calls “Judgement[1].” Based on a feature that allows users to flag inappropriate content, Bilibili would assign some content (usually comments instead of videos) to the Judgment, whose members will do the review and make collective decisions on whether to remove the content even suspend the responsible accounts. Such a jury-like

mechanism may legitimize the judgments, but it does not guarantee justice. On Bilibili, a moderate comment, such as “The vlogger is ugly,” can get hundreds of votes in favour of penalty with only a couple of disapprovals. Drawing a barrage of criticism from the community, such intolerance still becomes the norm of content moderation on Bilibili.

Focusing on the excessive use of censorship by the “Judgement,” this research aims to explore the implications of this participatory moderation model along with the reasons for its controversial consequences. Through online participatory observation and interviews, I investigate how the individual moderators participate in this moderation system and how their participation is embedded in Bilibili’s community culture. I find that not only the moderators but also the broader Bilibili community tend to be overly sensitive to the expressions of dislikes and offence. Such comments are easily regarded as trolling that harms the community’s environment, and the moderators are thereby responsible for removing these inharmonious voices. Moreover, it is observed that user-moderators usually share a strong sense of group identity, which is rooted in Bilibili’s origin as an ACG (Anime-Comic-Game) fandom and fostered through communication among Judgement members. Unlike professional content reviewers, most user-moderators are enthusiastic members of the community and tend to have presumptions of what the community should be. Seeing it as a fandom, the user-moderators will naturally exclude “anti-fans” from their circle. Consequently, defending community values triumphs over protecting freedom of speech, and the latter seems utterly absent from the group’s agenda.

As Weibo launched a similar feature called “Community Committee” in February 2021, one may foresee a “new normal” for Chinese social media characterized by the Bilibili model of participatory content moderation. It is therefore significant and necessary to scrutinize the model’s prospective consequences and possible implications. The participatory mechanism can prepare for alternative public sphere and community autonomy, and it can also lead to an increasingly intolerant and fractured Internet culture.

[1] “Judgement” comes from the Japanese word 風紀委員 (ジャッジメント), which refers to the members of the Committee on Discipline in high schools.

Submission ID

980

Social Projects By Local Media – New Opportunity For The Development Of Civil Society

Authors

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Abstract

During the past decades, there has been increasing research in the area of press-politics communications. According to the studies by Annenberg School for Communication and Journalism, assumptions about the role of the media in disrupted public spheres should be rethought.

Journalists within past decades have started initiating and organizing social projects aimed at solving social problems: they arrange discussions of key issues and fight for justice, raise money for medical operations and help the poor. Social projects can play a key role in involving polarized and fragmented public in social problem solving.

Despite the wide spread of the concepts of public, citizens, participatory, social journalism, social projects of local media remain poorly researched.

The qualitative analysis of 126 social projects by 65 Russian local media from 36 Russia's regions was undertaken.

Social project is a multicomponent activity of journalists aimed at solving social problems of local communities by actual involving citizens and which goes beyond traditionally understood functions of auteur journalism.

Prominent Russian sociologist Irina Fomicheva highlighted three new roles, which need to be fulfilled by journalists when they interact with local communities: mediator, moderator and organizer.

In our understanding they differentiate by the level of activity of a journalist in society's transformation: mediator helps sides to listen to each other and find acceptable way to solve the conflict; moderator not only points out the problem but pushes those in charge to solve it, and organizer unites citizens who care to solve the problem.

In our research we have found out that the role of the organizer is most often (in 52%) practiced by journalists, who implement social projects. Only in 2% of the cases journalists acted as mediators, enabling the dialogue between the power and society or the society and businesses. In 40% of the cases journalists pushed those in power to solve problems. Such results are also corroborated in another category of analysis: citizens (not business or authorities), led by proactive journalists, are the main actors in initiating and implementing social changes (75%).

It is important to note that projects that have to do with social development are rarely realized (46 percent) in comparison to the projects that have to do with helping the needy (54 percent).

A detailed analysis of themes of the projects show that the priority for local media (23%) still lies in the economic disadvantage of the citizens. Other important issues are loss of historical heritage (10%) and weakening of family ties (11%). One has to pay attention to the negligible amount of projects dedicated to human rights (3%) as well as initiatives promoting inclusion (3%).

According to the experts and media managers who actively implement social projects, joint solving of social issues has big potential to consolidate citizens, to overcome social apathy as well as people's uncertainty in their future, which is a trait of post-authoritarian societies.

By initiating and realizing social projects, local media are fulfilling the meta-function of development of a civil society.

Submission ID

1012

Narrating Mental Health Problems through Community Radio: From Self-Help to Self-Advocacy

Authors

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Abstract

Recently, newspapers and television programmes in Japan have been increasingly reporting on developmental disorders, mental illnesses, and addiction problems. However, while medical explanations in mass media can help our basic understanding of mental health problems, public prejudice and stereotypes about mental health are widespread. Yoshii (2011) pointed out that people with disabilities tend to be presented and stereotyped as: objects of sympathy and pity; success symbols who have overcome difficulties; and ordinary people who need welfare services. In the same way, due to a lack of knowledge, mental health problems are often not understood. Particularly, addicts are often regarded as lazy or as slackers without any understanding of their social or medical background. Yet, the media coverage does not help them to recognize their rights or their possibilities. Thus, while mass media coverage promotes public understanding to a certain level, it is not enough to reduce prejudices or empower “Tojishas”: Tojisha is Japanese term generally refers to a person who identifies him/herself as a subject with difficulties and own needs.

Along with global trends on disability rights, it has become regarded as important for Tojishas to develop self-advocacy skills so that they can understand their rights, represent themselves, and state their own needs. Tojishas’ individual storytelling may reduce stereotyping and illustrate diverse circumstances and needs. In fact, Tojishas have started to communicate through social media and have gradually attracted attention. However, Kawa (2013) found that many Tojishas do not know what to say using media. Therefore, support with storytelling may be needed for them to express their thoughts and desires to the public.

This study explores an alternative way for Tojishas to represent themselves. The purpose of this study is to examine how they can develop self-advocacy skills using a narrative method that facilitates their storytelling. Together with a local social worker and eight individuals who are involved in self-help activities and who self-identify as Tojishas, we set up community radio programmes in which they interview each other and talk about their difficulties, desires, and future goals using a narrative method. Through pre- and post-activity interviews, as well as participant observation, this study examines how the “storytelling method” on community radio can help them to acquire self-advocacy skills.

We found, firstly, that the experience of interviewing and the storytelling method, which connects one's past and future, enabled the participants to consider the meaning of their difficult experiences in their lives and to think about the future. Secondly, the "public" experience of broadcasting helped the participants gain social awareness. They had the opportunity to reflect on themselves objectively and to act altruistically, expressing hopes that their painful experiences might help others who are having the same problems.

Submission ID

1029

Leading to the post-truth: An analysis of the role and function about commercial platforms during Public Emergencies

Authors

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Abstract

[Research Background] With the development of social networks, the Internet, and the mobile revolution, the birth of commercial platforms such as social media, short videos, and recommendation engine platforms has changed communication system in the era of mass communication. individuals are self-centered and embodied in cyberspace, which reconstructs the social network and establishes a new social operating system. On the one hand, it means that information sources are abundant; on the other hand, the combined efforts of netizens are forming fragmented dissemination and accelerating the arrival of the post-truth society. The typical characteristic is the increasing of fake news and social uncertainty, which poses a challenge to the social order, so it is important for us to rethink the role and function of commercial platforms.

[Research Questions] This article mainly discusses the Chinese audience's perception and preference of commercial platforms during the Covid-19 pandemic. First of all, what is the Chinese public's habits about commercial platforms during the Covid-19 pandemic? Second, what is the public perception of the value of different commercial platforms? Third, what are the characteristics of different types of commercial platforms? Based on this, it discusses the influencing factors of different kinds of commercial platforms, and responds to the role and function of commercial platforms from the perspective of social governance.

[Research Method] This article uses the Chinese public as a sample (N>3000) to conduct a large-scale questionnaire survey during the Covid-19 pandemic to explore the public's choice of business platforms, the public's credibility and authenticity of different types of business platforms, timeliness, practicality, convenience, and interactivity; then explore the heterogeneity of different types of

commercial platforms from the perspective of user perception through Paired T test; through correlation analysis, we test the value of media contact and media perception Relevance; Finally, combining demographic variables, we build a regression model of commercial platform media satisfaction. Through the regression model to control different variables, we detect the characteristics of different business platform user groups.

[Research Findings] Social media, one of the commercial platforms, has become the most frequently used medium by the Chinese public in public emergencies. Short videos and recommendation engine platforms still have potential that cannot be ignored. Social media is convenient for sharing and interaction, and short video platforms enrich the form of information dissemination. The recommendation engine platform facilitates in-depth tracking of information. This heterogeneity just forms a natural complementary relationship. Through the construction of a regression model of business platform satisfaction, it is found that users' business platform satisfaction is related to media value perception, media contact, age, education level, and income. On the whole, commercial platforms are a supplement of mainstream media, enriching people's emotional self-disclosure channels, and acting as a social safety valve. However, the spread of false information urgently requires a communication assessment mechanism.

Submission ID

1035

Public Information Exposure, Political Efficacy and Civic Engagement Among Young People: A Panel Study Based on China

Authors

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Mx. Xiaou Liao - Tsinghua University

Abstract

Background

As concerning public affairs is the basis of civic engagement, paying enough attention to public information plays an essential role in establishing civic identity. Concerning the relationship between media use and civic engagement, there are mainly three schools of thought. The first is media malaise (Capella & Jamieson, 1996), the second is media mobilization (Dalton, 1988), and the third is the virtuous circle (Norris, 2000). Such dramatically different thoughts call for further research on this topic.

Research purpose

We believe that three schools of thought may not be the opposite of each other. If media use and individual attitudes/behaviors are placed in a long-term cyclic system, different perspectives may describe the phenomena that occur under different preconditions and at different stages of the cycle.

Therefore, the present paper aims to explore the mechanism of Chinese young people's civic engagement in the context of social media, that is, discussing the dynamics of the reciprocal influence of public information exposure, political efficacy, and civic engagement among Chinese young people.

Methods

We conducted a two-wave panel survey in China between March 2018 and June 2018 among a sample of young people aged 14 to 35 years. For social media, we took WeChat as an example. For the theoretical framework, the reinforcing spirals model (RSM) is used, which suggests that media effects and media selectivity can reinforce each other resulting in cumulative effects over time (Slater, 2007). For the analytical method, we rely on the autoregressive cross-lagged model to test the interrelation.

Findings and conclusion

This study found there was no reciprocal influence, that is, there was no interrelation among the above three variables.

To be more specific, (1) there was a selection effect but no media effect between public information exposure and political efficacy, which meant that only one-way causality from political efficacy to public information exposure was found; (2) between public information exposure and civic engagement, there was neither selection effect nor media effect; (3) between political efficacy and civic engagement, there was only a one-way causal effect from behavior to attitude.

In a nutshell, there seems to be a "virtuous circle" in public information exposure, political efficacy, and civic engagement for the Chinese youth in the era of social media. The media still played the role of a consolidation force rather than a mobilization force. China's unique regime and the public's tradition of civic engagement may give some explanations for the causal relationship.

Contributions

First, this panel study contributes to the research on the causality of media use and media effect in the context of China. Most of the studies use cross-sectional data. Though these data can explore the covariation between social phenomena, they are short of explaining the causal relationship between phenomena.

