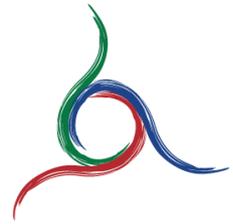


IAMCR 2018



Section Working Group

Abstracts of papers accepted for presentation at the annual conference of the
International Association for Media and Communication Research¹

IAMCR

**Eugene, Oregon, USA
20-24 June 2018**

Report any problems with this document to support2018@iamcr.org

Version: 05/04/18

¹ These are the abstracts of the papers accepted by the IAMCR section or working group named above for presentation at the 2018 annual conference. This publication will be updated prior to the conference to include the papers that are actually included in the final programme. To be included in the programme, authors must confirm their participation to the heads of the section or working group by 3 April 2018 and register for the conference.

Id: 17228

Title: Field Resonance: Multiple Adaptation of User-generated Content in Participatory Cultural Production

Session Type: Individual submission

Authors:

Name: Xiaoqing Bai

Email: xb2146@Columbia.edu

Country: US (United States)

Affiliation: Columbia University

Abstract: In China, online literature, mostly generated by amateurish users, is in extensive popularity recently. Entertainment firms spot significant works and adapt them for a series of films, TV shows, online games and other cultural products. Meanwhile, unfinished works of all kinds are conversely discussed, influenced and thus co-created by users according to their feedbacks. This process leads to a rise of collaboration and interaction online. Using Tencent as an example, this study explains how this Chinese Internet entertainment giant builds a creative ecosystem to take advantage of the participation of users and small companies during online cultural production. The ecosystem contains four main sectors: literature, movie, comics and game, as well as an independent backstage mediating group to manage the four and outer partners. It connects all participatory sectors and engages consumers on its own messaging platforms. In this case, online creative works become increasingly influential and the ecosystem begins shaping an unprecedented popular culture in China.

The methodology of this research is qualitative due to the complexity of the subject. This case study is based on the “Internet and cultural production: industrial ecosystem and policy-making” project conducted by Chinese Development Research Center of the State Council. The main research methods of this study are literature research and interviews based on relative fieldwork.

Based on Bourdieu's field and capital theory, online cultural production fields have been gradually transformed from Strict Field to Mass Field as a result of the flooding of economic capital into cultural production. With the interactions between TV show field, movie field, game field, and other fields becoming more frequent and complex, a refined concept of IP (Intellectual property) that indicates more about popular stories or character resources, emerges in China and raises enthusiasm among scholars and practitioners. In this study, a new field resonance theory is proposed to explore the interacting mechanism between various fields connected by IP, and to describe the cooperation and competition among actors in multiple fields. There are two types of resonance, vertical and horizontal. Vertical development of IP fields refers to the multiple use of one content source and all developments of one IP stay in their original sub-fields. Horizontal resonance of IP fields can occur in any section of a vertical chain of cultural products. Integrating with each other, these IP fields can form horizontal resonance which combines a variety of characters and stories, and engages more actors in different fields.

On the basis of multi-field resonance, various user-generated content can be originated to promote a chain of cultural production. In this process, both economic value and cultural value are essential as the former stirs up passion of investors and the latter influences audience and readers in terms of

culture and ideology. Thus, it is of great importance to boost quality of those adapted cultural products in this bottom-to-top development of culture, especially when the resources primarily come from amateurish users. Constructive suggestions will be given at the end of this study.

Id: 17299

Title: Dreams as Participatory Process

Session Type: Individual submission

Authors:

Name: John Hughes

Email: j.hughes00@yahoo.com

Country: CA (Canada)

Affiliation: Simon Fraser University

Abstract: Human consciousness is shifting, and the sustainability of participatory processes depends upon understanding this change. A crucial means of attaining this understanding is via the basic internal communication of dreams. Philosopher Jean Gebser in his book *The Ever-Present Origin* outlines a history of consciousness. Gebser (1985) writes that humanity has shifted from an archaic, to a magical, to a mythical, to a mental consciousness; we are on the precipice now of entering a phase of integral consciousness. Employing the cubist art of Picasso as means of demonstrating the availability of multiple perspectives from a single standpoint, the theorist emphasizes the importance of time as integral conscious takes root. This means that all past structures of consciousness will become simultaneously available. A neutral Internet is a rough draft of what this might eventually look like. Crucially, we have a choice as to what elements of past forms of consciousness we are going to integrate and what we will leave behind. The list of these elements could be endlessly debated. A reasonable starting point is with something common to everyone. Everybody dreams and, as Gebser notes, since Freud, we have been aware of the condensation and compression of time as we dream. Further, “our preoccupation with dreams has opened our understanding of creativity, which expresses itself at the moment of manifestation as a time-free act with clearly qualitative analysis” (p. 396). It is this creativity, in relation to participatory practices, that is of primary importance. As the transition into integral consciousness becomes more pronounced, the dream stands to gain traction as a safeguard against an Internet dominated by corporate power and its galaxies of digital banality. Largely ignored or seen as embarrassing nonsense since the Enlightenment, dreams were nevertheless regarded as critically important across cultures for almost all of the rest of human history. The purely mental, individualistic, ego-dominated era initiated in the Enlightenment is coming to a close. Consciousness in the emerging era, seemingly dominated now by digital technology and post-truth, will depend upon dreams to become fully integral. For thousands of years dreams affected and often directed the participatory processes of all cultures. From our most ancient myth of Gilgamesh, through biblical and medieval times, to the dawn of the Enlightenment and even into the 20th Century this has been the case. Integrating dreams into the emerging consciousness structure will not change human nature—history does not bear this out—nor will it generate any sort of utopia. But integration of dreams as the most basic unconscious human communication frame will incorporate a power into participatory processes unavailable to current digital communication. This paper pursues its argument by demonstrating participatory methods communities might employ in the realization of their dreams.

Gebser, Jean. (1985). *The Ever Present Origin*. Athens, Ohio: Ohio University Press.

Id: 17342

Title: like! love! haha! wow!: Social media as a tool for meaningful youth engagement in disaster recovery

Session Type: Individual submission

Authors:

Name: Tamara Plush

Email: tamara.plush@royalroads.ca

Country: CA (Canada)

Affiliation: Royal Roads University

Abstract: When disasters strike, children and youth are often portrayed as victims reliant on others to help them cope with change and regain a sense of normalcy. In disaster recovery, without access to decision-makers and official channels to share their views, youth remain an underrepresented and unengaged stakeholder in discussions and activities aimed at rebuilding communities. This framing of youth persists, despite a growing body of evidence that youth demonstrate remarkable resilience and capacity in the face of disasters; especially in offering recovery ideas for themselves, their families and in the community.

In this context, participatory media processes are well-positioned to engage disaster-affected youth in decision-making. Participatory media can provide youth with the opportunity to share their perspectives on platforms that can magnify their voices and challenge existing power dynamics that fail to recognize youth as active agents in their own and their community's recovery. Participatory media has been shown to build citizen awareness, self-confidence and organizing capacity. However, using participatory media engage youth in meaningful ways that support sustained impact can be a complex proposal—especially for participatory researchers entering post-disaster communities for a finite amount of time. It takes time and presence to build relationships required for meaningful, appropriate and sustainable activities with young people and youth organization staff members, who are often coping with their own post-disaster realities. Young people are also differentially vulnerable after disaster, meaning that different groups and individuals experience varying types of loss. As such, participatory research needs to be adaptable to the local context with researchers ready to tap into multiple skill sets.

This paper explores the complexity of actively engaging youth (age 14-24) and youth workers through the “Youth Voices Rising: Recovery & Resilience in Wood Buffalo” project in Alberta, Canada. The 2017/18 project aimed to understand and strengthen youth participation in decision-making after the 2016 Fort McMurray wildfire forced nearly 88,000 people from their homes and destroyed approximately 2,400 homes and buildings. The case study focuses on an interactive social media campaign and action research project called “#YouthVoicesWB” that used creative arts methodologies with young people to investigate and promote their ideas related to enhancing community resilience to “make their community better.” It provides insight on facilitating a social media campaign as an online and offline participatory research process with multiple youth organizations and the process of linking youth voice to policy in diverse community contexts. The social media platforms—initially developed for action research purposes—now aim to strengthen and sustain youth voice, after a local organization adopted #YouthVoicesWB as a community-run

social media hub. The case study includes possibilities for not only using participatory media with young people to understand their needs and vulnerabilities following disaster, but in deploying creative action research processes that can support sustainable youth engagement in long-term disaster recovery.

Id: 17396

Title: 'Trolls' or 'warriors of faith' Differentiating dysfunctional forms of media criticism in online comments

Session Type: Individual submission

Authors:

Name: Tobias Eberwein

Email: tobias.eberwein@oeaw.ac.at

Country: AT (Austria)

Affiliation: Austrian Academy of Sciences

Abstract: The idea that user comments on journalistic articles would help to increase the quality of the media – e.g. by generating a broader social discourse, by pinpointing and correcting errors, or by indicating neglected topics for future coverage – has long been greeted with enthusiasm both among media practitioners and researchers. By now, however, these high hopes have mostly evaporated. Practical experience has shown that user participation does not automatically lead to better journalism, but may also result in hate speech and systematic trolling – and thus have a dysfunctional impact on journalistic actors who often seem to be helpless when it comes to dealing with such phenomena of online communication, particularly if they become the target of criticism themselves.

While empirical journalism research has made it possible to describe different kinds of disruptive follow-up communication on journalistic platforms, it has not yet succeeded in explaining what exactly drives certain users to indulge into flaming and trolling. What is their specific (biographical, political etc.) background? What are their views on the function and performance of journalism and the media? What are their motives for criticizing journalists and their output? And how do they want to be handled by journalists and other commentators?

These and similar questions are answered on the basis of a two-step research design that included problem-centered interviews both with online journalists – and with media users from Germany, Austria and Switzerland who regularly publish negative comments on news websites. They were conducted between March and July 2017, before being transcribed in full and evaluated with the help of a qualitative content analysis.

The evaluation allows for a nuanced view on current phenomena of dysfunctional follow-up communication on journalistic news sites. It shows that the typical ‘troll’ does not exist. Instead, it seems to be more appropriate to differentiate disruptive commenters according to their varying backgrounds and motives. Quite often, the interviewed users display a distinct political (or other) devotion to a certain cause or ideal that rather makes them appear as ‘warriors of faith’. However, they are united in their dissatisfaction with the quality of the (mass) media, which they attack critically and often with a harsh tone.

The study reflects these differences by developing a typology of dysfunctional online commenters and connecting it to the previous theoretical discourse in the context of participation and produsage. Moreover, by helping to understand their aims and intentions, it provides new insights and

arguments for the development of sustainable strategies for stimulating constructive user participation in a post-truth age – e.g. by learning how to moderate problematic comments.