Second, a majority of studies adopt a single perspective, either based on media effects or media selectivity. This paper aims to combine those two perspectives to understand the interrelation between social media use and individual participation attitudes/behaviors.

Submission ID

1039

Climate Change adaptation and intersectional information deficits for women in rural Africa

Authors

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Abstract

In East and West Africa, structural inequalities reduce opportunities for rural women at the centre of community adaptation strategies to enter into dialogue with the state, with weather services, and with local and national structures designed to support rural life. Ghana and Kenya have similarly precarious rural populations facing intersecting challenges, with climate change impacts foremost among those. This collaboration between UK-based development researchers working on media, gender and civil society and Kenyan and Ghanaian communication and climate science researchers seeks to develop nuanced understandings of how the local information ecosystem operates in rural communities which are vulnerable to climate change, and the resultant effects on local women's ability to combine indigenous and externally-sourced knowledge in their engagement with, and pursuit of, adaptation strategies. This paper will be presented (on or offline) to IAMCR by project partners affiliated with the University of Nairobi's Institute for Climate Change and Adaptation.

In its second year, this study has expanded to build understandings of intersectional information deficits which sustain gender inequality and constrain climate change adaptation by rural women. During the first half of 2021, despite constraints imposed by the pandemic, the project is working to map the origins and flows of mediated information about climate in Kenya and Ghana, and inform the extent to which information providers use traditional and social media to produce and distribute climate-relevant information among rural populations. This paper offers a first presentation of that mapping in both countries and findings of new field research in Kenya (building on prior field research in 2019), and a first stage of research in two communities in Ghana. We focus on women's place in information flow, because they are frequently key change agents in rural communities, yet their voices may be disregarded or relegated when externally-sourced information is privileged in adaptation strategies.

The project has piloted a multi-site information ethnography approach within rural communities to map where, how and why women are able to both access, and influence (or not), community-level knowledge processes and dissemination around climate change mitigation. In this pilot research the

team lived for ten to twenty days within the communities facing extreme risks from climate change. The teams conducted participant observation, extensive interviewing, and later focus groups.

Initial indications are that extensive efforts by regional, national, and international organizations to disseminate weather and climate information via digital communication processes are having a very limited impact in Ghana and Kenya's poorest and most climate impacted communities. The project engages with how listening might become central to climate change adaptation planning so that the insights of grassroots communities can be heard by decision-makers and policymakers. The project has been funded by Research England under the auspices of the Global Challenges Research Fund quality-related funding.

Submission ID

1042

Engaging participants in transnational qualitative communication studies: ethics and research relationships

Authors

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Abstract

As documented by Griffin and Leibetseder (2019), although large research funders based in the North (e.g. the European Commission) increasingly require that scholars conduct transnational studies, the literature on what this means for seeking ethics approval in the case of qualitative approaches remains scant. Relatedly, in practice ethics approval remains a largely national phenomenon, driven by the logics of quantitative research, that fails to take into account the geopolitics of conducting research across North and South borders. This state of affairs raises significant questions for scholars who adopt a participatory research ethos. Which procedures should we use in order to identify and recruit research participants? How should we deal with the standard definitions of 'vulnerability' and 'incidental findings' typically adopted by ethics evaluation boards (and challenge them if so required)? Which approaches to social media data would bring us closer to conducting critical research *with* others rather than upon others? (Luka and Millette, 2018) How could we move from automatically offering anonymisation to participants as a precaution to discussing with them whether and why they may want or need to be anonymous or have their voices recognized? (Sinha and Back, 2016).

Drawing on lessons learnt from seeking ethics approval for a qualitative multi-method project funded by the European Commission to conduct research about everyday communicative activism in a country of the so-called global South, this paper: a) maps some of the challenges raised by ethics requirements derived from an error-avoidance, philo-quantitative model keen on a priori decisions; b) identifies biases against the South raised in ethical approval requirements that hinder transnational collaboration; and c) argues for a contextual and processual approach to ethics (Markham, 2018) that foregrounds

dialogue between researcher and participants, and between researchers in the North and the South, in order to democratize methodologies.

Submission ID

1046

Exploring a community-based participatory approach to Covid-19 communication in eThekweni district in South Africa

Authors

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Abstract

Since the declaration of Covid-19 as a global pandemic there has been efforts to curb its spread through the communication of prevention messages. While the basic prevention methods of hand washing/sanitising, social distancing and the use of face masks are communicated widely, there remains a gap in understanding the socio-cultural contexts in which these key messages are promoted and received within various community settings. The prevention methods recommended are solely from a scientific perspective thereby suppressing the local voices in the adoption and acceptance of these methods. The high-level focus in the sciences with minimal consideration and understanding of the local communities in which these prevention strategies are to be implemented is problematic in its nature as it provides a narrow focus to health challenges as was observed in the early years of HIV prevention research. Given the increasing Covid-19 infections it is increasingly important to conduct community-based participatory research to understand the local interpretations of Covid-19 communication as well as the adaptation of these prevention messages within localised contexts. It is against this background that this paper will present data from a pilot study that seeks to explore the suitability of the community-based participatory research (CBPR) and the culture-centred approach (CCA) to explore the inclusion of local communities in Covid-19 communication in attempts to understand local interpretations and adaptation of the dominant prevention strategies.

The exclusion of communities in Covid-19 prevention responses culminates in the discarding of fundamental dialogic and communicative practices which are essential in effective Covid-19 communication and the CBPR as well as the CCA are adopted for the study to explore bridging this gap in community research.

In line with the CBPR, the photovoice data collection method which provides undiluted lived experiences of the study participants will be adopted for the pilot study. A total of 24 participants from three geo-spatial settings (urban, rural and informal settlements) in eThekweni will participate in the

study, capturing photos that reflect their interpretation and adaptation of the Covid-19 prevention communication. The researcher will meet with the participants to brief them on the study and the methodology, following a 2 weeks period of data collection a follow-up focus group discussion will be held to discuss the photos collected by the participants. This study is mainly aimed to pilot the effectiveness and relevance of including communities in research through adopting innovative data collection methods premised within the CBPR and CCA which calls for community involvement in research and acknowledges the cultural contexts of communities.

A community-based participatory approach to Covid-19 communication offers hope to adopting a comprehensive communication approach that considers the voices of local people. This paper will explore the effectiveness of a bottom-up approach to communication that places value to the cultural voices of the communities in responding to epidemics.

Submission ID

1099

Identity-participation in ASEAN through curatorial collaborations: a participatory approach

Authors

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Mr. Kristian Jeff Agustin - Manchester School of Art

Ms. Freya Chow-Paul - Asia-Europe Foundation

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Abstract

In Southeast Asia, the regionalism discourse of the ten-country bloc Association of Southeast Asian Nations (ASEAN) often poses contradictions to Southeast Asian citizens' understanding of their national identities in relation to their 'regional identity' as ASEAN citizens. On the one hand, the economic ambition of each ASEAN member state relies on international trade and global currencies, summed up as 'financescapes' according to Arjun Appadurai, but on the other hand, each country's governance and local tides are buoyed by its national politics and propaganda or 'ideoscapes' (according to Appadurai as well). And as the region is further complicated by globalisation, the ASEAN discourse must not only go 'beyond' the national-regional dichotomy but it must also weave through its 'ethnoscapes', 'technoscapes', and 'mediascapes' (again borrowing from Appadurai's theory), as well as its other strands yet unlabelled.

During months of lockdown in 2020, five curators (from the Philippines, Singapore, and the UK) led a project called 'ASEAN 20/20 Vision' to imagine an ASEAN 'landscape' that is more than the sum of its parts: more than its shared colonial past and the exotic gaze of the West, more than its postcolonial transition to non-interfering nations, past a universal language (English) despite its shared language

roots, and beyond social media reliance during the COVID-19 pandemic, among others. These strands all lead to the contemporary understanding of what might an 'ASEAN identity' mean to its constituents, despite lacking a deeper explanation of what it actually is about.

This paper aims to push the boundaries of participatory research in the context of regionalism discourses. If there is a so-called 'ASEAN identity', who then is part of it and can they opt out? Is the nature of this identity participatory enough or entirely imposed by existing institutions? Can the West also take part in this identity-participation since it also has a long history of intervening in the region? While the existing modes of communication (from traditional to social media) offer a semblance of grassroots participation to Southeast Asians, the project explored a more hands-on approach to facilitating conversations about identity/ies vis-a-vis predetermined labels. With the pandemic serving as a backdrop, the outcome of the curatorial collaborations proved meaningful in these ways: (1) realising an ASEAN 'ethnoscape' by way of 15 individuals coming together and moving closer to each other despite the distance, lockdowns, and travel restrictions; (2) participants imagining an ASEAN 'ideoscape' beyond imposed Southeast Asian/ASEAN labels by synthesising their imaginations of a 'shared' regional identity; (3) an emerging ASEAN 'technoscape' due to the inability of the participants to physically meet hence utilising videoconferencing and online means of communication; (4) contributing to ASEAN 'mediascapes' of films, photographs, and tourism images by producing country-specific photographs that mirror each participant's lived experience of Southeast Asia; and, (5) what might as well be call 'e-scapes', or spaces where it is possible to visualise what the ASEAN might look like when free of labels, lockdowns, and preconceived notions of what or who it should be.

Submission ID

1132

Commenting and community: discursive struggles over comment culture on influencer platforms

Authors

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Abstract

What comments are and what they are good for has been debated ever since the possibility to 'talk back' to bloggers and journalists appeared as an online feature in the late 1990's. Some claim that such participatory practices gives audiences increased opportunities to engage in conversation with both media producers and each other; to actively 'produce' media content rather than passively consume it (see for example Jenkins, 2006; Jenkins, 2013). Others argue that commenting leads to trolling, hate-speech, and irrelevant discussions; that it is a nuisance which 'interfere with the natural expression of the unedited voice of an individual' (Winer, Dave in Reagle, 2015). For social media influencers, however, the possibility to comment on their platforms is essential for creating and maintaining a 'perceived interconnectedness' (Abidin, 2015) between them and their followers, which in turn can further commercial collaborations and economic gain. Thus, the comment section of successful

influencers' blogs and Instagram profiles often function as an extension of the published content, where the audience can discuss specific topics, ask questions, give praise or critique, and provide feedback at the request of the influencer. Through the collaborative efforts of followers and influencers these comment sections often become a form of participatory community; a community characterised by blurred borders between the private and the public, and between friendship and exploitation. Such ambiguity can lead to both imagined and real needs to moderate or restrict the comments, and to a form of meta-commentary on how and why people comment, on 'tone policing', and on the 'comment culture' as a whole. Drawing on material from six Swedish lifestyle and fashion bloggers, this paper aims to explore how different participants relate to commenting as a practice, and to the form and function of comment sections in this genre of promotional communication. There seems to exist conflicting ideas among the participants in these conversations, who regard comment sections either as a 'safe space' that should be free from conflict and negativity, or as a 'political space' which should be used for debate and exchange of opinions. These discursive struggles are often associated with different perceptions of both the profession of being an influencer in general, and of the 'self-brand' (Khamis, Ang, & Welling, 2017; Whitmer, 2020) of specific influencers in particular.

Submission ID

1152

Involvement: A bidirectional perspective on participatory development approaches for social change

Authors

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Abstract

The theory of participatory development remains well-received not just for fostering local involvement in development, but mainly for encouraging local control of development initiatives to severe local priorities (Mefalopulos, 2008; Melkote & Steeves, 2015). Proponents of the participatory development approach argue that what catalyzes development is that which mobilizes people to engage in autonomous development (Hornik, 1988). But participation takes diverse forms (Arnstein, 1969; Mefalopulos, 2008; Pretty, 1995; Tosun, 1999; White, 1996).

In the extant typology of participation, theorists with various disciplinary perspectives have proposed a myriad of typologies of participation, employing various labels for what they consider as nominal participation or the desired form of participation that enables or constrains the power and agency of local people (Arko, 2019, Mansuri & Rao, 2013). Arnstein's (1969) seminal typology revolves around the power dynamics in participation. Arnstein's *A Ladder Of Citizen Participation* presents eight types of participation, broadly put into three categories – *NonParticipation*, *Degrees of tokenism*, and *Degrees of citizen power* – indicating the levels of local participation and control over the development process.

Pretty's (1995) 7-Level model has *Manipulative participation*, *Passive participation*, *Participation by consultation*, *Participation for material incentives*, *Functional participation*, *Interactive participation*, and *Self-mobilization*. Mefalopoulos (2008) categorizes participation into *Passive participation*, *Participation by consultation*, *Functional participation*, and *Empowered participation*. In the area of tourism, Tosun's (1999) typology features *Coercive participation*, *Induced participation*, and *Spontaneous participation*. White (1996) has a four-point categorization, namely: *Nominal participation*, *Instrumental participation*, *Representative participation*, and *Transformative participation*. From a communication perspective, Aaltonen and Kreutz (2009), present a typology of participation based on the level of engagement between external development project actors and local community actors. These include *Low-level engagement*, *Mid-level engagement*, and *High-level engagement*.

While this does not represent an exhaustive list of the typology of participation, the list suggests a widely diverse categorization of participation. These diverse labels with varying conceptions present a possible theoretical confusion that needs to be resolved. Thus, we propose that it may be worthwhile to label desirable participation as *involvement to set it apart*. This conception of involvement represents a bidirectional view of desirable participation – (i) from the efforts of external actors (or project initiators) not only to create space for local participants but also share power with local people and encourage their agency to enable them to have adequate control over the development process (ii) the efforts of local people to leverage their agency to take up, seek and/or gain the space to participate and to mobilize their power as equal partners to have adequate control over the development process.

Involvement unifies the multiple positive connotations of desirable participation. From this, we developed the *involvement continuum model* to demonstrate the improving local participation and control of development initiatives from *noninvolvement*, *partial involvement* to *involvement*. This model offers an organizing framework for the diverse, complementary conceptions of participation. It clarifies the perspectives on the forms of participation while offsetting the potential confusion from the diverse descriptions of the same phenomenon.

Submission ID

1170

Escalating Panic? An Analysis of Reposts on China's Weibo Amid “Chunyun” under Covid-19

Authors

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Abstract

During the Covid-19 outbreak, Chinese people have been greatly relying on Sina Weibo to keep themselves informed of the latest situation. On this platform, users not only read but also repost news that they consider important. On the basis of the interconnected social networks on Weibo, published

contents, through reposts, can achieve a larger scale of public dissemination that bypasses the officially controlled mass media system. Emotional discourses written as comments on the news possess a very strong presence on homepages of Weibo users. Therefore, it is important to pay attention to what users write when they repost news on Weibo, because a significant portion of the information about Covid-19 pandemic that Chinese people get on Weibo is composed of messages in the reposts of their followed accounts. Previous literature has explored how news from professional media contributed to the panic during public crisis, while this research concerns the practice of panic-spreading conducted by reposts on China's Weibo during the health crisis of Covid-19.

As the Spring Festival, the most important holiday of the year for Chinese people, approaches, the nation starts to worry about the travel for returning home, in other words “Chunyun”, under severe conditions of the pandemic. This research selects reposts from two influential news accounts on Weibo, People's Daily and Toutiao News, related with pandemic prevention and control for the Spring Festival travel rush of 2021, and calculates the overall level of panic. In this way, the study provide a new perspective of understanding the repost on Weibo, a form of participatory communication, during the time of public health crisis.

Submission ID

1192

A process model of the public sphere: A case of municipal policy debates on Sina Weibo

Authors

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Prof. Tom Jacobson - Temple University

Abstract

Social media have become a major venue where citizens discuss matters of public concern, prompting scholars to apply theory of the public sphere to analyze online discussion. However, the public sphere is often viewed as a static space; little attention is given to the complex processes through which topics are raised, debated, and refined by the public through their discussion. To fill this gap, this study employs a process view of the public sphere and conceptualizes it as a problematization process within the context of political decision making.

This process view is mainly derived from Jürgen Habermas’s later works on the public sphere and the writings of his student Bernhard Peters. In these works, the public sphere serves not only as a space where public opinions can form, but it also serves as a filtering mechanism by channeling flows of salient and considered public opinions from the periphery to the center of the politico-legal system (e.g., government, courts, and parliaments). This filtering mechanism comprises a problematization

process that begins with a heightened level of attention to public-defined problems and makes progress through searching for solutions to these problems via collective deliberations of the public.

To apply this process view to empirical research, this study undertakes both a process analysis and a content analysis in analyzing public speech on social media. The process analysis tracks discussion through four phases: 1) *problem thematization*, which means that an issue is thematized in the public agenda and framed or defined as a problem of public concern; 2) *problem dramatization*, which means that something happens to mobilize various publics and bring the problem to public attention; 3) *solution finding*, which means that different social actors propose solutions to the problem, and these solutions become the center of debate among the public; and 4) *gate opening*, which indicates that the center accepts the problem as appropriate for its consideration and then takes-it-up. The content analysis examines social media users' arguments, within each of these phases, in terms of five attributes: (1) whether the post suggests a solution to the problem, (2) whether the post criticizes the key actors who oversee the problem, (3) level of justifications, (4) consideration of the common good, and (5) civility.

This process and content framework is applied in a case study of public discussion regarding municipal regulation of pet dog owners' behaviors on Sina Weibo, the dominant social media platform in China. The data show that discussions on Sina Weibo were filtered and refined during the process, and that consequently they offered clear policy guidance and imposed themselves into the political system. After the problem dramatization phase, users were more likely to suggest constructive solutions to the problem. The overall discourse quality of users' arguments increased in terms of level of justification and common-good considerations. The public discussion process also enabled citizens to reach agreement on civilized dog walking, particularly walking dogs with a leash. This paper provides analytic leverage for understanding the relevance of public sphere theory to policymaking processes.

Submission ID

1199

Networks of inclusion and distance: Message game in Finnish magazinescape

Authors

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Abstract

The magazine is the oldest modern media mode. Recently, it has suffered serious economic losses in many countries. However, in some European countries – in Norway, Finland and the Baltic countries – magazines still have a distinct role, but they also have met similar challenges as other media modes. In the past 10-15 years, participatory journalism has been a fashionable target in research. Demands for transparency of sources, participation in journalistic decision-making and framing have been presented frequently. However, studies (e.g. Frölich & al, 2012; Koliska, 2015) suggest that such activity still is a

goal rather than reality. Participation is not easily integrated in journalistic work, burdened with routines

In most cases, the magazine cover appears as the most natural invitation for participation, opening a metatext to the content (Iquani, 2012). In the Finnish case the situation is slightly different. The cover makes a promise of the content, but it is not as such a reason for a purchase bid. Roughly 80 percent of magazine reading in Finland is based on subscription. Thus, the cover is rather an invitation to remain as ‘one of us’. Covers can be interpreted to indicate that anybody can be included in the magazinescape as do the singers, actors, rally drivers and hockey players performing in the covers today. Further, present-day covers seem to prefer ‘problems but on the winning side’ approach, presenting people with well-known problems rather than 100-percent happiness and smiling faces.

Finnish popular magazines almost agitate readers to participate in web discussions, about practicalities of life but also social matters. Further, women’s magazines advocate readers to participate in ‘change your style’ journalism. On the other hand, readers are extremely rarely invited to participate in journalistic decision-making, and even quotes by interview targets are ‘mistreated’ via monologization, excluding questions and thus giving indication that the interviewee has voluntarily brought up issues which in fact have been introduced by the interviewer (Haapanen, 2016).

In short, the game popular magazines seem to be playing is a mixture of inclusion and distancing messages, embedded in journalistic practice. The aim of this study is to explore, with frame analysis, what kind of soft messages are sent to readers. With the findings, it is easier to develop research methods to be able to reflect, whether there is space for genuine participation in magazine journalism.

The sample comprises three different popular magazines (four issues each): a wide-scale family magazine *Apu* (Help, readership 170,000), a women’s magazine *Me Naiset* (We Women, readership 150,000) and a household magazine *Kotiliesi* (Home Hearth, readership 100,000). The two first ones are weeklies, the third a biweekly. *Apu* represents a well established format, which has recently met difficulties in its attempts to reach to all members of a family. *Me Naiset* is a glossy women’s magazine, following loosely issues linked to women’s status in society. *Kotiliesi* has a history of promoting health, balanced diets and modern kitchen technology but also conservative political stands.

Submission ID

1265

No save rewindem cassette (we can’t go back): A case study in adapting visual storytelling processes to facilitate intergenerational dialogue in community-based water management in the Solomon Islands

Authors

Ms. Samantha Kies-Ryan - Queensland University of Technology

Abstract

No save rewindem cassette (we can't go back): A case study in adapting visual storytelling processes to facilitate intergenerational dialogue in community-based water management in the Solomon Islands

This practice-led participatory action research was undertaken with the Barana Community Nature and Heritage Park (BCNHP) and Solomon Islands National University (SINU) to co-create creative visual storytelling processes for community engagement in community in the Solomon Islands. Community-based natural resource management (CBNRM) came to prominence in the 90s as an alternative to centralised and top-down approaches, with a focus on participation and community ownership. BCNHP is situated on the outskirts of the main city of Honiara, in the watershed of the city's two main rivers.

The need to protect watersheds and water sources is urgent, as access to clean water now and into the future is a key challenge for Pacific states impacted by climate change (IPCC, 2018). Major transformational shifts are needed in the way that we interact with our biosphere, water and oceans in order to provide water access for all. To understand these ecosystems holistically, there a need for transdisciplinary work across academic disciplines, but also between Western and non-Western epistemologies (Alexander et al., 2011).

To be able to meet the complex challenges of our world, we need transformative shifts in the way that we communicate and listen to each other (Harris, 2018, Thomas and van de Fliert, 2014). Tackling climate change impacts and risks needs to be considered in new, creative ways that involve collaboration and for all voices in the community to be taken into account (Harris, 2014). At a grassroots level the whole of the community needs to be engaged, including women who have a strong role to play in the management of water and food security (Vunisea et al., 2015). Dialogue and broader participation between communities, governments and the NGOs and other stakeholders working in water and climate change projects, appears to be missing in practice, and can ultimately limit their sustainability and impact (Arrighi & Walker, 2014; Harris, 2017). Participatory media can have an important role to play in creating dialogical space for different epistemologies to be heard, as it can be a powerful process in order to integrate indigenous knowledge in community-based climate change adaptation (Inamara & Thomas, 2017).

In the research process creative processes of using photo elicitation and photostory in generative and dialogical phases facilitated a space for problem solving, listening and broader conversation that took a cultural-centred approach (Dutta, 2014). The creative process had two phases- generative and dialogical- in which youth took photographs of the water sources and constructed photo stories reflecting on the past, present and future. The elders were then invited to view the photos and photo stories and to 'remix' the photos that were taken to create their own stories in response. This opened up a space for intergenerational dialogue and around cultural knowledge and values that traditionally protect the water sources and communicative action in community cultural mapping of these stories and knowledge.