Id: 17401

Title: Protest as Communication for Development and Social Change in South Africa

Session Type: Individual submission

Authors:

Name: Toks Oyedemi

Email: toyedemi@gmail.com

Country: ZA (South Africa)

Affiliation: Department of Communication, Media and Information Studies, University of Limpopo South Africa

Name: Elizabeth Lubinga

Email: elizabethl@uj.ac.za

Country:

Affiliation: University of Johannesburg, South Africa

Abstract: South Africa has one of the highest rates of protest in the world. There is strong protest culture in the country with more than two million people protesting every year (Plaut, 2012), and the frequent occurrences of protest action makes some critics assume the country may be the protest capital of the world (Runciman 2017). Globally, protest has been a tool used to agitate for social change regarding economic, health, human rights, political concerns, gender related issues and many more. In spite of the rising use of protest to address social change issues, there has been limited critical scholarly study of protest in the Communication for Development and Social Change (CDSC) scholarship.

We assert that protest is communication. It is a communication strategy used to draw attention to developmental and social issues that affect the well-being of citizens. Considering the developmental and social challenges confronting South Africa, it is not surprising that mass mobilization for social change tends to take the form of visible street protest in South Africa. Mass mobilisation in the country is common in the areas of human settlement (housing); health-related social concerns; local government service provision; access to education; unemployment; human rights- gender, racial, labor, LGBT rights; economic justice related to inequality and unemployment, and others.

Yet protest as CDSC is not new to the South African arena. It is rooted in a history of local and international mass actions against the apartheid regime. Currently, there is an increased use of protest as communication for change as evidenced by the sheer volume of protests, with three protests and labour strikes recorded per day (Institute for Security Services 2016).

Through the works of scholars such as Pateman (1970), Carpentier (2011), Foucault (1982), Morrison 1971, Gurney & Tierney 1982, Edwards & Giliham 2013, Servaes 1999, 2002, 2008 and many others, this paper theoretically engages concepts such as participation, participatory development communication approach, grassroots bottom-up social change, social movement theory, collective action theory and critical analysis of power. The goal is to address three core questions: considering the history of inequalities and social challenges in South Africa what are the current developmental and social challenges confronting the country? In what way has protest been used in addressing these developmental concerns? And what are the benefits, successes and challenges in the use of protest as communication for social change in South Africa?

The paper tackles these questions through a two-stage method that involves analytical recounting of exemplars of protest actions, such as those around issues of women's rights, HIV/AIDS and other health-related issues, housing, education and literacy concerns, human rights, social justice, and access to social service provision in communities. The second stage involves interviews with key role players and organisers in Non-Governmental Agencies, activist organizations and labor unions. The findings reveal protest as effective tool for change, albeit its limitations and challenges. Importantly, we offer guidelines for effective use of protest as Communication for Development and Social Change.

Id: 17405

Title: From community to assemblage' ICT provides a site for inclusion as well as exclusion in the Global South

Session Type: Individual submission

Authors:

Name: Ullamaija Kivikuru

Email: ullamaija.kivikuru@helsinki.fi

Country: FI (Finland)

Affiliation: Participatory Research Section

Abstract: For quite some time, the role of information and communication technology (ICT) in development has been discussed from two distinctly different perspectives: some researchers and communication planners view it as a means for opening new alleys for facilitation of development and democracy, while others assess it counterproductive. The debate becomes even more complex when the focus is moved towards the digital divide inside a society. People in cities and rural areas meet ICT in different ways, and so do poor people compared to people with wealth and education. In Africa, a few countries have declared themselves as ICT hubs, Kenya among them. With government assistance and mainly foreign financing, the ICT situation has developed considerably. Today, two-thirds of the Kenyan population have access to the internet and ICT instruction introduced in schools. The state has emphasized ICT in the promotion of services; attitudes toward communication policies and freedom of expression are far more reserved.

The paper discusses ICT and development via the filter of assemblage, a key concept in the ontological framework developed by Deleuze and Guattari (2004/1980). The authors draw their framework from dynamic systems theory, emphasizing fluidity as well as micro level dichotomies. In this paper, assemblage is used as a metaphor for ICT domestication in public organisations, among rural people and in the media in Kenya. The text poses the same question which Leah Komen (2015, 2016) has elaborated on in her studies on the mobile phone and M-Pesa microfinancing in rural Kenya: when communities based on sharing and consistent social order meet new technology, the change goes far deeper than to improved services.

What is the main difference between a conventional rural community and an assemblage constellation, a village with new avenues opened by the smartphone? Both are bottom/up structures, but a community is built on cultural ties developed over time, strengthening stability and resistance to change, while an assemblage is characterized with mobility and fluidity. Thus, a system of values, hierarchies and inherited traditions is challenged, mixed with 'new' problems brought by individualised behaviour. Continuities are breaking or turning fragile. Accordingly, the fears felt by decision-makers are to a certain extent justified or at least understandable. From the perspective of those in power – the ones pushing the ICT boom -- the communities become less controllable. The methods are qualitative. The paper is partly based on the scrutiny of the results of a recent larger empirical work, partly on secondary analyses of previous research. The empirical material comprises policy documents, expert interviews and focus group interviews.

Sources:

Deleuze, G. & Guattari, F. (2004/1980) *A Thousand Plateaus: Capitalism and Schizophrenia*. London and New York: Continuum.

Komen, L. (2015) '“Here you can use it”. Understanding mobile phone sharing and the concerns it elicits in rural Kenya'. *for(e)dialogue*. Vol 1/1 (52-65).

Komen, L. (2016) 'M-Pesa: A Socio-Economic Assemblage in Rural Kenya'. *Networking Knowledge* Vol. 9/5 (1-12).

Id: 17448

Title: Interpreting Empowerment ' A Framework to Assess Lived Experiences of Women
Community Media Producers

Session Type: Individual submission

Authors:

Name: Kanchan K Malik

Email: drkanchan@uohyd.ac.in

Country: IN (India)

Affiliation: University of Hyderabad

Abstract: The development frameworks that have emerged from the ground-up experiences and research carried out by Third World feminists scholars cry out for the necessity to create a cultural shift in how development is understood. They stress the need to obtain context and culture-specific understanding of women's concerns based on the lived experiences, and to espouse an empowerment agenda that focuses on recovering women's silenced voices and knowledge and to involve women meaningfully in decision and policy making roles for any development initiatives that touch their lives significantly.

There is a growing consensus amongst development practitioners, communication scholars and feminist activists that media and new technologies of communication informed by a gender perspective can be cultivated as tools for overturning women's marginalisation by generating opportunities for: discussing women-related matters; augmenting women's effective participation in civil and public life; dissemination and exchange of accurate reports and imageries about women; motivating women's engagement in development; facilitating new possibilities for conceiving solidarity campaigns; and vesting them with competencies to have a say in decision-making over their environments.

Community Radio (CR) is a means of communication that is operated in and by the community, and produces home-grown content in local language to address communication needs that otherwise remain unaddressed by mainstream media.

With a view to advocate and promote the involvement of women in CR as negotiators of social change and to generate tangible occasions for women to acquire information and produce communicative acts that are relevant to their lives, the Gender Policy promulgated by AMARC (World Association of Community Radio Broadcasters) states in its preamble that: "Community radio has an obligation to redress the imbalance; facilitate women's involvement at all levels of decision-making and programming; ensure that women's voices and concerns are part of the daily news agenda; ensure that women are portrayed positively as active members of society; and support women acquire the technical skills and confidence to control their communications."

This research paper seeks to develop a framework using the capability approach, among others, to explore conceptual insights for analysing the complex process of women's empowerment and its linkages with community radio and voice. The framework will be built to assess the extent to which community radio enables women to assert their right to communication, and to participate actively

in the development processes through engagement in daily media activity. It would help understand, through the narratives of the lived experiences of women community radio producers, what makes change happen in their lives when they become producers of communication. It will seek to explore the role their engagement with community radio has played in bringing a change in their personal circumstances.

Given the social structures, contexts and realities within the communities, the framework will seek to identify the specific dilemmas that are inherent to the complex process of women empowerment and the manner in which the women community radio producers negotiate with and navigate through these with an aim to address the deep-rooted issues affecting gender equality and empowerment of women.

Id: 17461

Title: Sustainability and the Entrepreneurial Subject in the Digital Media Industry: A Theory and Praxis of Critical Political Economy

Session Type: Individual submission

Authors:

Name: Trenton Lee

Email: leetr@umich.edu

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: “Seize the means of production!” An important idiom throughout the history of Marxist theory of which rings ever more poignant with the rise of the digital media industry (DMI). In the dominant ideology of the Platform Society, large corporations - Google, Facebook, Twitter, etc. - have built a global, digital communications infrastructure, with a number of positive and negative effects on global society. Digital media technologies have introduced innovative ways for local, regional, national, and global activists and communities to meet, organize, and campaign for a growing number of social movements and ideological paradigms. However, due to the historical sublation of the DMI out of the global history of industrial capitalism, the DMI has been criticized for its exploitative and unsustainable economic foundations as well as artificial and narcissistic. Corresponding with the emergence of the DMI, there arises a growing number of entrepreneurial subjects (ESs) (Scharff 2016, 2017), a precarious class of cultural workers (add citation), who seize the means of immaterial, cultural production on and through “participatory” digital media platforms (DMPs), both “mainstream” and “alternative”. Through an ethnographic case study and a number of semi-structured interviews, this research explores the incomplete list of the “contours” of ESs, as mapped by Christina Scharff (2016, 2017) within the context of the neoliberal, capitalist DMI and mainstream-participatory DMPs (i.e. YouTube and Facebook/Instagram); it explores the “celebrification” and “commodification” tendencies of ESs along with the creative methods used by ESs as a means to engage private and public audiences (both large and small) to participate in the production of culture, with social, political, and economic agency. This project aims to encompass the four main characteristics of a critical political economy, as mapped out by Vincent Mosco, including emphasis on social change and history, social totality, moral philosophy and (most importantly) praxis (2009). Through the launch a multi-platform digital media sustainability campaign, #1MillionPounds, the author aims to gain first-hand experience in the “psychic life” of ESs by working collaboratively with other ESs in the DMI. The campaign’s goal is to raise awareness of the unsustainable foundation of the DMI and its effects on the human psyche, while at the same time, recycling 1 million lbs. of plastic, raising £1 million for sustainable research, and spreading awareness through sharing 1 million #s on any digital media platform (DMP). Only by seizing the means of production in the current political-economic climate, can change come with theory and praxis.

Id: 17470

Title: Misusing the term CBPR: A critical analysis of Pakhto Voices project

Session Type: Individual submission

Authors:

Name: Faizullah Jan

Email: faiz.jan@gmail.com

Country: PK (Pakistan)

Affiliation: University of Peshawar

Abstract: This paper analyzes “Pakhto Voices” project run by Public Engagement Policy Lab., a U.K. based non-governmental organization, in the light of Community Based Participatory Research (CBPR) principles and approaches. The main purpose of the project is to reduce health disparities among the people of the Federally Administered Tribal Areas (FATA) of Pakistan through a “community based research project”. According to a World Health Organization (WHO), the highest number of polio vaccination cases was recorded in Pakistan in 2014 and still counting. According to the report, more than half of the polio cases emerging from Pakistan were from FATA where people from Pakhtun ethnic group reside. The formative research design of the project employed a mixture of unobtrusive and obtrusive quantitative, qualitative and ethnographic methods. The formative research design had three components: Content Analysis; Citizen Consultation, and SMS data gathering program. In this paper the author argues that the “Pakhto Voices” project does not adhere to the principles of CBPR. The author also challenge the concept of “cultural competence” used during the creation of messages and interaction with community in this program, and argues that showing “cultural humility” could have improved the outcomes of the project. The paper is divided into 6 sections: 1) Introduction to the problem; 2) Health Disparities in FATA; 3) Pakhto Voices Project 4) CBPR Approaches 5) Discussion 6) Conclusion.

Key words: Pakistan, FATA, CBPR, health disparities

Id: 17491

Title: Catalysts for Action: A Civic Media Model of Participatory Engagement

Session Type: Individual submission

Authors:

Name: Cindy Vincent

Email: cindy.vincent@salemstate.edu

Country: US (United States)

Affiliation: Salem State University

Abstract: This paper proposes and explains a civic media model and its application within two case studies to better understand how participation in the civic media production process can lead to acts of civic engagement and social change. The MIT Center for Civic Media defines civic media as “any form of communication that strengthens the social bonds within a community or creates a strong sense of civic engagement among its residents” (MIT Center for Civic Media, n.d.). The model proposed in this paper relies on this definition while also looking at the interdependent relationship between participatory media and civic engagement. Based on participatory communication scholarship, this study defines participatory media as a communication approach that uses horizontal communication and a reflexive dialogic process for the encouragement of interlocutors to enact their sense of personal agency (Nair & White, 1987; S. A. White, 2003).

To understand the application of the civic media model, this study uses a mixed-methods approach that includes critical ethnography and a comparative media analysis of the processes and products observed at two case studies with media processes and products from four historic and contemporary community media programs across North America. This study builds on existing research that looks at the role of civic and participatory media for increasing civic engagement in marginalized groups and communities and is situated in the fields of participatory media and civic media (Barranquero, 2006; Gordon & Mihailidis, 2016; Matewa, 2009; MIT Center for Civic Media, n.d.; Rodríguez, 2001), author citation, 2013, 2014; author citation, 2016). Various theories in the critical paradigm (Beltrán, 1980; Freire, 1970; Marx & Engels, 1846/1970) and the Communication for Social Change (CFSC) literature (Gumucio-Dagron & Tufte, 2006; Huesca, 1995; R. A. White, 2004) are used as a framework to analyze and understand processes of media production and social change. CFSC research focuses on the communication process itself, identifying the ways in which agency, empowerment, and voice play key roles in processes of social change (Gumucio-Dagron, 2009). Within this framework, participatory media are seen as a type of alternative media in which individuals are encouraged to create their own communication channels to speak against larger cultural, political, and economic structures with the intent of creating social change.

The proposed model is iterative, rhizomatic and designed to help scholars explain and understand the connections that exist between participatory media production and civic engagement. It begins with a participatory media production process consisting of voice, dialogue and critical consciousness that leads to individual transformation in terms of self-awareness of empowerment and agency. The model also includes a catalyst for action, using a modified version of Watson Strong’s (2014) and Zuckerman’s (2016) calculus of civic engagement (based on Riker and

Ordeshook's [1968] calculus of voting), and the act(s) of civic engagement. This study explains this transformative process by analyzing how individuals approach, engage in, and for some, intertwine media production within their lives with the goal of creating social change in their lives and communities.

Id: 17669

Title: Dialogue and Collaboration: reflections about participatory practices against corruption in Brazil

Session Type: Individual submission

Authors:

Name: Raquel Evangelista

Email: raquel.evangelista@ucp.br

Country: BR (Brazil)

Affiliation: Universidade Católica de Petrópolis

Abstract: Dialogue is an oft-used term in contemporary society. Its use often says too much as well as too little. Dialogue is sometimes treated as a kind of talking cure for all sorts of social problems. Somehow, if we just talk about it, life is better; our differences can be overcome with understanding. Little support exists for this. Talking can as well lead to "now that I know them, I know why I really don't like them" as well as a hug of mutual respect. In addition, sometimes 'dialogue' is used with too little meaning as a fancy way of saying talking as in, "we need to dialogue about that. The applicability of the term dialogue is varied and so is the term Collaboration. This one shares the reciprocity expectations with dialogue but aims at a creative mutual decisions rather than understanding. Even if difference is present challenging existing ways of experiencing, certain forms of talk are required to turn differences into productivity.

Our main objective is to develop a deeper understanding of some theoretical backbones of participatory practices, namely, the introduction of Dialogue and Collaboration as essential communication concepts and practices. We defend that such concepts show how difference can be transformed into productive relations. Rather than difference leading to contestation that leads to destructive conflicts, we want to show how difference can be understood and, at times, lead to creative options that are mutually beneficial. In the face of contestation, free and open communication can be practiced as dialogue or collaboration.

Although participatory practices have been enjoying a growing fame worldwide, there has been very little academic research that focuses on the relationship between communication, forms of participation and corruption. This lack of academic attention given to new forms of dialogue and collaboration (as opposed to the growing interest in more "established" forms of participation through social networks, for instance) signals to the dismissal of participatory practices concepts and theoretical approaches as superfluous.

Methodologically, this article starts with a bibliography revision about relational constructionism, difference, contestation, dialogue and collaboration within the communication field and ends with a study case. It has EPOCC (Estatuto Popular Contra Corrupção) as an object of study – a Brazilian initiative organized by 30 organizations from the third sector that resulted in a law project made by civil society. The main idea of EPOCC is to impose on the National Congress the adoption of strict legal measures to end corruption in Brazil. In practice, it is an online platform where any Brazilian citizen can become a mobilizer and download a form to collect signatures or the Mobilizer Kit. A quantitative research was conducted with representatives from the 30 partners' organizations about citizen's participation and its process. Results indicated that although the platform has a significant

potential to improve Brazilian's participation against corruption through EPOCC, in fact, the levels of dialogue and collaboration are controlled and the process of communication is characterized by an unproductive contestation.

Id: 17714

Title: Body Dissatisfaction and Eating Disorders Among Young Women: Implications for Development Communication

Session Type: Individual submission

Authors:

Name: Shrinkhala Upadhyay

Email: shrinku@bgsu.edu

Country: US (United States)

Affiliation: Bowling Green State University

Name: Srinivas Melkote

Email: melkote@bgsu.edu

Country: US (United States)

Affiliation: School of Media and Communication Bowling Green State University

Abstract: Do the media influence their users, especially young adult females, in a negative construction of their body image, which may then lead to unhealthy eating habits? In this study, an important objective is to examine the prevalence of body dissatisfaction among young adult users of social media such as Facebook, Twitter, Instagram, and Pinterest. Yet another objective is to examine if body dissatisfaction among these users is associated with disordered eating behaviors, a potentially negative effect on the physical/mental health and well-being of an individual. The larger aim of the study is to broaden development communication as a field of study by focusing on how it could deal with building the capacity of people to live meaningful, expressive lives. If the relationships articulated in this study are empirically supported, could this social problem be addressed by development communication campaigns and techniques? A conceptual model is provided wherein we conceptualize development outcomes as well as operationalize principal communicative actions to achieve the development outcomes. The model provides principal devcom actions to specifically address the problems of body dissatisfaction and disordered eating behaviors

Id: 17719

Title: Getting territorial: participation and activism in urban advertising landscapes

Session Type: Individual submission

Authors:

Name: Ana Duarte Melo

Email: anamelo@ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

Abstract: Focused on the interaction of citizens with advertising urban spaces we present a critical reflection on participatory practices driven or bounded by the (re) appropriation of the physical and symbolic territories of cities, including extensions to the digital sphere.

Such participatory phenomena configure a struggle between consumer-citizens, the advertising industry and city management and regulatory bodies, thus exposing several conflicting interests: private vs public space; consumption vs citizenship; global vs local; authentic place identity vs constructed place image, just to mention a few.

Theoretical framework to this research includes notions of territory and landscape as networks of information and emotional sharing, in permanent social construction (Domingues, 2001), in which urban and advertising surfaces serve as vehicles to consecrate, nourish and structure emotional narrative, meaning production (Ricouer, 1976; 2003) and storytelling (Pera, 2107, Woodside & Megehee, 2009) as a way to create involvement and belonging. Territorial marketing and city branding provide interesting cases where different forces at play converge and manifest themselves. Research methodology is based on interpretive hermeneutics of the state of the art, direct and indirect observation and case studies of active interaction with territorial brands and the urban communicational space. Due to its relevance to the “Re-Imagine Sustainability” IAMCR 2018 theme, we will especially focus on the Brandalism actions during COP21 in Paris (2015), e connections between advertising, consumerism, fossil fuel dependency and climate change were exposed as well as brand's cynicism.

Results indicate that the activist, interventionist and subversive dimension that emerges from citizen interaction with the city and its communication platforms constitutes an ultimate space of alternative self expression in a logic of subversion and territorial occupation, frequently guerrilla shaped. These are participatory communicative practices with a tangible impact, where silenced voices emerge, the clandestine becomes public and narratives are re-written.

Id: 17730

Title: Participating in community engaged learning for social change

Session Type: Individual submission

Authors:

Name: Sandra Smeltzer

Email: ssmeltze@uwo.ca

Country: CA (Canada)

Affiliation: Western University

Abstract: Postsecondary educational institutions throughout Canada are increasingly under pressure to justify public funding and demonstrate their societal relevance. Concomitantly, provincial governments are aggressively promoting, and starting to tie institutional funding to, experiential learning endeavours in the form of internships, co-ops, work-integrated learning, and practicum placements. In particular, community engaged learning (CEL), which integrates ‘service’ to a community with specific course curriculum, has been earmarked in the strategic mandates of most Canadian universities.

Surprisingly, CEL has received relatively little attention from communication scholars, especially in the Canadian context. Yet, 80% of communication programs in Canada offer some form of experiential learning activities to their undergraduate and/or graduate students. CEL can benefit both students and community partners if it critically marries theory and practice, if it incorporates intentional reflection throughout the process, and if it forefronts social justice objectives. However, serious concerns have been raised about students’ unpaid labour; the encroachment of CEL on entry-level employment in the non-profit sector; the affordability of participating in placements for many students; the burden placed on community partners to support, mentor, and educate students; and the lack of resources available for educators to mount CEL in an ethical, rigorous, and sustainable manner.

Moreover, educational institutions do not want to encourage placements that could jeopardize their brand image or their relationship with donors and sponsors. In this presentation I argue that students interested in pursuing social change should be allowed to partake in CEL opportunities that move beyond incremental changes to political and economic frameworks and instead actively challenge the status quo. Communication studies students could thus participate alongside and in conjunction with myriad organizations, networks, movements, and associations to foment social change (e.g., I am currently supervising two fourth-year students participating with networks organizing a Women’s March and various activities for Black History Month in our city). Through these kinds of experiences, students are given an opportunity to critically examine power inequities and can reflect on the role they can play in addressing systemic disparities now and in their lives post-graduation. However, many communication programs forgo such placements because they do not constitute ‘traditional’ non-profit organizations, and they are not supported by their respective institutions.