Submission ID

1312

Políticas públicas, participación ciudadana y herramientas digitales en tiempos de pandemia

Authors

Dr. Gabriel Kaplún - Universidad de la República

Abstract

Presentaré aquí un avance parcial de un proyecto de investigación actualmente en curso sobre participación ciudadana en políticas públicas con herramientas digitales. El foco de nuestro trabajo son los ámbitos y procesos participativos generados por iniciativa estatal para la generación de propuestas, el debate, diseño, implementación, seguimiento y evaluación de políticas públicas.. Incluyen experiencias muy diversas tales como presupuestos participativos, consultas públicas, juicios ciudadanos, grupos representativos permanentes, plataformas de ideas ciudadanas y diversas combinaciones entre estas y otras formas de participación. Se encuadran en perspectivas políticas diversas: democracia participativa, gobierno abierto, democracia deliberativa, democracia radical, etc. aunque no siempre explicitan esta perspectiva. Muchas nacieron sin un uso específico de herramientas digitales; otras basan parte de su atractivo en ellas; casi todas las usan hoy, al menos en algunas etapas de los procesos participativos, buscando ampliar su alcance o mejorar su calidad en algún aspecto.

El proyecto apunta a generar un marco de referencia nacional para el diseño y la implementación de ámbitos y procesos participativos con herramientas digitales, bajo el nombre genérico de e-participación. El equipo de trabajo articula investigadores con formación en sociología, ciencia política, ingeniería informática y comunicación y trabaja en convenio -y en conjunto- con un organismo público de referencia en esta temática, la Agencia para el Gobierno Electrónico y la Sociedad de la Información y el Conocimiento, aunque generando también insumos para un trabajo académico propio que trasciende el proyecto.

Una de sus tareas ha sido la realización de un estudio comparativo de 19 experiencias nacionales y 12 internacionales de e-participación. Esas experiencias se analizaron desde cuatro dimensiones: político-institucional, socio-cultural, metodológica y tecnológica. En estas cuatro dimensiones se ubicaron 21 factores favorecedores y desfavorecedores de la participación ciudadana, aunque varios articulan más de una dimensión. Así por ejemplo la posibilidad de decidir sobre temas relevantes suele favorecer la participación y el bajo empoderamiento la desestimula, lo cual no por evidente deja de ser importante. Por otra parte la implementación de una única modalidad de participación puede limitar el acceso e interés de grupos específicos de la población, un aspecto en el que confluyen la dimensión sociocultural y la metodológica o de diseño. Y en el que las herramientas tecnológicas digitales pueden actuar como barrera de entrada discriminatoria o vía de ampliación de la participación ciudadana.

Identificamos también 13 tensiones presentes en los ámbitos y procesos participativos. A modo de ejemplo la tensión entre técnicos, administrativos y políticos (dimensión político-institucional), entre sectores sociales diversos (dimensión socio-cultural), ente procesos y resultados (dimensión

metodológica y de diseño) o entre lo presencial y lo virtual (dimensión tecnológica). Esta última ha cobrado una dimensión nueva desde el inicio de la pandemia, en algunos casos desestimulando procesos participativos y en otros abriendo o consolidando nuevas formas de participación ciudadana o un modo nuevo de implementar viejas formas, con impactos que recién empiezan a verse y comprenderse en sus potencialidades y límites.

Submission ID

1324

#Ferguson y #Ayotzinapa: reivindicaciones transfronterizas y transhistóricas en YouTube

Authors

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Abstract

En esta comunicación se presentan los resultados de un estudio comparado entre dos protestas ciudadanas que, en el otoño del 2014, irrumpieron en la esfera pública digital gatilladas por sucesos de abuso policial en contra de jóvenes que forman parte de grupos sociales históricamente oprimidos. Se trata del caso Ayotzinapa que surgió en contra de la desaparición forzada de 43 estudiantes rurales en el sur de México, muchos de ellos de origen indígena, y del asesinato del adolescente afroamericano Michael Brown en manos del policía blanco Darren Wilson en la ciudad de Ferguson en Estados Unidos. Las movilizaciones que generaron ambos sucesos siguen presentes en la agenda social.

Siguiendo diferentes métodos digitales, se hizo el análisis de los metadatos así como de los comentarios de la producción cultural que demandó justicia en la plataforma YouTube entre el 2014 y 2015. Una parte del estudio indaga en el tipo de actores y en las formas en las que se articuló la acción conectiva y colectiva de la protesta (Bennett & Segerber, 2012). Otra parte, propone una metodología para escapar de la lógica transaccional que premia la plataforma a través de las vistas o “views”.

El análisis se realizó desde la ecología de medios (Trere & Mattoni, 2016) y considera el fenómeno de plataformización descrito por José Van Dijck (2020). Si bien, existe la literatura alrededor de los efectos económicos, políticos y sociales de las plataformas en Internet (Zuboff, 2019) y nuestros resultados reflejan que las redes sociodigitales son espacios insuficientes para la participación ciudadana pues éstas siguen algoritmos que premian dinámicas de poder, de mercado e incluso de radicalización (Tufekci, 2018). La investigación también da cuenta de diferentes espacios de resistencia en donde se construyen sentidos compartidos de contrapoder que trascienden las lógicas del capital y que dan lugar a complejas movilizaciones transfronterizas que rompen con las dicotomías espaciales y temporales de la modernidad.

Palabras clave: Ayotzinapa; Ferguson; Lives Black Matter; YouTube; Protesta social; Movilizaciones sociales

Submission ID

1364

Like Thunder Like Fire: The Mainstreaming of Chinese Online NGOs in the Epidemic

Authors

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Ms. Chen Ming - Communication University of China

Abstract

In early 2020, an organization called "Thunderfire" was born in Chinese cyberspace during the epidemic. The organization was initially started by a university professor, Shen Yang, and soon over 1,000 netizens joined voluntarily. They collected the latest information on COVID-19, and published it every night on WeChat and Weibo from 30 January 2020 to 10 March 2020 free of charge.

This study adopts the method of participant observation and in-depth interviews, documenting the entire action of Thunderfire on WeChat. On one hand, researches on Chinese NGOs have been suggested to be based on an organizational perspective; on the other hand, the communication processes and outcomes of ThunderFire are available as conversations and texts on social media, thus requiring a methodology applicable to the analysis of interactions, conversations, and texts within the organization. Inspired by existing researches, we draw on Melucci's theory, which considers the process of collective identity as a negotiation with three stages: formulating cognitive frameworks, activating interactions, and making emotional investments.

In these three aspects of analysis, the following features are noteworthy:

1. regarding the cognitive frameworks, the public health crisis caused by COVID-19 constituted a strong, widely-agreed need for the public good, which is uncommon and forms the goal of action for the organization;
2. regarding the actors' interactions, compared to the relationship orientation of traditional Chinese NGOs, Thunderfire has a strong information orientation. It has an online communication space based on social media, more anonymous members, looser connections between members, blurred team boundaries, and broader team composition that is not limited to vertical communities;
3. regarding the emotional investment, in mid-February, volunteers' deeds were positively reported by many mainstream media and the work was counted as official volunteer hours in Beijing. This kind of affirmation from the central government deepened the self-recognition of the team members.

We believe that the trend behind the third point is particularly significant. The formation and development of the volunteer team in its early stages were in line with the Elites and critical mass theories, or rather, it was more typical of the *capable persons phenomenon* in Chinese research on civil self-organization; but at a later stage, a new form emerged: **while retaining its original structure and autonomy of management, Thunderfire was institutionally and nominally supported by the government. According to relevant researches and interviews with senior NGO organizers, this is an uncommon situation in China.** To some extent, this is the result of a combination of the self-empowerment of social media-based NGOs and the decentralization of government agencies in the face of a health crisis. Seeing the prosperity, activism, and high impact of these types of organizations that emerged during the epidemic (e.g. Jan.2021, online NGOs such as "Period Pride" aided Tonghua, Jilin in a similar form), analogous to the view that "the onlineization of education and the digitalization of the economy are accelerating under the epidemic", we might also argue that the epidemic has accelerated and facilitated the mainstreaming of online NGOs in China and their participation in public issue.

Submission ID

1421

Mapping the domain of Communication for Development and Social Change in Turkey and neighboring ECA and MENA regions

Authors

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Abstract

Communication for Development and Social Change, as it was called *Development Communication* was born as an implementation area or practice, before it was established as a research domain in the specific context of post-World War years. Marshall Plan being the obvious example, the attention of UN and, its most influential member USA, was consumed by rehabilitation of work in war-ravaged Europe. But starting in fifties and on into the sixties, this attention turned increasingly to the Third World where two-thirds of the World's population, which in 1955 enjoyed only 15 percent of the world's income (Melkote, 1991, 20). The same years with the Marshall Plan, saw the birth of multilateral development assistance through International Monetary Fund, the World Bank, and the United Nations family of specialized agencies, and the emergence of bilateral development assistance to help the newly independent countries of Asia, Africa and Latin America. Assistance to Third World countries comprised both monetary help as well as knowledge of scientific techniques and technologies in health, agriculture, mass media etc. and human expertise to facilitate the acquisition of the new information (Melkote, 1991, 35). It was this purpose - to make sure the messages of development projects were received and digested by the Third World publics, which gave way to the field of *Development Communication*.

Since then, although, communication strategies in developing countries diverged widely, the usual pattern was predominantly the same: informing the population about the projects, illustrating the advantages of these projects, and recommending that they be supported. A typical example of such strategy was situated in the area of family planning, where communication means like posters, pamphlets, radio, and television attempt to persuade public to accept birth control methods. Similar strategies have been used on campaigns regarding health and nutrition, agricultural projects, education, and so on (Servaes, Malkihao, 2005, 94). In this long trajectory, terminologies (from Development Communication to Communication for Development and Social Change) as well as the substance of domains have seen major transformations in terms of their target populations, philosophies, approaches, methods and impact.

In this study, brief history of Communication for Development and Social Change will be critically examined with the purpose of shedding light on its current status, particularly in Turkey and neighbouring ECA and MENA regions. Actors from institutional ones such as governments and INGOS to smaller NGOs, civil society platforms, and social entrepreneurs with their actual or potential relevance to the practice of Communication for Development and Social Change will be mapped in order to provide with the first ever attempt to identify the territories in Turkey. A particular focus will be devoted to discussion of potential fields of research and implementation in the near future in Turkey and neighboring ECA and MENA regions.

Submission ID

1446

Political subjectivation and digital public expression in local activism

Authors

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Abstract

This paper approaches the link between political subjectivation and digital public expression in local activism, drawing on the cases of activists in Guanajuato, Mexico. The inquiry aims to recognize the processes of political subjectivation in the trajectories and perspectives of local activists, and the ways these contribute to explain the practices of public expression in digital media.

The theoretical framework connects the concepts of political subjectivity and subjectivation —from the political science and sociology of social movements—, as well as media practices and public expression practices —from communication and media studies— (Cardon & Granjon, 2010; Couldry, 2012; Flores-Márquez, 2019; Lechner, 1988; Lievrouw, 2011; Pleyers, 2016, 2018; Ristovska, 2017; Tarragoni, 2016; Touraine, 2009; Wieviorka, 2012).

The study consisted of two methodological phases: first, a documentary research to mapping the presence of more than 600 civil society organizations and activist collectives, to identify trends in

interests and problematics; second, a narrative approach based on 12 semi-structured interviews and a roundtable with local activists, to know their trajectories and perspectives on activism and participation.

The findings allow to identify key elements of local activist trajectories, that combine individual and collective motivations, experiences, challenges, and perspectives. These elements, as part of the processes of political subjectivation, explain how these activists assume themselves as political subjects. The main contribution of the paper is the recognition of communication as a dimension of political subjectivation, that shapes the participation of activists in public and political terms. Therefore, public expression as a communicative and political practice implies a seek of positioning on key issues of local and global interest. This focus on the political subjectivation processes of activists enables deeper understanding of public expression in terms of decisions about what to express and what to be silent about, when and how to participate in public discussions through digital media and what kind of interactions avoid, in times of misinformation, polarization and undermining of public debate.

The paper contributes to highlight the political dimension of communication, through the interdisciplinary production of knowledge on activism and public expression.

Submission ID

1456

Social media as a shaper, enabler and hurdle in youth political participation

Authors

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Abstract

This paper investigates how Estonian, Greek and UK politically active youths incorporate social media into their political participatory practices, articulate their motivations for doing so, and how they see social media shaping youth participatory practices in general. We draw on thematic analysis of interviews (2020/21) and ethnographic social media observations collected for a large European project on youth and digital technologies. The studied youths participate in what can broadly be defined as new social movements toward racial justice (BLM and anti-racist/fascist protests), gender and LGBTQ

justice (anti-homophobia, anti-sexual violence protests) and climate justice (environmental protests). We use the conceptual frameworks of participatory practices and social media affordances to make sense of the participants' experiences.

Studied youths definitions for activism and political participation vary, ranging from reacting to perceivably unjust political decisions to more abstract practices of speaking back to power and out for the marginalized to smaller everyday practices undertaken to change minds. Our participants found their way to activism through personal and peer experiences of discrimination, but social media narratives of injustice also played an important role. Thus, a White LGBTQ youth could start participating towards LGBTQ justice based on personal experience, get involved in BLM topics because of emotionally resonant social media content and join climate action because of interaction with peers in the LGBTQ or BLM networks. Active youths are likely to participate across topics.

Youths articulated a shift in platform preferences and perceptions as they became more politically active (i.e. Facebook was almost abandoned before, but became a tool of disseminating information, mobilizing people and organizing in the context of political participation and the pandemic). Motivations to choose a particular platform (Facebook, Instagram, Tik Tok or Twitter), feature (post vs story, group vs own feed) as well as a geo-cultural / linguistic space (e.g “Estonian Tik Tok” vs “international Tik Tok”) rely on imagined affordances, intended audiences, but also prior experiences with hate speech and harassment. Active members of robustly organised (decentralised or hierarchical) organizations tend to utilize specialised platforms and are mindful of internet safety and surveillance, while members of less organized movements or hashtag publics rely on general platforms.

Overall, social media helped our participants to find their causes, become better educated about (their own) privilege and learn how to articulate their thoughts persuasively. After becoming active, social media served more functional purposes of helping disseminate information and mobilize potential supporters. Finally, interviewed youths exhibited notable optimism regarding the potential their social media practices have for informing the uninterested and persuading the opposing. At the same time, social media was seen as a tool that adds to the power of those already powerful, contributes to polarization, streamlines hate speech and spreads misinformation. The politically active youths we studied, thus, have a dialectical relationship with social media.

Submission ID

1596

From activists' hashtags and slogans to memes and fun: there and back again.

Authors

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Abstract

On the 10th of June 2019, Russia's most respected papers such as *Kommersant*, *RBK* and *Vedomosti*, ran identical covers that read "I/We are Ivan Golunov". It was a supporting act for a journalist, who was accused of illegal production or sale of drugs. After a massive campaign the case was dropped due to lack of evidence. After Golunov's case, the construction "I/ we are..." was used in different situations as a part of hashtags to attract attention to different civic issues in Russia.

Now this "I/we are..." case has demonstrated how a social movement, organized with a hashtag gained wide engagement among the audience and began to be used as a symbol of solidarity, finally achieving a broadly known meme status.

A hashtag is a special label that briefly describes the purpose of an online communication. Hashtagging is investigated as a main process of creating, distributing, and managing information flows in social media (Chaudhry, 2014; Jeffares, 2014). Among important cases of the formation of social movements with a well-defined hashtag, we may recall twitter-revolutions in Egypt and Ukraine, a protest against financial inequality in 2011 (#occupywallstreet), the problem of sexual violence and harassment (#meetoo), political protests in Belarus (#jivebelarus) (Adamska, 2015; Small, 2011; Hemphill, Culotta & Heston, 2013).

The second significant element of Internet culture is the meme. They are "units of popular culture that are circulated, imitated, and transformed by individual internet users, creating a shared culture" (Shifman, 2013: 367). A meme contains an element of play, imitation, or the basis for learning and translation, and a certain meaning (Seiffert-Brockmann, Diehl & Dobusch, 2018). Usually a meme plays up a situation in a humorous way. According to a growing body of scholarship, this has the potential to influence citizens and shape political outcomes (Penney 2020; Marwick & Lewis 2017). During the process of mutation, a meme can change meanings, but retain a similar form. A meme is considered as a key to understanding the discourse about an issue in certain social groups (Penney, 2020).

There are many works that investigate online movements, hashtags, or memes separately. But we would like to analyze the interaction and overlapping of these areas. We strive to understand the mechanics of information circulation and the effects that different kinds of internet artifacts may have in arraignment of movements. This paper is devoted to the analysis of one of the cases. The proposed empirical base is the example of "I/We are Dzuba". It's a campaign in support of the Russian national football team captain, who was targeted by a hating company after a video of a personal sexual nature was posted online.

The method of automated social media listening (SML) was used. Special SML-tools relevant for Russian social media landscape (BrandAnalytics) was taken. #I/WeareArtemDzuba case had 17.3 K mentions since 01.11.2020 till now, this data was collected and analysed.

Submission ID

1607

MPS paper: Freire and social change

Authors

Dr. Ana Suzina - Loughborough Unive

Prof. Thomas Tufte - Loughborough University

Abstract

This paper proposes to view Freire's thinking beyond a pedagogical method and rather as a model or even paradigm of development and social change. To build this as an original argument we firstly outline Freire's ontological call, presenting and discussing his underlying five principles, of which one in particular – dialogue - situates Freirean thinking within communication theory. Secondly, we trace Freire's legacy by presenting and discussing how Freire inspired three significant Ibero-American thinkers and practitioners within performing arts (Augusto Boal), communication (Juan Diaz Bordenave) and epistemology of change (Boaventura de Sousa Santos). This analysis underscores Freire's significant legacy along global intellectual pathways both within humanities and social sciences. Finally, we deepen our analysis of Freire's vision of development and social change, unpacking how he navigates between a normative vision grounded in a utopian aspiration for change, and a very systematic and rigorous methodology, his liberating pedagogy.

Submission ID

1709

MPS paper: Pernicious polarization

Authors

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Abstract

The last decade has witnessed the development of pernicious polarization in Brazil, partly due to the emergence of right-wing organizations promoting a conservative, populist-nationalist and neoliberal agenda. Despite the attention that this process has received, the viewpoints of individuals who identify themselves as part of the right-wing have been overlooked. This paper aims to address this gap, drawing on twenty-one semi-structured interviews with members of right-wing organization *Movimento Brasil Livre*. By analyzing the interviews through the philosophy of Paulo Freire, we show how these individuals propose a narrative of oppression that echoes in form but not substance Freire's ideas of conscientization and liberation. We also suggest that a Freirean approach opens new ways to discuss and potentially unlock pernicious polarization, incorporating a significant distinction between sectarians and radicals, with the former unreceptive to criticism and discussion, and the latter defending their positions but open to dialogue and listening.

Submission ID

1712

MPS paper: A Freirean Utopia?

Authors

Dr. Raquel Paiva - Universidade Federal do Rio de Janeiro

Abstract

This paper considers a few concepts and methodologies proposed by Paulo Freire and evaluates the contemporary importance of these elements in accordance with the notion of ‘community of affect’. One of the most up-to-date elements in Freire's theoretical and empirical work lies in his concern with sensory aspects. The *sensorium*, or *the sensible*, was first introduced in early communication studies. It is understood as a structure which is parallel to reason. The present paper intends to debate the extent to which the idea of the sensible relates to Freire, as he first approaches it in the concept of ‘touching’ the subject or the group during the educational process. This sensible corresponds to the link among people. It connects to what one calls the community of affect, in which the environment and the space assume an educational dimension.

Submission ID

1717

The Construction of Relationship Between Hosts and Consumers on Chinese E-Commerce Live Video Streaming

Authors

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Abstract

While Chinese e-commerce livestreaming has existed in China for several years, actually it took off in 2019 and developed fast. During the Singles Day shopping festival in 2020, Chinese e-commerce livestreaming platform generated more than ¥372.3 billion(\$57.8 billion). Taobao livestreaming platform is leader in Chinese e-commerce livestreaming space. There are several high-performing livestream hosts, such as two of the largest hosts, Viya and Austin Li. While a lot of researches on the performance of hosts and the purchase behavior on e-commerce livestreaming. But the relationship based on the interactive behavior between the hosts and consumers did not get enough attention. So, is that just the phenomenon of flash-in-the-pan on Chinese e-commerce livestreaming? How is the trust relationship between anchors and consumers constructed? How did the participatory communication play a role in the online purchase?

The trust relationship is divided into “affective trust” “cognitive trust”. The research is carried out from both the perspective of hosts center and the perspective of consumers center to explore the construction of different types of trust relationship. We have conducted In-depth interviews with more than 40 consumers and 10 hosts who have more than 1 million followers on e-commerce live video streaming platform. Then, we coded the interview text several times based on grounded theory. After that, we have repeatedly explored the relationship between coding content, and constructed a relationship model. We randomly chose 3 consumers and 2 hosts to test the model.

We found there is “gift ideology” on the e-commerce livestreaming as Jean Baudrillard suggested it in the era of mass communication. Gift ideology works through some symbols of concern to establish and maintain the trust relationship between hosts and consumers. Symbols of concern in hosts' performances played an important role in the construction of the trust relationship. But the difference is that “gift ideology” has become the dominant on the e-commerce livestreaming.

Submission ID

1724

Power to the People? Notes on the participatory imperative of placemaking and territorial communication

Authors

Prof. ana melo - University of Minho / CECS (Communication and Society Research Centre)

Abstract

Territorial communication and placemaking models have been increasingly embedding participatory practices as orientations for successful and sustainable communication strategies. This comes in line with contemporary trends of critical thinking on public diplomacy and country promotion (Kotler & Gertner, 2002) setting paths for effective engagement and an overall concern on social effects (Dolea, 2015; 2018).

State of the art on this area of knowledge has been primarily focused on strategies to achieve objectives through more participatory dynamics (Kavaratzis, 2017; Kavaratzis, & Kalandides, 2015). Territorial brands are complex social constructions that involve multiple organizations (Ingenhoff et al., 2018) and being more strategically participative in context sets a number of pragmatical challenges, a “necessary evil” (Kavaratzis, 2012).

Frequently the implementation of participatory strategies deal with the fundamental task of defining an identity and setting a negotiated vision and a shared meaning for a particular city, region, place or territory. This is a funding tool to place branding that will impact the whole communicative process and eventually the image of a certain territory.

In this paper we will summon a literature review and a number of cases to set the grounds for an exploratory map on the participatory challenges of place branding and territorial communication, with the aim of identifying and categorizing problems.