This presentation draws on research I conducted in the province of Ontario (home to 21 universities) in 2017, that included interviews with a range of communication faculty members and students about the benefits and drawbacks of various forms of communication-oriented CEL, and

the types of best practices the field should generate to foster ethical, rigorous, and sustainable experiences. It also draws on my own experiences supervising CEL placements with our Media and the Public Interest undergraduate program, and my role as a Teaching Fellow in experiential learning at Western University.

Id: 17740

Title: Advocating with accountability: Participatory assessment with political sensitivity

Session Type: Individual submission

Authors:

Name: Karin Wilkins

Email: karin.wilkins@austin.utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

Abstract: Participatory communication builds on ethical intentions toward strategies that serve long-term goals toward social justice. Much in the field has engaged critical concerns with the process of planning and implementing strategic social change. At this stage I propose to contribute to our dialogue by raising issues with the process of assessment, recognizing the importance of participatory-action research, toward critical inquiry that should inform and improve strategic programs.

Strategic and sound assessment should enable accountability to questions of social justice, to inform and strengthen advocacy for social and political change. I introduced the concept of advocating accountability in my 2015 book on *Communicating Gender and Advocating Accountability in Global Development* (Palgrave). I aim to explore ways of expanding this initial concept to weigh the political contribution of advocacy more heavily in an assessment framework. Research and assessment are not neutral. Recognizing the inter-subjectivity of epistemology positions accountability as not just socially constructed but as politically motivated, engaged, and interpreted. Foregrounding the politics of accountability is not meant to be pejorative, but rather to explicate the politics more readily recognized through advocacy for social justice. The proposed concept privileges the politics of advocacy in strategic communication in a way that is meant to strengthen the value of accountability.

Both advocacy and accountability have roots in our broader field of development communication. Development communication engages processes of implementation with strategic intent to improve societal conditions. Focusing on strategic participatory communication devoted to social justice, this approach to accountability moves beyond donor interests toward paramount concerns with resolving inequities by changing policies with resource relevance and by improving norms to support initiatives. This approach would not focus on individual attributes, but on the broad conditions that guide and constrain human potential. As a research approach, evaluations within this domain would not center on the project, but on the problem, by considering broad contextual factors integral to the cultural and political conditions noted, as well as longitudinal trends in social and economic conditions. Accountability has a history in development work that might incline one to think about narrow monitoring efforts made merely to serve donor interests. For this proposed concept to work I will need to explicate this as a strategic process devoted to understanding and resolving inequities in conditions and access to resources.

If accountability is meant to be responsible to citizens and not wealthy donors, then the process must engage critical analysis. This means that such an initiative would require the financial and human support that would enable critique with evidence. Critical research calls for sources of funding that are independent from potential evaluation outcomes. And those who engage in research

need to be able to consider multiple sources of data and research approaches, and be open to a variety of results, not channeling academic and research interests in ways that inhibit potential learning and improvement.

Id: 17741

Title: Comparing Discursive and Performative Contributions to Legitimation of Government: A Case Study of Municipal Policymaking in Chengdu

Session Type: Individual submission

Authors:

Name: Thomas Jacobson

Email: tlj@temple.edu

Country: US (United States)

Affiliation: School of Media and Communication Temple University

Name: Qinying Chen

Email: tug17796@temple.edu

Country: US (United States)

Affiliation: Temple University

Name: Lingling Pan

Email: panl@broad.msu.edu

Country: US (United States)

Affiliation: Michigan State University

Abstract: Declining citizen confidence in government can result in apathy, political instability, and lack of motivation to comply with the law. In extreme cases, full blown legitimation crises can lead to the collapse of government. Thus, legitimation processes draw scholarly attention in fields ranging from political science to sociology to communication studies.

Much of the research in political science finds that government effectiveness in providing essential public services can contribute to citizen attributions of legitimacy to government, called legitimation by performance. A communicative line of research expands legitimacy to procedural elements such as fairness of treatment or participatory processes such as quality of deliberation in decision-making, called discursive legitimation. This study incorporates Habermas's theory of communicative action to further the understanding of communication's role in granting legitimacy to public policy, i.e. to discursive legitimation. The study also examines the likelihood that discursive processes may affect citizen perceptions of government performance and hence contribute to improving legitimation by performance

The study tests three hypotheses. H1: There will be a positive relationship between citizens' perceptions of positive speech conditions and attributions of government legitimacy. H2: There will be a positive relationship between citizen perceptions of government performance and attributions of government legitimacy. H3: Positive perceptions of speech conditions will moderate the relationship between perceived performance and attributions of government legitimacy in a positive direction.

The government policy setting was Chengdu, the capital city of Sichuan province in southwest China. The policy issue concerned the municipality's plans to increase taxi fares. A sample of 255

adult residents of Chengdu were surveyed on their perceptions of Chengdu's provision of essential services, their perceptions of the extent to which the Chengdu government was communicating with the citizenry about the intended taxi fare policy change, and citizen attributions of legitimacy to the Chengdu government's policy decision.

Results indicate that perceived government performance and perceived speech conditions were both positively related to the perceived legitimacy of the policy decision. Furthermore, perceived speech conditions positively moderated the relationship between the performance evaluation and legitimacy attributions. Thus, all three hypotheses were supported. These findings suggest some important insights into the role of communication in political legitimation and the evolution of citizens' communication expectations in China.

The paper first addresses two ways to examine legitimacy, including performance legitimacy and discursive legitimacy. Next, empirical measures derived from the theory of communicative action are conceptualized. Then, a theoretical model and hypotheses are presented regarding the relationships between speech conditions, performance evaluations and legitimacy perceptions. The rest of the paper is devoted to the empirical study in Chengdu, and discussion of the study's results, implications, limitations and plans for future research.

Id: 17770

Title: Analyzing the 'Asocial' and 'Ageing' Twitter The case of #svpol

Session Type: Individual submission

Authors:

Name: Ahmed El Gody

Email: ahmed.elgody@oru.se

Country:

Affiliation: Örebro University

Name: Peter El Gody

Email: ahmed.elgody@oru.se

Country: SE (Sweden)

Affiliation: Jonköping University

Abstract: In social media research, the social nature of the examined media platform, be it Facebook, Twitter or Instagram, is often taken for granted and thus not problematized. Or, research is exclusively focusing on what is very social about social media, in which the "asocial" dimensions become repressed or implicitly viewed as occasional dips (in a media landscape that is primarily very social). In contrast to this, this study pays exclusive analytical interest in the asocial dimensions of SNSs. In order to do this, we examine a so called mature hashtag, which is seven years old and part of the ageing and perhaps no longer so dynamic Twitter itself. In this context, we analyze the most important and popular political hashtag in a Swedish Twitter context, #svpol. The content analytical coding of randomly selected tweets and retweets (n=8372) during a week in February 2015 demonstrate non-social elements in terms of very low level of human interaction, relatively low level diversity in terms of topics and users, but not least high level of mass mediatization with an "overflowing" of mainly mainstream media information. Our interpretation is that #svpol could be viewed as a "place" where social activities perhaps once existed, but still do so from time to time, but that has now become a big interchange, at best working as an extended commentary field of mass media content, mostly serving a digital traffic junction rather than a hub for dynamic networked activities, which is also the general "threat" for the entire Twitter itself.
Keywords: social media, Twitter, hashtag, #svpol, interactivity,

Id: 17805

Title: Communication for Development and Social Change in Spain: Mercantile Alignment, the Matilda Effect and other pernicious effects related to the academic production in the field.

Session Type: Individual submission

Authors:

Name: Víctor Marí

Email: victor.mari@uca.es

Country: ES (Spain)

Affiliation: Universidad de Cádiz España

Abstract: This paper addresses the qualitative study of the bibliometric production executed in Spain on "Communication for Development and Social Change" (from now on, CDSC) during the period 2000-2017. This work is included in the context of a wider project – the investigation of the institutionalization process of CDSC in Spain.

Our purpose is to analyze the consequences of the arrival of McDonalization (Ritzer, 1996) to academic production in the field of the CDCS. Currently, the scheme of Fordist production is often taken into account by authors plunged into high productivity logics. The pressure of university institutions to increase academic production - the famous 'publish or perish' - on which academic careers depend; the ease of the cut and paste in times of digital access, or the culture of seriality applied to scientific production are some factors that hinder the slow production rhythms historically associated with intellectual work, and the elaboration of knowledge.

Our focus here is several pernicious effects that emerge as a consequence of the previously stated logics. Specifically, we want to analyze the presence in the CDCS of the so-called "mercantile alignment of citations" (Erikson and Erlandson, 2014) and the "Matilda Effect" (Rossiter, 1993). Erikson and Erlandson proposed the first of these terms for the qualitative analysis of citations in the academic field. For them, the objective of a citing author who uses this quote is that of self-promotion and presentation of their own credentials as a researcher when citing the works of important authors in the field, rather than the discussion and analysis of the ideas cited. The Matilda Effect is known in the field of academics as one that leads to the invisibility of scientific production carried out by women.

Our fieldwork referenced the first ten Communication journals in Spain to identify the main works on CDCS published in 2000-2017, a period of emergency and institutionalization in the CDCS in Spain. From the selection of a representative sample, a qualitative bibliometric study of the most cited works was carried out, including content analysis, that has allowed investigative questions such as the citation of referential authors in the field of the CDCS at international level, the type of predominant citation or the profile of the citing author and their degree of expertise in the field.

The results point to: 1) A scarce presence, as authors of articles and as cited authors, of the most representative researchers in the field; 2) An under-representation of the academic production carried out by referential women of the field (Wilkins, Tacchi, etc.) and 3) The predominance of a typology of citation (mercantile alignment) that does not rigorously use the theories elaborated by

the cited authors. These trends hinder the construction and solid strengthening of the field of the CDCS in Spain. At the same time, the results of our research may be of interest to identify their possible presence in the field of CDCS on a global scale and, even more, in the context of current scientific production.

Id: 17894

Title: The mirror palace of democracy: A theory-driven intervention on participation and democracy in the Respublika! exhibition

Session Type: Individual submission

Authors:

Name: Nico Carpentier

Email: nico.carpentier@vub.ac.be

Country: SE (Sweden)

Affiliation: Uppsala University; Vrije Universiteit Brussel

Abstract: Respublika! was an art project that ran between November 2017 and January 2018. Curated by Nico Carpentier and organised by the Cypriot cultural NGO NeMe and the Cyprus Community Media Centre, Respublika! included three exhibitions, 17 festival events and a seminar series. It brought together two strands of art projects: a first cluster thematized, and reflected about, democracy and participation, while a second cluster used participatory processes to produce art projects.