Preliminary findings indicate issues related to co-creation, stakeholders' engagement, authorship, ownership of place brands, but legitimacy and representation questions are also raised (Melo, 2019), thus setting ethical concerns and further questions. Namely whether place branding participatory practices are effectively participatory or serve political legitimization processes.

Further research might signal solutions and best practices for more effective participatory territorial communication.

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Submission ID

1735

From public to private: Does WhatsApp change digital activism?

Authors

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Abstract

The majority of current frameworks on digital activism were developed after and in the light of demonstrations in the early 2010s which mostly used public social media to organize themselves. Those include 'choreography of assembly' (Gerbaudo, 2012), the 'logic of connective action' (Bennett & Segerberg, 2012) and 'cloud protesting' (Milan, 2015). Current political movements (e.g. Fridays for Future or Anti-Covid-demonstrations) rely more and more on mobile chat applications such as WhatsApp and Telegram.

Still, research on political activism on mobile chat applications is rare. Reasons for this are that it is hard for scholars to detect closed chat groups and get access to them. Moreover, the speed and the amount of communication make researching these apps a time consuming exercise and ethical questions are raised (Barbosa & Milan, 2019). Nonetheless, it is worth to take a closer look at these applications as they have several affordances. Mobile chat applications offer a more intimate and controlled environment (Gil de Zúñiga et al., 2019; Milan & Barbosa, 2020; Valeriani & Vaccari, 2018), the communication is happening in real time (Milan & Barbosa, 2020) and they merge the intimate, private sphere with the public one (Gil de Zúñiga et al., 2019; Milan & Barbosa, 2020).

The paper conducts a netnographical study of the movement 'Land schafft Verbindung' (LSV). A movement of German farmers. They are disappointed by politicians and their own professional representation. The movement started at the 01. October 2019 when a Facebook group with the title 'Land schafft Verbindung' was founded. The name loosely translates into "land creates connection" and is a play with the German word for landscape 'Landschaft' and 'Land schafft' (land creates). Within a few hours the group grew exponentially. A first demonstration was held only 22 days later in multiple cities in Germany. The farmers drove with their tractors into the cities and demonstrated. At the moment more than 30.000 people are members of the Facebook group and more than 100.000 farmers are organised over WhatsApp group.

For the analysis, a Critical Internet Studies (s. Dean, 2010 & Lovink, 2011) approach will be taken that acknowledges the em- and disempowering effects of the Internet and the mobile chat applications in particular.

The research is relevant for academia as it shines a different light on current discussions on digital activism. Moreover, it raises ethical questions in regard to research in private chat groups that are not present at the moment. Lastly, it is relevant for activists group and democracy itself to understand how

communication within mobile chat applications work.

Submission ID

1745

Bringing together participation and communication for social change: happily, ever after?

Authors

Prof. Sara Balonas - Communication and Society Research Centre, University of Minho

Prof. Teresa Ruão - Communication and Society Research Centre, University of Minho

Abstract

The paper discusses the role of participatory communication in strategic communication for development and social change assuming that there is a need to bring more interdisciplinarity to the field, for new approaches in line with the enormous challenges we will face in a post-pandemic world.

The first assumption is that participation is a growing issue in current times and . It is about power, empowerment, interaction and engagement. Having those key concepts in mind, we believe that participatory insights can be incorporated in strategic communication programmes, addressing social change, for instance, by diagnosing the contexts and degrees of participation, as well by identifying existing struggles between citizens and power in a way that influences their adherence to change.

The study proposes a critical reading of the perspectives brought by researchers on participation theories and of researchers on strategic communication for social change in order to understand how interdisciplinarity can occur. According to Waisbord (2014), strategic communication needs to be incorporated in a participatory perspective that links communication, collective action, and politics. It is hard to envision any possible, meaningful and sustainable social change without addressing power, he says. On the other hand, strategic communication “brings up issues that are critical in collective action: problem framing, objectives, local traditions, opportunities and obstacles, coalition building, and appropriate tactics and motivations” (Waisbord, 2014). In fact, strategic communication foundations are rooted on the purposeful use of communication and behavioural change implicit in communication practices (Hallalan, Holtzhausen, Van Ruler, Verčič & Sriramesh, 2007). Strategic communication was later defined as the practice of deliberate and purposive communication that a communication agent enacts in the public sphere on behalf of a communication entity to reach a set goals (Holtzhausen & Zerfass, 2015). Therefore, the ideal of effectiveness is strong and can help to bring focus to participatory approaches.

On its turn, participatory studies can contribute to define the means to achieve a participatory culture: grassroots participation, convergence media, community media, and so on. But, when bringing participatory perspective to strategic plans it is relevant to stress that “it is more likely that participation does work in the context of small-scale projects” (Thomas, 2014, p.10), an idea we totally subscribe

and aligned with the SMART objectives' mantra. Taking the Sustainable Development Goals as an example, challenges are immense for communication strategists and practitioners. Combining participatory communication and strategic communication insights in concrete contexts can lead to improve approaches by looking at specific blockages and struggles, setting realistic goals and priorities, identifying key stakeholders, finding the right messages for each one, defining communication tactics and channels and programming the communication in a timeline. In the end, it is possible to evaluate the results because all the variables are well circumscribed from the beginning.

Assuming that any act of communication of development programmes aims to influence attitudes and behaviours to improve living conditions for communities or for a more sustainable future, the study explores the means by which participatory communication and strategic communication can match to build more generous societies.

Submission ID

1780

Reactivación mítica, performance, agencia cultural: El caso de las Madres de los Falsos Positivos de Colombia

Authors

Dr. Salvador Leetoy - Instituto Tecnológico y de Estudios Superiores de Monterrey

Abstract

Esta investigación presenta un análisis etnográfico de las estrategias de comunicación participativa en espacios sociodigitales usadas por la Fundación Madres de los Falsos Positivos de Colombia (MAFAPO), en conjunto con artistas y activistas. El objetivo del colectivo ha sido la búsqueda de justicia y la restauración de la memoria de sus hijos, quienes fueron ejecutados extrajudicialmente en 2008 al amparo del Plan Colombia, en donde privó una lógica instrumental que deshumanizó a jóvenes pobres para convertirlos en piezas de cambio para la obtención de bonos económicos para miembros del ejército de ese país.

Este estudio se realiza a partir del análisis de la reapropiación de narrativas míticas que, a través de diversas expresiones performativas y *artistas* colaborativas, generan formas de agencia cultural en entornos *onlife*: aquellas experiencias hiperconectadas propias de la actualidad que circulan sin distinción entre lo online y offline. Al respecto, en la primera parte de esta comunicación, se propone una revisión teórica del concepto del mito como narrativa que puede ser dirigida a la acción social y de lucha hegemónica, en contra de definiciones unidimensionales de estado y seguridad nacional. En la segunda parte, presentamos un análisis de las acciones ejecutadas por el colectivo MAFAPO en conjunto con diversos actores, a través de la revisión de imágenes de puestas en escena y exposiciones fotográficas obtenidas de su sitio de Facebook, con el objeto de proveer una historia alternativa a

versiones oficiales en torno a la ejecución de sus hijos derivado del escándalo de los Falsos Positivos.

Se establece así que, en este caso, se presenta a la reactivación mítica como un espacio de lucha y de políticas de emancipación. Se concluye enfatizando el tránsito de la protesta a la propuesta, propio de la agencia cultural, llevada a cabo por las madres de este colectivo, basado en el uso estratégico del mito como plataforma de concienciación y acción comunicativa en contra de la monopolización de la memoria.

Submission ID

1783

Making Research Resilient During Crises: A Review of Research Participation in Pre- and Post-pandemic World

Authors

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Dr. Jessica Wendorf Muhamad - Director, PEAKS Research Laboratory; Assistant Professor, Florida State University

Abstract

Community-based Participatory Research (CBPR) is an instrumental strategy that recognizes and addresses power structures to promote shared leadership and/or collaborative partnerships between the researcher and the community (Wallerstein & Duran, 2017). Drawing from critical theory and praxis (e.g., Lewin, 1946; Fals-Borda & Rahman, 1991; Freire, 1993), Participatory Action Research (PAR) prioritizes local knowledge; true engagement is the basis for transformative social change. Similarly, CBPR is positioned as a constructivist (and situated) research framework. Informed by CBPR, participatory research inquiries strive to foster inclusive spaces for representation of all groups (Bourke, 2009). However, it is a central concern of researchers – as facilitators – to realize the goal of participation in its truest sense (Halskov & Hansen, 2015).

More recently, with the onset and subsequent impact of COVID-19 (or coronavirus) on all facets of human lives (WHO, 2020), participatory research has faced unprecedented challenges, rendering productive field work and data collection even more complex than it was prior to the pandemic. Engaging communities in research has become almost impenetrable due to a wide array of factors including government advisories and lack of shared, online communication channels between the researcher and the participants (Magaço et al, 2021), and reluctance/reticence of individuals to participate in research (Patel et al, 2020). Particularly, uncertainty associated with the pandemic has exacerbated the conditions to enable participation of vulnerable groups including the elderly (Richardson et al, 2020), people with disability (Dee-Price et al, 2020), lower socio-economic status individuals and other marginalized populations – primarily due to their Complex Communication

(Access) Needs (CCAN; Dee-Price et al, 2020) as they operate in social isolation (Sevelius et al, 2020), thereby hindering democratization of research processes. To an extent, this has raised questions about the integrity of research vis-à-vis its adherence to ethics because of compartmentalization of research risks and benefits. In this context, reflexivity, active listening, and validation, although appropriate research practices, do not necessarily suffice prerequisites for participation as it is underpinned by equity and justice.

In such a scenario, it is critical to (re)evaluate and innovate CBPR by capitalizing on hybrid, tangible and sustainable approaches to participation – at all levels – deployed during the COVID-19 pandemic. In this respect, the purpose of this mini review is two-fold. First, it observes the comparative trends of participation of vulnerable groups in research within the pre- and post-pandemic world. Second, it identifies crucial challenges (and opportunities) pertaining to meaningful research participation. Finally, it proposes evidence-driven recommendations to undertake sustainable, democratic research – one that steers clear from systemic inequities and advances our partnerships with communities within the realm of ethical praxis and is resilient during crises.

Submission ID

1854

From Power to Ability: The Travel of Empowerment Concept and the Change of Its Sinicization

Authors

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Abstract

Empowerment is an important concept to understand participatory communication. For China, empowerment is a foreign concept. At first, empowerment was mainly used in the academic research of mathematics, engineering management and environmental assessment. In these areas, empowerment had no significance of social science. Before and after the Reform and Opening, some Chinese scholars studied the issue of decentralization of central and local legislation in Yugoslavia. From then on, the concept of empowerment began to be used in some legal research. As the largest developing country, China has always regarded poverty alleviation as the most important issue. In 1994, World Conference on Women held in Beijing brought the concept of Empowering Women into Chinese society and triggered a discussion on the relationship between poverty and empowerment. With the application of Internet technology, the urban public take the initiative to voice with the help of network media to protect their rights and interests in the process of NIMBY conflict and urban demolition. The unprecedented increase of media access has aroused the attention of communication researchers. Technology Empowerment and New Media Empowerment have been widely discussed. In recent years, short video media, such as Tiktok and Kuaishou, have been widely used by the public. The rural public in China began to gain income from selling rural products with using this kind of low threshold Internet media. In this kind of context, empowerment, which was originally translated as "Fu Quan", is

translated as "Fu Neng". This removes the meaning of emphasizing power to emphasizing ability. In the process of international and interdisciplinary travel, the concept of empowerment has gone beyond the academic space into the practice space and accepted by China's mainstream political discourse. This paper mainly discusses the correlation, influence and change between the concept of empowerment and Chinese social practice, cultural environment and political context from the perspective of diachronism.

Submission ID

1870

MPS paper - Callar y escuchar: metodología para investigar-participar en audiovisuales

Authors

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Abstract

En la investigación en comunicación participativa, los grupos, comunidades y personas "vulnerabilizadas" ocupan espacio privilegiado como temas, "sujetos" ú "objetos" de investigación. Esta relación es, muchas veces, llena de tensiones, conflictos, reflexiones y dificultades que pueden llegar a inviabilizar el proceso investigativo a a violar los derechos humanos. De un lado, el/la investigador/a, buscando la realización de un proyecto singular, único, con resultados "palpables y novedosos"; del otro, personas/grupos/comunidades que anhelan que sus derechos sociales y dignidad sean respetados, además de ser beneficiados, de alguna forma, con su "participación". Hoy día no es inusual que grupos, comunidades, movimientos sociales, etc., no autoricen la realización de investigaciones académicas en sus territorios. En este sentido, nos preguntamos: ¿qué metodologías y posiciones ético-políticas podemos poner en práctica en una investigación que se pretende participativa? ¿ cómo huirse del extractivismo académico, de la visión colonizadora y paternalista ? ¿qué participación el/la investigadora puede espera de la comunidad/grupos/personas?¿Qué participación la comunidad/grupo/personas puede exigir del/ de la investigador/a? El trabajo utiliza el caso concreto de un taller de formación en audiovisual audiovisual comunitario y participativo, realizado en el 2009, en Brasil y Bolivia para intentar contestar a estas preguntas. Partimos, además, de una revisión bibliográfica sobre la filmación de personas y comunidades y de la teoría decolonial para reflexionar acerca de los modelos de representación hegemónicos en el audiovisual. Los resultados sugieren la necesidad de la construcción de otras metodologías participativas, en las cuales más que representar o dar voz al otro, se pretenda deconstruir la mirada colonial a través de la puesta en práctica del callar y escuchar. Propone así, algunos caminos que fueron experimentados por casi una década por grupos involucrados en la formación de cineastas populares en Latinoamérica, pero sin la intención de crear más un modelo hegemónico de actuación participativa y comunitaria.

Submission ID

1934

MPS paper - Being an afro descendant researcher among Romani interlocutors

Authors

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Ms. Ana Sousa - xxxxx

Abstract

This paper aims to reflect on the role of an afro-descendant researcher among Romani interlocutors. We want to discuss how the black thought background contributes to participatory communication research with the Romani population. It is possible to identify different points of approaching between both groups, at the same time it is necessary to comprehend their particularities and differences. We want to reflect on the possible alliances between the researcher and the interlocutors in the context of dialogical communication, mutual learning and participant research.

We will make those reflections from two different moments, which complete each other: the author's experience in her Ph.D. research realized between 2015 and 2019 in the province of Barcelona (Spain) and her work with the collective Orgulho Romani in 2020 in Brazil. The fieldwork is the main space for reflection when the author could have a close relationship with Romani from different parts of Spain and also from other countries in Europe.

The construction of my role as a researcher confronted on the one hand the unawareness and silence of the black movement about the Romani people and on the other hand the differences of the background of a Latin American researcher in a European context. Some issues appeared in a process that mixed the welcome feeling and friendship created with different interlocutors. If being racialized people brought us near, our backgrounds highlighted some differences. Is it possible to make alliances? Different experiences from the fieldwork showed us that it is. At the same, they evidenced the necessity of consolidating a Romani thought, that dialogue with antiracists fights, but having in mind their history and specificity.

To do this reflection, we seek the dialogue between Romani and black authors such as Garcés, Filigrana, Mirga, Matache and Silva on the one hand and Mbembe, Ribeiro, Kilomba, Almeida and Davis, on the other. From their texts, we will seek to reflect on our fieldwork to comprehend what are the challenges and the wealths of a participative methodology in communication researches with this social group from the experience of afro-descendant research.

Submission ID

1946

MPS paper - DOES IT EVER END? REFLECTIONS ON THE (IN)COMPLETION OF ACTIVIST RESEARCH PROCESSES

Authors

Dr. Leonardo Custodio - Åbo Akademi

Ms. Ana Sousa - Federal University of Rio de Janeiro

Abstract

When do researchers know their activist research processes have ended, if they do? The conversation regarding the importance of “collaboration” and “solidarity” in academic research focused on systematically oppressed people remains, despite being far from new, decidedly urgent. The connection between the two requires commitment and the deliberate effort to engage in deep conversation, join forces and, together, materialize solidarity into collective action.

In this presentation, I look at my own research on favela media activism (started in 2009) to reflect on the practical implementation of activist research and how/if it can be completed. My goal is to argue for the value of thinking activist research as longitudinal processes shaped by multiple cycles of collaboration between the “researcher” and the “researched”.

In these cycles, protagonist roles shift and intersect according to who - “researcher” or “researched” - benefits the most from each cycle.

“Activist research” is not a methodology. Instead, it is an epistemological orientation that characterizes research committed to struggles for respect, rights and justice while respectful to empirical rigor in scientific practice. Hale (2001, p. 13) identifies three features of activist research: (a) contributes to understanding root causes of inequality, injustice

and human suffering; (b) is done in cooperation with an organized collective subject to such conditions; and (c) is used together for change in conditions and collective power to act for social transformations.

The argument I make in this presentation is grounded on the belief that researcher-researched dialogue, acts of solidarity and collaborative practices - cornerstones of activist research - cannot be restricted to timeframes established in rigid research plans, but enabled by flexible and dynamic research designs that explore different methods, create new methodologies and is sensitive to the shifting power dynamics among those involved in the process.

Submission ID

1957

Social Resilience and Participatory Digital Methods. Mapping the spread of the COVID-19 pandemic via social media: the cases of Cyprus and Greece

Authors

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Abstract

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Social media participatory processes have been nominally perceived as processes frequently instigated by stakeholders, involving corporate or state interests, in an organised and structured fashion aiming to encourage the public to contribute to the making and development of society.

The COVID-19 pandemic has resulted in a health, social, economic and psychological crisis. The debate over the concept of social resilience seems to be at the forefront of times of risk. The need to manage the crisis and the need to strengthen social resilience lead us to seek and adopt new participatory digital methods aimed at mapping and estimating the spread of the pandemic.

Social media transforms human activity into digital data and therefore a distinct and editable element.

Does digital data collection and analysis enhance social participation and contribute to humanitarian decision-making to reduce pandemics and disasters?

Through the use of participatory digital methods the research design of this project aimed to monitor, map the current situation and estimate, using the network scale-up method, the actual number of cases of the Covid-19 pandemic, with the aim of preventing its spread. The survey, entitled CoronaSurveys[1], involved 149 countries and collected data from at least 90.

Participants were asked to fill in an anonymous and short questionnaire (average completion of 20' seconds), which does not record personal data. The data concerning the countries of the South and more specifically the data collected and concerning the countries of Greece and Cyprus.

Social media use aimed to enhance knowledge in risk societies while this research can be used to enhance social resilience and empower the individual for a more effective management of public health through the use of social media.

Key words: Participatory Digital Methods, Social Resilience, COVID – 19, CoronaSurveys

[1] <https://coronasurveys.org/>

Submission ID

2120

Recuperar la experiencia en lo participante. Aprendizajes a partir de participar-investigar en espacios juveniles de producción cultural y audiovisual

Authors

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Ms. Ana Sousa - Federal University of Rio de Janeiro

Abstract

Hace más de cinco años comencé un recorrido de formación personal y profesional junto a estudiantes y artistas en una favela de Río de Janeiro. A lo largo de ese proceso, siendo la extranjera, “gringa”, “argentina”, investigadora, profesora, periodista, compañera, amiga... aprendí muchas cosas. No me refiero, exclusivamente, a habilidades metodológicas y conocimientos académicos; sino a saberes diversos, tanto vinculares como técnicos, políticos y epistemológicos.

A lo largo de estos años “mis investigaciones” intentaron “adaptarse” a los procesos y demandas que iban surgiendo en “campo”. Por “campo”, me refiero a los encuentros, rolés y actividades que fuimos realizando en diferentes marcos de trabajo entre la favela, la universidad y la ciudad. Fueron las ocupaciones de colegios secundarios en 2016 las que dieron inicio a nuestros encuentros. Durante 2016 y 2017, trabajamos como colectivo de producción audiovisual participando de espacios de artístico-culturales asociados al hip hop (las rodas culturais) y junto a otras organizaciones sociales y comunitarias que enfrentan la acción genocida y racista del Estado sobre las juventudes negras y empobrecidas. A partir de 2018, nos interesó trabajar en la producción cultural y audiovisual desde las experiencias de mujeres artistas de favela. La fotografía, la poesía performática (poetry slam), el hip hop y la producción de eventos marcaron nuestras acciones durante 2018 y 2019. Actualmente nos encontramos idealizando un documental para poder narrar este proceso a partir de una mirada colectiva y femenina.

Este transcurso formativo implicó tránsitos y negociaciones conmigo misma y con las amistades construidas. Diversos papeles fueron asumidos a lo largo de las actividades en “campo” y en la “universidad”. Me pregunté muchas veces: ¿qué estaba siendo “participar”? ¿qué estaba siendo

“investigar”? ¿cuáles condiciones, implicaciones y procesos estaban habilitando y “produciendo” conocimientos de forma “participativa”?

Propongo entonces, la noción de experiencia para contornar lo que entendemos por “investigación participante” en las fronteras porosas de los estudios en comunicación, educación y salud. Informada por perspectivas pós-críticas e interseccionales, pienso a la experiencia más allá de un concepto filosófico o sociológico, sino como una plataforma de acción, escucha y (trans)formación personal y comunitaria donde apoyar los procesos de investigación participante. Así, hablo de “investigación-experiencia” como principio-condición-posibilidad metodológica para activar y habitar diversas prácticas de intervención social y producción colectiva de conocimientos. A partir de lo vivido rescato como elementos basales de la investigación-experiencia: la transparencia metodológica sobre los lugares, papeles y tareas asumidas a lo largo de la investigación, la centralidad del proceso más allá de los resultados, una posición autoreflexiva crítica y vigilante, la no negación de las contradicciones y diferencias, una actitud abierta de escucha permanente, una curiosidad respetuosa y a disposición de las demandas contingentes, la flexibilidad e improvisación constante, la construcción de vínculos de confianza y amistad, la toma de consciencia de los riesgos asumidos, el hackeamiento a las demandas y formatos académicos y la aceptación de los límites inherentes a nosotros mismos y al propio proceso.