One of the three Respublika! exhibitions was "Participation Matters", which took place from 8 December 2017 until 19 January 2018 in the NeMe Arts Centre (Limassol, Cyprus) and featured in total 14 art projects. One of these art projects was the "Mirror Palace of Democracy", a 33 m² installation, created by Nico Carpentier, that aimed to render democratic contingency and its contradictions visible. The installation used the house-of-mirrors concept, which is a traditional attraction at amusement parks and fun fairs. Also the "Mirror Palace of Democracy" consisted out of a maze, with components that were either see-through glass, or mirrors. Inside the maze, five large screens projected the image of actors, each voicing a particular ideological project, namely solidarity, liberalism, militarism, authoritarianism and nationalism. Each voice claimed to speak on behalf of the people, through the repetition of the sentence "I am the people". They invited visitors to identify with their voices, but the palace also materially embedded (and trapped) visitors within these voices, also writing the ideology (through the projection) on their bodies.

The presentation starts from the theory-driven analysis of democracy that was materialized in the installation, with a focus on democratic contingency and struggle (Mouffe, 2013), and on the role of ideology, identification and embodiment (Carpentier, 2017). The second part contains a reflection, methodologically enabled by auto-ethnography, about the translation process of these academic-theoretical reflections into an art installation. This will also allow addressing how the "Mirror Palace of Democracy" was academic-artistic intervention in the public sphere, discussing its specificities, limitations and opportunities.

Id: 17954

Title: Visual Problem Appraisal and local approaches to managing the impacts of climate variability and change in indigenous communities in Aurora Province, Philippines

Session Type: Individual submission

Authors:

Name: Sarah Cardey

Email: s.p.cardey@reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Loes Witteveen

Email: loes.witteveen@hvhl.nl

Country: NL (Netherlands)

Affiliation: Van Hall Larenstein / Wageningen University

Abstract: Ranked as one of the most disaster-prone areas globally, the Philippines regularly experiences disaster events. The country is highly dependent on natural resources and agriculture, so the sector's susceptibility to extreme weather events contributes to the vulnerability of fishing and agricultural communities. There is a pressing need to address these impacts of extreme weather events to strengthen community livelihoods. Aurora Province is in a typhoon alley, making it particularly vulnerable to extreme weather events, which presents a challenge given the reliance of the local economy on agriculture and fisheries. Through a new collaborative initiative between Aurora State College of Technology (ASCOT) and the University of Reading, a project focusing on capacity building and participatory techniques will seek to mitigate the impacts of extreme weather events through a joint research program on indigenous climate change adaptation knowledge. Visual Problem Appraisal has been established as a robust and innovative film-based learning strategy to analyse complex and 'wicked' problems, and facilitate action planning. With a focus on dialogue and participation, it provides a space to analyse problems to identify practice and policy options.

This paper will present a framework for using VPA as a participatory tool for supporting analysis of indigenous climate change adaptation knowledge in Aurora State. It will introduce the role of visual narratives, particularly focusing on indigenous climate knowledge, in assessing communication and knowledge resources within a community. It will then address how the VPA process can build capacity and develop options for problem analysis and practice options in the area. The paper will identify how this process fits into a broader process of communication and local knowledge development with the aim to provide evidence for the value and relevance of participatory approaches towards mitigating the effects of extreme weather events.

Id: 17958

Title: From the minimalist-maximalist participation dichotomy to Autonomism: Analysis of social media participation practices in Sub-Saharan Africa.

Session Type: Individual submission

Authors:

Name: Gloria Ooko

Email: glooko15@gmail.com

Country: KE (Kenya)

Affiliation: University of the Witwatersrand

Abstract: The media enhances democracy by allowing the citizenry to participate in content creation through which they exercise political power. Participation in media can either be minimalist or maximalist, where in the former, media professionals' skills and expertise give them a high degree of control over content production, while the latter balances professional and audience control. Thus how the media enhances participation in democracy is influenced by media structures and cultures, meaning conventional media technologies, the newspaper, radio and television have for long determined the level of participation in media and through media. Even though proponents of consensus democracy argue that participation in media should encourage deliberation while the conflict oriented approach views participation as a site for the ineradicable political struggles, what seems left out is how media technologies influence participation opportunities available for the citizenry. To this concern affordances of internet especially the social media platforms like Facebook, Twitter and WhatsApp are encouraging a new form of participation; autonomist participation, which does not necessarily fit in the minimalist-maximalist dichotomy. How social media affordances are creating autonomist participation is similar to several unique ways Africans appropriate new communication technologies, for instance the invention of M-Pesa, a mobile phone banking service in Kenya, has availed banking services to the previously unbanked population. An interesting trend seen in Kenya today is the mushrooming of WhatsApp movements and groups which behave like leaderless movements as they grow spontaneously and seem to break into splinter groups whenever individual(s) try to take up formal and active leadership of the group. Through an examination of four such groups, this paper will argue that WhatsApp is providing technology that supports participation in a context of informal and nonhierarchical leadership. This type of participation moves us closer to the democratic populist fantasy in which actors in the participation process are equal as the subalterns attempt to do away not only with all forms of professional and elitist control, but also the hegemonic active leadership.

Key Words: Participation. Autonomism. Social media affordances.

Id: 17992

Title: Media and citizens' participation during catastrophes: from a worldwide tour of experiences to the Portuguese fogos.pt initiative

Session Type: Individual submission

Authors:

Name: Fábio Ribeiro

Email: fabior@utad.pt

Country: PT (Portugal)

Affiliation: University Trás-os-Montes e Alto Douro (UTAD); Communication & Society Research Centre - University of Minho

Abstract: Safety is crucial for societies. Access to information in critical times as well. Some historical moments have been in the broad light of new intents to promote engagement and participation of citizens in the ongoing processes of disaster, ranging from floods, earthquakes or wildfires, just to name a few. Scholars often highlight The Aarhus Convention, held in 1998, as a particular milestone, as Governments put pen-to-paper to several encouraging policies in the public participation scope, guaranteeing opportunities for the citizens to have a voice in environmental decision-making (Park & Lee, 2016). As such, three pillars were on the verge of such official agreement: access to information, public participation and access to justice in governmental decision-making processes on matters concerning the local, national, and transboundary environment (Secco et al., 2014).

It remains somehow unclear if governments are keen to promote such strategies, as citizens' initiatives have been fostered in several locations in the world, especially in the online context. Evidences demonstrate that pertinent and accurate content sharing during catastrophes reduce risks, avoid misunderstandings and control unexpected and dangerous behaviours (Kunreuther & Useem, 2010).

This communication seeks to explore the community-based disaster management subject. Observing the scientific production in this regard, a roadmap of such experiences will be presented and categorized in terms of its potentialities, impacts and information sharing levels. As a complement, this work-in-progress study aims to evaluate the recent initiative in Portugal with the web online database fogos.pt, which was recently pointed out as a citizens' ground-breaking strategy to respond to catastrophes in the aftermath of the June and October 2017 wildfires.

Id: 18003

Title: The role of culture in pest management innovation; an analysis and comparison of two farmer communities in Bangladesh

Session Type: Individual submission

Authors:

Name: Most. Zannatun Mukta

Email: zanatun.mukta@wur.nl

Country: BD (Bangladesh)

Affiliation: PhD Research Fellow; Knowledge Technology and Innovation (KTI) chair group; Wageningen University and Research Centre, the Netherlands

Name: Annemarie van Paassen

Email: annemarie.vanpaassen@wur.nl

Country: NL (Netherlands)

Affiliation: Knowledge Technology and Innovation (KTI) chair group; Wageningen University and Research Centre, the Netherlands

Name: Cees Leeuwis

Email: cees.leeuwis@wur.nl

Country: NL (Netherlands)

Affiliation: Professor, Knowledge Technology and Innovation (KTI) chair group, Wageningen University and Research Centre, the Netherlands

Abstract: This paper investigates the role of culture in the enactment of Integrated Pest Management (IPM)-Farmer Field School (FFS) approach in two farmer communities in Bangladesh. The Department of Agricultural Extension (DAE) in Bangladesh has embraced the IPM-FFS approach, based on principles such as context specific problem identification, education coupled with farmer experimentation and observation for interactive learning. However the enactment and success of the FFS approach is quite diverse, e.g. because of ‘weaknesses’ at farmer level (Parsa et al., 2014). In our perspective, we need to know the culture of a farmer community, to be able to understand local participation, learning dynamics, and uptake of IPM practices. In line with Schein (2004) we define culture as a pattern of shared basic assumptions, beliefs and values, learned by a group to solve problems of internal integration and external adaptation. There are some powerful characterisations of cultural patterns such as the work of Hofstede (1991) and Cultural Theory (Douglas, 1985; Douglas and Wildavsky, 1982), but we preferred open inductive, ethnographic research in two farmer communities of Jamalpur district in Bangladesh, because those communities demonstrated significant differences in learning dynamics and uptake of IPM in their eggplant farming. Aim of the study was to identify contextual cultural patterns in the way farmers talked about and enacted innovation dynamics, notably their networking, knowledge sharing, learning and collaborative action. Data were collected through participatory observation, informal chats, coupled with in-depth interviews with FFS as well as non-FFS farmers (12 in each community). The study revealed that one community of illiterate farmers mainly adhered to beliefs and values of competition and mistrust. Farmers did not share pest management knowledge with farmers outside their small network of close family and friends. They found it hard to understand

the complex IPM concept; showed little interest in the FFS of the agricultural extension workers and rather relied on individual advice and quick solutions of local pesticide traders. The other community however demonstrated more social cohesion: farmers shared knowledge with farmers outside their close network relatives and neighbours, organised themselves to take advantage of individual agricultural advice as well as FFS to subsequently enact IPM in a coordinated manner. They only used pesticides as a last resort. The patterns that emerge from these findings tend to correspond with the Cultural Theory's characterisation of social life. According to this theory, particular groups of people can be positioned in four main forms of social organization: 'hierarchy' refers to strong group solidarity and high value of prescriptions; 'individualism' refers to weak group solidarity and personal autonomy; 'egalitarianism' represents strong group solidarity and shared life of voluntary consent; and 'fatalism' refers to atomised subordination to numerous rules. In our research, the first community demonstrated a mix of 'individualism and fatalism', while the second community could be characterised as 'egalitarian'. This identification of cultural patterns proved to be critical to understand the differences in participation and innovation dynamics between farmer communities, and adapt innovation interventions accordingly.

Id: 18035

Title: The Realization of Slow Democracy in a Social Media Context: On-Campus Activism at Ewha Womans University

Session Type: Individual submission

Authors:

Name: Young Eun Moon
Email: youngeun@uoregon.edu
Country: KR (Korea, Republic Of)
Affiliation: University of Oregon

Name: Ji Eun Park
Email: bnb6576@naver.com
Country: KR (Korea, Republic Of)
Affiliation: Ewha Womans University

Name: Su Im Song
Email: tamatama_331@gmail.com
Country: KR (Korea, Republic Of)
Affiliation: Ewha Womans University

Name: Sung Hee Shin
Email: happ2xiah@gmail.com
Country: KR (Korea, Republic Of)
Affiliation: Ewha Womans University

Name: Jiseon Lee
Email: leejiseon08@gmail.com
Country: KR (Korea, Republic Of)
Affiliation: Ewha Womans University

Name: Bo Gyeong Park
Email: yangg423@gmail.com
Country: KR (Korea, Republic Of)
Affiliation: Ewha Womans University

Abstract: This is a success story concerning university students' on-campus activism in South Korea. The prestigious Ewha Woman's University formed the starting point of the 2016 movement that eventually led to the impeachment of Park Geun-hye, the former President of South Korea. According to Delury (2017), "At the time, it seemed like an isolated incident, as if the students had pulled loose a thread to unravel the web of corruption surrounding the highest echelons of political and economic power in the country" (p. 98). Considering that student activism in South Korea had been declining since the country's authoritarian rule ended in 1987, this incident deserves wide attention for its influence on the Korean political landscape.