Submission ID

2175

Interpassivity and Participatory Design: Conceptual and Methodological Challenges

Authors

Mr. Lukas Mozdeika - OsloMet - Oslo Metropolitan University

Abstract

The notion of interpassivity, coined by Slavoj Žižek and Robert Pfaller in the context of cultural studies and psychoanalysis, has served as a conceptual antidote to the reign of *the interactive* and has more recently inspired creative rethinking of the premise of subjective agency within the domains of political theory, game studies, and critical design. Denoting a delegation or outsourcing of one’s own active engagement without thereby succumbing to mere passivity, it lends a fruitful insight to conceptualizing modes of online participation, yet remains undertheorized in participation theory, and as argued in the following, holds potential to critically inform and tease out its key assumptions. The contention of this article is to suggest that instead of pitting action and participation against passivity, it may prove helpful to probe ways they readily complement and reinforce each other in digitally mediated contexts of seamless interaction and dialogue on social media platforms. Socio-technical affordances of these platforms render online participants interpassive by delegating part of their subjective involvement to affective functionalities of their digital devices, information infrastructures that underlie them, and virtual interfaces which themselves remain opaque due to their intuitive and immediate hold giving a false sense of transparency and control. By designating a logic of participation that is peculiar to digital

environments, interpassivity holds potential to reinvigorate participation theory and unsettle its dichotomies—minimalist-maximalist, active-passive, authentic-pseudo—that render participation a double-edged sword in light of the democratic norms and ideals. This article engages with theoretical literature on interpassivity in tandem with participation theory and deploys these considerations to a discussion of ethical and methodological challenges arising in participatory design and Living Lab research approaches, as those avenues where fine-grained conceptual lens offered by the notion may prove especially useful. Not only can the awareness-raising potential of interpassivity be brought within the interdisciplinary purview of designers, researchers and users of technology as a way to address its perils through e.g., critical design methodology, but also add a much-needed layer of reflexivity to our own guiding assumptions that underlie how participation and interaction are understood and contextualized in the very research process.

Submission ID

2215

Reimagining normative evaluations of participation: Findings from a Chinese Village

Authors

Mr. Byron Hauck - Simon Fraser University

Abstract

Considerations of participation in development communication often focus on specific development projects and judge the level of empowerment in that participation in line with western notions of liberal democracy. This is often conducted at the neglect of preexisting social practices and in opposition to alternative forms of governance and social empowerment. This paper explores these neglected areas building from the research question, “what practices inform empowered notions of belonging for villagers in contemporary China?”. Informed by six months of ethnographic fieldwork over four years in Heyang Village, Zhejiang China this paper describes how participation in development was realized leading up to and through China’s period of high socialism, and how these experiences inform understanding of and opportunities for participation today. It traces how individual agency, collective practices and technological environments intersect at the juncture of keeping time to organize daily life. Where post-reform political, economic, and technological changes previously eroded village collective life up to now, new uses of technology are emerging that retrieve past practices, which are expressed by research participants as means to empower rural wellbeing. The empirical findings provide not only insight into how villagers in China are readapting to coexist with urban counterparts, but also address concerns with developments in time keeping in global urban spaces as raised by Susan Sharma and Wayne Hope. The experiences of the research participants in particular provide empirical examples of Susan Buck-Morse’s call for sharing time in their embodiment of Jodi Dean’s descriptions of comrade as a form of political belonging. By recognizing participation in development through the daily practices expressed in belonging to and with China’s new socialist countryside this paper contributes to

the cultural translation that Boaventura De Sousa Santos calls for as a rear-guard effort to stem the epistemic injustices involved in deployments of western knowledge, and Kuan-hsing Chen's 'Asia as method' challenge to not use the West as a point of reference. Ultimately this research aims to add nuance to the usual western deployment and normative analysis of participation in rural communities in their experiences of social change as contemporaries in globalization.

Submission ID

2298

Esferas periféricas y su representación mediante el periodismo auto referencial. El caso de Albergue Tochán.

Authors

Prof. Luis Josué Lugo Sánchez - Universidad Nacional Autónoma de México

Abstract

Luis Josué Lugo Sánchez

La siguiente ponencia expone el trabajo que se hizo junto a migrantes de Albergue Tochán, con quienes se trabajaron talleres de "periodismo auto referencial", mediante una propuesta de investigación acción participante, la cual fue acompañada de una exploración etnográfica-

La intención es hablar sobre cómo actores y grupos sub alternos, ejerciendo su propia capacidad de agencia, constituyen esferas periféricas (Candón, 2011), las cuales pueden aparecer en escenarios onliffe; y se hacen visibles en la esfera pública, mediante el "periodismo auto referencial"; como parte de su repertorio de acciones colectivas (Melucci, 1999).

Ahora bien, conviene acotar que el periodismo auto referencial (Varela, 2020) parte de los migrantes hablando sobre sí mismos, en un proceso en el cual, con el apoyo de las tecnologías, visibilizan sus sentires, subjetividades, creencias y prácticas; lo cual, a través de procesos de autocomunicación de masas (Castells, 2006), pueden tener la capacidad de imprimir en la opinión pública.

Para ello, se parte desde investigación acción participante y de una estrategia etnográfica, con el fin de que la presente ponencia exponga cómo seleccionamos dicho albergue; toda vez que nuestra unidad de estudio es Albergue Tochán, y nuestra unidad de análisis, migrantes varones provenientes de las caravanas que salieron de Centroamérica.

Ergo: nuestras técnicas utilizadas fueron: observación participante, entrevistas a profundidad; y por supuesto, la implementación de los talleres lúdico-reflexivos (Lugo, 2020), los cuales se trabajaron con la guía del periodismo auto referencial, así como con las categorías previamente expuestas.

Cabe decir que como producto de esta experiencia, así como de la exploración etnográfica, se generó un webinar que se transmitió en diversos países, una galería fotográfica digital, una revista escrita por los propios migrantes, y una micro estrategia de social media. Nuestra intención es exponerla y analizarla en el congreso.

Finalmente, la principal aportación de la presente ponencia estriba en explicar la relación entre agendas periféricas o opinión pública, mediante una metodología participativa, en la cual, la comunicación es una herramienta nodal para el empoderamiento de un grupo sub alterno.

En este sentido, este ejercicio podría tener una replicabilidad en otros entornos con comunidades subalternas, toda vez del contexto digital actual, en donde las brechas y las inequidades en la información persisten.

Submission ID

2316

MPS paper - The EU democratic deficit: donkeys and children

Authors

Prof. Cees J. Hamelink - Emeritus professor of media at the University of Amsterdam, Netherlands;
President, Rescue our Future

Abstract

After the rejection of the Treaty establishing a Constitution for Europe by French and Dutch voters, Margot Wallström – the first Vice-President of the European Commission, 2004–2010 - pushed forward her "plan D" (for democracy, dialogue and debate) to reconnect Citizens with the Union.

I was part of a committee that advised her to initiate a project whereby children in the EU member states would be asked to talk about in what Europe they wanted to live. The committee thought it was important for EU politicians to listen to th future citizen in the Union. The children would whisper their wishes for the future of Europe in the ears of a donkey.

In the the end the “listeners” lost the argument against the “propagandists”

In the paper the project will be analysed against the theoretical background of Paolo Freire’s distinction between “extension” and “communication”, Jürgen Habermas’ deliberative democracy, the art of listening by sociologist Les Back, and the research on sustainable dialogue by Elizabeth Parks.

Submission ID

2365

MPS paper - Engagement and The Rights of Children

Authors

Ms. Gabriela Barrios - Secretary General, Rescue our Future, Mexico

Abstract

Article 12.1. “States Parties shall assure to the child who is capable of forming his or her views to express those views freely in all matters affecting the child...” From: Un Convention on the Rights of the Child (1989).

The parties to the convention have accepted the obligation to undertake all appropriate legislative, administrative, and other measures for the implementation of the rights recognized in the convention. The almost unanimous ratification of the Convention on the Rights of the Child by the international community does represent a major advance in the promotion and protection of standards to guide society's treatment of those under the age of 18.

However, how many children were consulted in the process? Most of the thinking about children's rights comes from adults. Even child-friendly versions of relevant texts are often produced by adults. There is an enormous risk in all these well-intended efforts that adults shape the children's world to serve adult interests. The crucial challenge that the Convention on the Rights of the Child poses to adults is to listen to children, to consult them and to make them active partners in shaping humanity's common future.

As adults we should create an environment in which children could converse with each other about the relevance (how do these rights relate to their daily context and how relevant are they for concerns), the need (do these rights help them to realize their dreams?), and the implementation of the basic rights to which children are entitled. A safe environment for children to speak up about their own concerns, dreams, fears and plans is essential. They should be absolutely free in what they want to converse with each other about.

WSIS Declaration of Principles: “Communication is a fundamental social process, a basic human need and the foundation of all social organization. It is central to the Information Society. Everyone, everywhere should have the opportunity to participate and no one should be excluded from the benefits the Information Society offers”.

“...young people are the future workforce and leading creators and earliest adopters of ICTs. They must therefore be empowered as learners, developers, contributors, entrepreneurs and decision-makers. We must focus especially on young people who have not yet been able to benefit fully from the opportunities provided by ICTs. We are also committed to ensuring that the development of ICT applications and operation of services respects the rights of children as well as their protection and well-being”.

Submission ID

2366

MPS paper - The Children of Different Media Generations

Authors

Mr. Gary Gumpert - Urban Communication Foundation, USA

Abstract

In 1985 Robert Cathcart and I wrote “Media Grammar and Generation Gaps” in which we argued the need to revise the concept of generation based upon the extant media and their impact on social relationships. The traditional concept of the “generation” as the signifier of separate human time relationships should be replaced by the concept of human groups based on media relationships. At that time we argued people are connected or separated more by media experience than by chronological years. This position is developed through an examination of how new media develop their own grammars, the way individuals acquire media literacy, and the effects of media literacy on ways people relate to the world and each other.

People develop different states of media consciousness based upon the order of acquisition of media grammars, and that particular media consciousness produce media gaps which separate people.

During the past thirty-six years the development and media technology has continued to accelerate with obvious, but seldom understood impact on social development. This paper will focus on the impact of media experiences on children. It will further suggest that the definition generations have been radicalized for children at a very early age. Interviews with several children of different media generations and diverse areas of the world will be introduced to illustrate this point. It argues that in order to engage children in participatory planning of all sorts, the awareness of these distinct media generations must be fully appreciated.

Submission ID

2367

MPS paper - Participatory Planning and Generation Gaps

Authors

Prof. Susan Drucker - Lawrence Herbert School of Communication

Abstract

Participatory Planning is an urban planning method used to engage the community, particularly the users of spaces, in the strategic and design process of a project. Much has been written about participatory planning which engages children in planning and design, particularly of children’s spaces. Most typically, children have been engaged in the design of playgrounds, recreational environments

and schools in accordance with child-friendly design principles since this process has been found to enhance the quality of the project by taking into consideration the insights of the children, who will be the users of the space.

In the field of educational research, participatory methodology, in which young people are agents of change, supports the value of a participatory planning process to design spaces that better meet the needs of a child (e.g. Child in the City Project). Further, this research reveals the educational benefits as well with interaction with children and among children during the learning process has been found to be a valuable learning activity applicable to many other subjects and contexts. For example, the Y-Plan Initiative out of the Center for Cities + Schools at the University California Berkley promotes participation in education as a means of developing important skills which empower children which include the ability to collaborate, take responsibility, and work towards a common goal, all which can lead to a more complete education.

From the field of media education, the value of recognizing the importance of media in early childhood education has been recognized with children considered active participants seen as active in media production and participation. Media education scholars have recognized that students environments differ from previous generations due to new digital technologies which calls for a reconceptualization pedagogy towards more participatory learning methods with media production seen as a core activity for media education in early childhood. (Zevenbergen (2007)).

While the value of participatory planning and children has bridged urban planning, education, and media education, the very specific unique media literacies and habits of those children engaged in planning have been, to a degree, neglected. This paper will examine digital literacies and media uses of children arguing children's participation in envisioning the future and urban planning be placed within the larger context of unique media generational literacies.

Submission ID

2368