Specifically, this study seeks to examine how protesters utilized social media and how their communication channels transformed the notion of collective action. Through grounded theory methods, qualitative materials from historical accounts—including news stories, biographies, and oral histories— were used to make inferences about the meaning of events and their political actors. The analysis illustrates that this movement was an exact example of how the organizational concentration and creativity of individualist culture coexist in the social media environment. As with other social media-based movements, this movement was driven by social media’s key traits: anonymity and diffusivity. In the meantime, the protesters tried to overcome the typical limitations of a social media-based protest, such as sustainability and systemicity.

Owing to its distinctive and unprecedented communication methods, this movement was able to make decisions by gathering each protester’s personal opinion both online and offline, respecting severalty and not getting buried by ideological slogans. It deserves attention in that the social media context made it possible to realize “slow and direct democracy.” All users were female including students and alumni, based on their attachment to their alma mater and a clear sense of belonging, access was prohibited to outsiders; moreover, the protesters rejected the help of other organizations, as well as offers of solidarity. They used this exclusiveness flexibly by setting their own stipulations when they responded to school authorities or media companies. The efforts to make one voice, while respecting individuality, helped to sustain the protest for 86 days, occupying the school with activism and slow democracy.

The findings of this event beg the question: How was this movement able to overcome the usual limitations of social media, which typically calls for organization-driven movements? The leading role of young women in the development of the general social movements in Korea deserves special attention. Further, it is a point of entry to rethink the protest at Ewha Womans University in the context of Korean political history.

Id: 18047

Title: Exploring the margins of community-driven radio

Session Type: Individual submission

Authors:

Name: Sonia De La Cruz

Email: ms.soniaibt@gmail.com

Country: US (United States)

Affiliation: Media Consultant & Documentary Filmmaker

Abstract: My presentation will discuss the ways participatory practices for communication for development and social change are enacted and reworked at Radio Bilingüe, a Spanish-language community-driven public radio that is owned and operated by a traditionally marginalized Latino community living in the United States. I utilize the theoretical framework of media at the margins, recently proposed by communication scholar Clemencia Rodríguez (2017) who uses the concept of ‘margins’ as a way examining how different sites of struggle (or margins) within a particular media environment produce complex power dynamics that affect the ways media content is produced. Additionally, Rodríguez (2017) argues, “at the margins, media tend to be less universal, less driven by global trends and markets, and more grounded in local time, place, interest and need” (p.49).

Within the purview of media at the margins, I examine how radio practitioners articulate and enact change through various participatory practices for producing radio content. Through collaboration, they seek to democratize the media environment while advancing social objectives aimed at serving the needs of the radio community or stakeholders.

The Radio Bilingüe community is a transnational community of Latinos living in the United States who are multi-ethnic and linguistically diverse, including indigenous peoples from the Americas, who are traditionally poor and multigenerational (including US-born Latinos). They are a community who face a multiplicity of margins on a daily basis; whether political, cultural, linguistic, economic, geographic or emotional margins, that come to shape the ways media content is produced. Although Radio Bilingüe is a public media institution located in the United States, I argue that much of the work that it produces resembles the type of work, form, and practices found in community-driven media located in the Global South. Therefore, much of what they do is grounded in strategies for communication for development and social change that are practiced in the poor and rural communities of an industrialized nation.

The framework of media at the margins is not only useful for thinking about how radio practitioners engage the broader community in the production of radio content, but it also allows us to examine how and why particular thinking and strategies are used to address specific issues aimed at, for example, political mobilization, public advocacy, or the ways voice is used to amplify and assert identity. With this case, I will explain how the radio operates and how those engaged with it develop particular strategies and narrative to reach out to and collaborate with the community, which leads to amplifying their collective voices and shape consciousness that can lead to mobilizing people around various political aims, including identity.

**

Reference: Rodríguez, C. "Studying media at the margins: Learning from the field," *Media Activism in the Digital Age*, Eds. Victor Pickard and Guobin Yang (New York, NY: Routledge, 2017), 49-61.

Id: 18166

Title: COMMUNICATIVE PRACTICES IN THE PUBLIC SPACE AND THE USES OF THE SOCIAL NETWORKS IN THE PROCESS OF THE CONSTRUCTION OF CITIZENSHIP. A CASE STUDY IN THE CITY OF SAN JUAN, ARGENTINA.

Session Type: Individual submission

Authors:

Name: Ana Celina Puebla

Email: acelinapuebla@gmail.com

Country: AR (Argentina)

Affiliation: Facultad de Ciencias Sociales. Universidad Nacional de San Juan. Argentina/ Doctorado en Estudios Sociales en América Latina. Centro de Estudios Avanzados. UNCórdoba. Argentina

Name: Daniel Osvaldo Gimeno

Email: dog1144@hotmail.com

Country: AR (Argentina)

Affiliation: Departamento de Ciencias de la Comunicación. Facultad de Ciencias Sociales. Universidad Nacional de San Juan. Argentina/ Doctorando en la Facultad de Ciencias de la Comunicación de la Universidad Nacional de Córdoba. Argentina

Abstract: Communicative practices in the public space can be studied as processes that sustain the participation (of the subjects) in the construction of citizenship, from the use of digital networks and their controversy with media discourses. This paper focuses on the case study of a countercultural artistic intervention developed in Bicentenario Square in the city of San Juan, Argentina, in 2017, by a group of street artists, called “Montoneras XXI”, who question the authorities and the rest of citizens to dispute power. This group implemented some communicative practices to make visible themselves and to interpell to the instituted order in the city. They made different activities and interpellation in the public space through an artist performance called "Intervención Veranesca" (about 3/5 minutes). This was developed in a night of Sunday. The announcement was made through a secret group on Facebook. Some people who watched the performance in the fountain of the Bicentenario Square were surprised. They took pictures and made videos which then were loaded and shared on the social networks. From this moment a viralization through the digital mass media took place. Media discussed and questioned the public uses of the fountain in this public space. From a perspective of the geopolitical of knowledge and the Latin-American Cultural Studies, this paper is supported by the theoretical and methodological contribution of Rossanna Reguillo Cruz, Marita Mata and John Thompson. The first of these authors allowed us studying the Communication, the City and the Resistance’s Practices from two central concept axes: “the institutional-the emergence” and the “the legitimate-the illegitimate”. The second one, proposes going in depth about the articulation between “communication” and “power” through the notions of communicative citizenship. Finally, with Thompson, we address the study of symbolic reproduction of the social context through mass media and social networks. The corpus of analysis is made up by observations, interviews, photographic and video graphic records and screen shots of discourses that circulated through the social networks and digital media. All of this information was relevated before, during and after the performance that took place into the fountain of the “Bicentenario Square”. The concept of the “Citizenship” was a strategy to think of the process that occurs into the

interchanging of symbolic relations between social subjects in the public space, but at the same time, through an experience that became common thanks mass media and social networks. In this sense, the communicative practices that we have been studied let us establish a debate around the democratic uses of the city.

Id: 18187

Title: Participatory risk communication: Alternative anti-infectives in public debates

Session Type: Individual submission

Authors:

Name: Angela Osterheider

Email: a.osterheider@fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Name: Julia Drews

Email: j.drews@fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Name: Juliana Raupp

Email: Juliana.Raupp@fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Abstract: Currently, antimicrobials (incl. antibiotics) are the most effective drugs available to fight germs. However, they are becoming increasingly ineffective as pathogens turn resistant to treatment with antimicrobials (aka antimicrobial resistance, AMR). To reduce the use of antibiotics and therefore support the sustainable development goal 3 (to ensure healthy lives and promote for all at all ages) it is necessary to develop alternative drugs and prevention measures. Within this paper, we focus on different participatory methods (McComas, Arvai & Besley, 2010)(especially a participatory risk communication workshop) to involve different stakeholders and their opinions. The results should accompany the development and introduction of alternative anti-infectives. The aim of this paper is to focus on the conduction and evaluation of the participatory risk communication workshop. For this purpose, we investigated in how far users in the agricultural sector perceive the risk of molecular biological research on antimicrobials. We address the overall research question: How, if at all, does risk and science communication impact farmers', veterinarians' and other key groups' perception of alternative anti-infectives in terms of risks and benefits?.

To answer this research question, we use a sustainable mixed-method approach: First, we analyzed the key actor's communication (e.g. press releases, reports, n = 161). Secondly, we conducted an online survey with farmers in Germany (N=336). Thirdly, we are currently in the preparation of a participatory risk communication workshop involving the previous identified key actor's (various stakeholders from livestock farming, conventional and organic farming, veterinarians, authorities and researchers). Within this workshop, we will include an expert discussion about our previous results as well as elements of scenario techniques to get a broad picture on future perspectives (French & Baley, 2011; Kosow & León, 2015; Reed, 2008; Rowe & Frewer, 2005). The workshop will take place on February 22nd 2018 and our expected outcome is an integration of diverse stakeholder opinions, concerns and needs of communication.

Within this paper, we focus on the conduction and the results of the participatory risk communication workshop. During the workshop, we want to discuss our previous project results, identify new issues and discuss future perspectives and needs of communication of various stakeholders. These results should be considered during the communication processes about the development and introductions of alternative anti-infectives. Overall, this paper aims at answering the question how to present and implement communication research in more participatory and sustainable ways. This study is part of the cooperative research project “IRMRESS” that is funded by the German Federal Ministry of Education and Research.

Id: 18199

Title: The Development of Rural Advisory Services in Mongolia

Session Type: Individual submission

Authors:

Name: Rico Lie

Email: rico.lie@wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University

Name: Oleg Nicetic

Email: o.nicetic1@uq.edu.au

Country: AU (Australia)

Affiliation: The University of Queensland

Name: Elske van de Fliert

Email: e.vandefliert@uq.edu.au

Country: AU (Australia)

Affiliation: The University of Queensland

Name: Loes Witteveen

Email: loes.witteveen@hvhl.nl

Country: NL (Netherlands)

Affiliation: Van Hall Larenstein University of Applied Sciences

Abstract: This article analyses the development of rural advisory services in Mongolia in the light of theoretical understandings within the field of rural communication. The aim is to understand – through theoretically embedding- the specifics of the functioning of newly implemented services in Mongolia. This understanding is facilitated by applying broader scientific knowledge about the functioning and dynamics of rural communication services. Throughout the years the theoretical focus has shifted from classic linear agricultural extension thinking, which emphasized uncomplicated direct knowledge transfer, to less hierarchical, more integrated and systemic forms of thinking about knowledge co-creation and knowledge sharing. ‘Innovation systems’-thinking guided us in centralising new concepts such as networking, collective action and learning. It is this forceful triangle of ‘knowledge’, ‘networking’ and ‘learning’ that will be applied for understanding the changes that are taking place in rural Mongolia.

In the period November 2013 to December 2016 a consortium of The University of Queensland and the Association for Sustainable Rural Development, a Mongolian NGO, established structures and capacity to deliver extension, communication and information services to Mongolian herders on five content areas. These content areas include sustainable herd management, sustainable rangeland management, feed supply and feeding, animal health management, and sustainable business management. The implemented structures, its elements and performance are analysed with data that were collected from stakeholders during a qualitative field evaluation research. In addition the analysis builds upon knowledge available with the project coordinators. Results demonstrate the

unique development of the rural advisory system in Mongolia and show the lively interplay between knowledge, networking and learning. More specifically it displays how stakeholders established and maintain their own adapted forms of organization and communication, and how they, in a networked environment, are in control of their own learning and how individual motivation and collective action go hand in hand.

Id: 18286

Title: Paradigmatic Issues in Communication for Social Change: A View from Los Baños School of Development Communication

Session Type: Individual submission

Authors:

Name: Winifredo Dagli

Email: wdagli@uoguelph.ca

Country: CA (Canada)

Affiliation: School of Environmental Design and Rural Development, University of Guelph

Abstract: With the recent communicative reading of social movements as purveyors of social transformation, proponents of communication for social change position their views as the emerging paradigm to replace participatory communication. The shift began with the politics and poetics of moving away from the dominant development discourse as articulated in the gatherings of communication scholars and practitioners, supported by the Rockefeller Foundation between 1997-2004. The initial emphasis is on horizontal communication, which capitalizes on communities' history, knowledge, and culture as the fulcrum of planned social change. However, a more radical view, in the tradition of postcolonial theory and subaltern studies, has been taken by scholars who interpret the communicative aspects of local and transnational collective action as ontologically divorced from participatory communication. In this paper, three emerging theoretical perspectives associated with communication for social change will be critically analyzed to examine the merits of criticisms against participation and participatory communication, particularly the way proponents tend to totalize participatory communication as individualist, developmentalist, and instrumental to legitimizing neoliberal structures and policies. These social change communication perspectives are Mohan Dutta's culture-centred approach, Thomas Tufte's citizen perspective, and Linje Manyozo's pedagogy of listening. Comparative analysis will be done on the basis of these perspectives' notions of dialogue, media, institutionalization, and sustainability of process and outcomes. One key argument of the paper is that social change communication can further enrich and expand rather than supplant participatory communication theory and methods, particularly in cultivating reflexivity and in developing local concepts of and approaches to participatory communication.

Critical analysis will draw on some case studies, mostly the author's participatory communication projects with indigenous peoples and other rural sectors in the Philippines, and on the author's personal orientation and situatedness as instructor at the College of Development Communication in Los Baños, Philippines—a global reference on communication for development and participatory communication research. The paper will conclude with some critical reflections on the dangers of conflating communication with social change movements, the implications of social change communication to the disruption of epistemic communities in the field of communication, and the further diffusion of institutional support to communication for development and social change initiatives. In the end, a framework of reflexive participatory communication will be offered, which will highlight the political and moral aspects of a participatory communication practitioner's role of deliberately working with the communities and with the institutions in improving people's wellbeing. Those two elements—deliberate practice/engagement and the importance of

institutionalization—seem to be lacking in the articulation of most communication for social change perspectives, which seem to be paradoxically disengaged from praxis.

Id: 18294

Title: Collaborative production on television: the case of the Ponto Brasil (2009) program.

Session Type: Individual submission

Authors:

Name: Sara Uchoa

Email: saraguchoa@gmail.com

Country: BR (Brazil)

Affiliation: Universidade Federal de Juiz de Fora

Abstract: This paper examines the collaborative mode of production on `stricto sensu` television – based on the Broadcasting model - through the study of the television pilot Ponto Brasil (2009), co-produced by TV Brasil and the Ministry of Culture from Brazil (SPPC/MinC/Brazil). The program is a relevant case study because a rich methodology for networked audiovisual production was developed in order to create the fourteen thematic episodes with videos produced in collaboration by Pontos de Cultura and audiovisual collectives from almost all Brazilian states. Also, it is important to note that it emerged in the midst of the progressive government in Brazil (2003 - 2016) when several groups of the civil society got involved with the formulation of the cultural public policies.

The paper has three main parts. In the first part we describe the television program and draw an overview of the Brazilian cultural policies having the pilot as a scope delimitation. The program description - history and design, guiding principles, budget resources, exhibition and continuity - is based on interviews conducted by the author in 2015, 2016 and 2017, also the program work platform (filed under 'redelivre.net') and a book chapter on Community Filmmaking in Brazil (ROCHA e CARELLI, 2011).

In the second part we talk about our interpretation of `stricto sensu` and `lato sensu` television (HALL [1973] 2003; LÖWGREN e REIMER, 2013; MACHADO, 1987) differentiating both in terms of technical and cultural characteristics that lead to a collaborative mode of production; our main purpose is to use it as model of analysis to approach our case study. Also, in this part, we explore a few uses and understandings of the concept collaborative in the scope of studies about Public Television (CANNITO, 2009; FRIEDLAND, 1995; NORBÄCK, 2011). Finally in the last part, we describe the Ponto Brasil`s methodology for networked audiovisual production and explore, within the limits offered by the program, the possibilities and limitations of the collaborative mode of production on `stricto sensu` television.

References:

CARELLI, Vincet; ROCHA, Janaina. "Brasil". In El cine comunitario en América Latina y el Caribe. Alfonso Gumucio Dagrón (coord. regional). Fundación del Nuevo Cine Latinoamericano y Centro Nacional Autónomo de Cinematografía: República Bolivariana de Venezuela, Documento n. 14 - FES – C3, 2011.

CANNITO, Newton Guimarães. A TV 1.5: a televisão na era digital. 302 f. Tese (Doutorado) - Escola de Comunicação e Artes, Universidade de São Paulo, São Paulo, 2009.

FRIEDLAND, Lewis A. Public television as public sphere: The case of the Wisconsin collaborative project, *Journal of Broadcasting & Electronic Media*, 1995, p.147-176.

HALL, Stuart. “Codificar/Decodificar”. In: Hall, Stuart. *Da diáspora. Identidades e mediações culturais*. Belo Horizonte: Ed. Da UFMG, 2003.

LÖWGREN Jonas; REIMER Bo. *Collaborative media: Production, consumption, and design interventions*. MIT Press: Cambridge, MA, 2013.

MACHADO, Arlindo. *A arte do vídeo*. São Paulo: Brasiliense, 1987.

NORBÄCK, Maria. *Making Public Service Television. Doing institutional work on the institution of public service TV*. Sweden: Jönköping University, 2012.

Id: 18304

Title: Towards a Transformed Society: The Role of Participatory Communication and Behavior Change Campaigns on Plastic Disposals in Kenya

Session Type: Individual submission

Authors:

Name: Agnes Lucy Lando
Email: allando2014@gmail.com
Country: KE (Kenya)
Affiliation: Daystar University

Name: Samuel Muriithi
Email: smuriithi@daystar.ac.ke
Country: KE (Kenya)
Affiliation: Daystar University

Name: Sylvia Tuikong
Email: stuikong@daystar.ac.ke
Country: KE (Kenya)
Affiliation: Daystar University

Name: Mary Mogute
Email: mmogute@daystar.ac.ke
Country: KE (Kenya)
Affiliation: Daystar University

Name: Joab Namai
Email: jnamai@daystar.ac.ke
Country: KE (Kenya)
Affiliation: Daystar University

Name: Ann Wachira
Email: awachira@daystar.ac.ke
Country: KE (Kenya)
Affiliation: Daystar University

Name: Joseph Munyao
Email: jmunyao@daystar.ac.ke
Country: KE (Kenya)
Affiliation: Daystar University

Abstract: In the Kenya Gazette notice No. 2334, of 28th February, 2017, The Cabinet Secretary, Ministry of Environment and Natural resources, notified the public that with effect from 28th Aug 2017, there would be a ban on the use, manufacture and importation of all plastic bags used for commercial and household packaging. The penalties for any defaulter would be severer: A fine of

two to four million Kenya shillings or imprisonment of one to four years, or both. The ban was to avoid negative health and environmental effects resulting from improper disposal of plastics. However, in Kenya, environmental pollution is not limited to improper disposal of plastics bags. There are other refuse, plastics and non-plastics that do not decompose; and also litter the environment, but are not captured in this Gazette Notice. Some of these are plastic bottles of water, diapers, soda cans, and canned energy drinking beverages. Even those that decompose are improperly disposed. For example, banana or orange peels, and maize cobs are more often thrown onto the tarmac from the windows of moving personal cars or commercial vehicles. Whereas the ban is a move towards the right direction for a healthy environment, there was no involvement of the people to persuade them towards behavior change for a proper disposal of plastics. Significantly absent was the education of the society or any involvement of the citizens on this prohibition. Yet, there is a great need for behaviour change towards embracing the ban and for proper disposal of non-banned plastics. Thus the ban appears punitive, without adequate information and persuasion to discourage the public from littering. Consequently, if the ban succeeds, Kenya will be void of plastic bags, but there will still be plastic bottles (of water and juices), cans of sodas, used pampers etc thrown all over. Thus, it is our view that the ban should have been preceded with appropriate communication campaigns to educate the public on why the ban, and behavior change with regard to disposal of all other types of garbage. Additionally, there has been insufficient information on how or where people are to dispose the plastic bags in their possession prior to the ban notice. It is now six months since the ban was pronounced. The purpose of this study, therefore, is to establish the extent to which Kenyans have embraced the ban, and the ban's impact on the society's environment. This quantitative and qualitative study will utilize questionnaires, in-depth interviews and Focus Group Discussions to collect data from, among others, suppliers of plastic materials, garbage collectors, recyclers, small business owners/managers and key stakeholders

Id: 18316

Title: Developing a health CBPR and interactive intervention with Appalachian communities

Session Type: Individual submission

Authors:

Name: Laura-Kate Huse

Email: lkg15d@my.fsu.edu

Country: US (United States)

Affiliation: Florida State University

Abstract: Empowerment has been defined as a process by which individuals are able to assert control of factors and decisions that affect their lives. Specifically within health promotion these factors and decisions are tied to health outcomes. In the most effective situations this occurs through a process of increasing assets (capacity building), networks, and self-efficacy. This means that neither individual nor community empowerment can be reduced to mere participation; empowerment is a process by which power is re-negotiated to allow for the community to gain control (Baum, 2008). Given that a central tenant of empowerment is the power struggle, community empowerment seems a more desirable outcome than individual level empowerment. In considering interaction at various levels as the authors propose, the concept of community capacity comes to mind. Chaskin et al. (2001) defines community capacity as the “interaction of human, organization, and social capital...that can be leveraged to solve collective problems...” (pp. 4).

Given the importance of community on health outcomes, it has become increasingly important to define the term “community” appropriately. MacQueen et al. (2001) examine the use of the term and whether it is “a group of people with diverse characteristic who are linked by social ties...” (pp. 1929). This definition highlights that community, unlike a neighborhood, is not geographical bound but developed through the interaction of its members.

While much research has been done on Appalachians there is a significant gap in collaborative studies developed with and not for these individuals. This paper echoes the need for the integration of local expertise through the systematic involvement of Appalachians in studies where they are the target population. This study seeks to address the gap in existing prevention efforts among Appalachians through the development of a participatory and interactive, community-based intervention. Given the complex nature of rural communities, and Appalachia specifically, this intervention moves away from traditional methodologies and employs a holistic understanding of health as defined by the World Health Organization (“About WHO,” 2016), “a state of physical, mental, and social well-being and not merely the absence of disease or infirmity” (para. 1).

Access to health care is lacking within many Appalachian communities, but other environmental and cultural factors influence Appalachians’ health behaviors, including anxiety about other community members judging them for seeking help and a fear of becoming addicted to prescription medications (Coyne, Demian-Popescu, & Friend, 2006). This study seeks to discover culturally relevant participatory intervention methods for these communities. In addition, this study seeks to understand environmental factors influencing Appalachians’ attitudes and behaviors towards seeking medical care through the formative research stages (focus groups, interviews, ethnographic notes of the environment, and participant observation), as well as concepts such as built environment barriers and normative influence, which are critical to intervention success and

adherence. This stage is particularly important in reducing stigmatization and increase empathic feelings on behalf of community members, local organizations, and media.

Id: 18353

Title: Environmental and social impact of the agroindustry in the Wacoyo Indigenous resguardo of Puerto Gaitán, Meta, Colombia.

Session Type: Individual submission

Authors:

Name: Juan Vieco Alabarracín

Email: viecojj@gmail.com

Country: CO (Colombia)

Affiliation: Universidad Nacional de Colombia

Abstract: This paper is the result of the research work that I have been doing since 2015 in the Wacoyo indigenous resguardo, inhabited by 1,800 Sikuni and Piapoco indigenous people, grouped into 32 communities and located in the municipality of Puerto Gaitán, Meta. The methodology used is the research-action-participation, and is aimed at writing together, the plan of life of the resguardo.

Since the 2000s, the agricultural frontier of the Colombian Orinoquia, especially the so-called Altillanura or well-drained Orinoquia, has been subject to the expansion of large agroindustrial crops, especially African palm, rubber and timber species such as the Caribbean pine. In addition to these crops, in the resguardo areas, transgenic maize crops are grown, which aim to feed 70,000 pigs from the Fazenda company, a Colombian company specialized in the commercialization of products derived from pork.

The Indians lease 1,000 hectares of their land for this purpose, and receive a significant amount of money from the company, which helps them finance both individual and collective projects, as well as hiring a dozen indigenous people with work contracts with all the social guarantees required by Colombian legislation (pension, health, food subsidy).

But this agro-industrial and agricultural model has very serious environmental impacts for the people who live in the resguardo. At dusk, when the breeze changes, or with the rains of the winter period, the natives must withstand nauseating odors derived from the waste of pigs, which has caused serious health problems, especially among children and the elderly, but they affect the whole population. On the other hand, transgenic corn crops are fumigated periodically by means of fumigation planes, which also affect the environment and people's health.

The indigenous people have deployed different strategies to solve this problem: stoppages on the road that goes from Bogotá to Puerto Carreño (Vichada) and complaints to competent state's institutions, but to no avail.

This paper is aimed at illustrating the dilemma that indigenous people must face, between receiving income and employment contracts from the Fazenda company and the environmental impacts on their territory and its effects on the health of the resguardo inhabitants.

Id: 18401

Title: Propuesta Matricial de Dialogo de Saberes

Session Type: Individual submission

Authors:

Name: Jeannette Plaza

Email: jplazazuniga@gmail.com

Country: CO (Colombia)

Affiliation: Corporación Unificada Nacional de Educación Superior CUN

Name: Catalina Campuzano

Email: ccampuzanno@gmail.com

Country: CO (Colombia)

Affiliation: Uniminuto

Name: Victor Segundo Arias

Email: ccampuzanno@gmail.com

Country: CO (Colombia)

Affiliation: Pueblo Indígena Kankuamo

Abstract: Se presenta un aporte teórico-metodológico, de carácter propositivo, denominado Propuesta Matricial de Diálogo de Saberes, que se desarrolla a partir de cuatro ejes nodales, constituidos como posibilidades de interacción, y que tiene como base la sistematización de las prácticas ancestrales de comunicación de los pueblos Kogüi y Kankuamo de Colombia, logradas en diversos proyectos de investigación entre 2007 y 2017.

La propuesta es inspirada también en la genealogía y crítica de la comunicación, relativa a la conformación del pensamiento latinoamericano en vertientes como los estudios culturales, los decoloniales o los referidos a los saberes coloniales (Del Valle, 2009); pero se desmarca de ellos para transitar de la comunicación intercultural al diálogo de saberes, particularmente trabajado con pueblos originarios (Luykx, 1999), que sitúa la interculturalidad en tres momentos: el objetivo, el desafío y el encuentro. Así, la propuesta se fija más en la construcción de relaciones con características de florecimiento multidireccional, de no-violencia, comprensión, resignificación y actualización cultural.

El carácter matricial de la propuesta, se deduce como el coexistir de elementos heterogéneos, metáfora trabajada por Barbero (2008) que pasa la matriz estadística de lo cuantitativo a lo cualitativo. Luego, dada la naturaleza polisémica de lo sagrado como parte de lo cultural, se asume el funcionamiento matricial de la cultura desde Lotman (1998), para plantear el entrecruzamiento de los ejes desarrollados y se cierra con el manejo de los tiempos de Broudel (2008) en su trabajo con la semiósfera.

La metodología de la que se da cuenta, se asumió como camino de encuentro con los pueblos participantes, por lo que se focalizó epistemológicamente en la combinación histórico-hermenéutica y socio-crítica, desde la clasificación de Habermas (2008), para buscar el entendimiento sobre sus

saberes. Se eligió el estudio de caso, como mirada sin pretensiones de generalización y si de profundidad, inclusive trasgrediendo los estándares civilizatorios occidentales, hacia la valoración de los universos liberados de estos pueblos. Entre las estrategias investigativas utilizadas, figuraron las entrevistas a profundidad, la observación participante y el acompañamiento in situ a situaciones particulares, como rituales de sanación. El Análisis de información, por su parte, acogió la opción por análisis crítico del discurso, y utilizó el Atlas-ti para la compilación y clasificación de la información.

Los resultados dan cuenta de la constitución de cuatro ejes nodales y articuladores, a saber: (1.) la comunicación originaria de lo sagrado con algunas asociaciones teóricas, como la del eterno retorno de Eliade (2009). (2.) El camino de lo sagrado esta trabajado tanto por la vía tradicional, como por la vía del regreso o recuperación cultural. (3.) La comunicación cósmica aventura unas elaboraciones teóricas referidas al tiempo-acontecimiento y a las voluntades de verdad, de discurso y de santidad. (4.) Lo político en el diálogo con lo sagrado presenta precisiones que hacen posible la articulación y la investigación acción comunicativa, tiene el carácter de estrategia de uso para trabajar con grupos mestizos o indígenas. La conclusión se centra en cómo el diálogo de saberes originarios-mestizos, extrae y reconceptualiza la propuesta, como síntesis de la búsqueda.

Id: 18419

Title: Hacking Community: Technical Cultures, Participation, and Diversity Advocacy

Session Type: Individual submission

Authors:

Name: Christina Dunbar-Hester

Email: c.dunbarhester@gmail.com

Country: US (United States)

Affiliation: University of Southern California

Abstract: Based on ethnographic research in North America and Europe, this paper explores interventions by members of “open technology” communities (free software and hackerspaces) around the issue of “diversity” in their communities. (“Diversity” is variously construed, but most often focusing on gender.) These interventions are important because they expose many of the assumptions and tensions that surround participatory cultures. On the one hand, most of these projects are organized around voluntarism; in theory, everyone who wishes to participate is welcome to do so (Dunbar-Hester 2016; Kelty 2008). On the other hand, diversity initiatives form in order to address the “problem” of imbalance in the ranks of participants. (A rallying cry within free software communities was a 2006 report showing that while academic and proprietary computer science included around 30% women, free/libre and open source software (FLOSS) projects were less than 2% women (Nafus et al. 2006).)

Aimed at hacking the “social infrastructure” that determines how technical projects form and proceed, these interventions represent attempts to change the terms of association that undergird voluntaristic technical projects. Diversity advocates’ strategies include both starting separate spaces and challenging mainstream hacker/FLOSS culture, and represent subaltern counterpublics in regroupment and agitational modes (Fraser 1990). Using insights from social studies of technology and feminist theory, the paper argues that these forms of activist engagement with ICTs may succeed in challenging elite cultures of expertise and relatively anarchic “openness” that animate FLOSS and hackerspace groups. At the same time, it shows how social infrastructure interventions into autonomous modes of governance are fragile and require frequent maintenance (Jackson 2013; SSL Nagbot 2016). The paper demonstrates that advocates’ interventions into their communities’ terms of association transform how these projects form and proceed, and potentially, how resulting technologies are built. Yet changing “who participates” in technical culture is unlikely to effect more sweeping social change without attention to structural matters, beyond the purview of “open technology” communities.

Abbreviated References:

Dunbar-Hester, Christina. "Paradoxes of Participation." In *The Participatory Condition*. Eds. Darin Barney, Gabriella Coleman, Christine Ross, Jonathan Sterne and Tamar Tembeck. Minneapolis: University of Minnesota Press, 2016.

Fraser, Nancy. “Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy.” *Social Text* (1990) 25/26: 56-80.

Jackson, Steven. "Rethinking Repair." In *Media Technologies: Essays on Communication, Materiality, and Society*, ed. Tarleton Gillespie, Pablo Boczkowski, and Kirsten Foote, 452–491. Cambridge, MA: MIT Press, 2013.

Kelty, Christopher. *Two Bits: The Cultural Significance of Free Software*. Cambridge, MA: MIT Press, 2008.

Nafus, Dawn, James Leach, and Bernhard Krieger. "Free/Libre and Open Source Software: Policy Support (FLOSSPOLs), Gender: Integrated Report of Findings." University of Cambridge, 2006.

SSL Nagbot. "Feminist Hacking/Making: Exploring New Gender Horizons of Possibility." *Journal of Peer Production* (2016) 8. Online at <http://peerproduction.net/issues/issue-8-feminism-and-unhacking/feminist-hackingmaking-exploring-new-gender-horizons-of-possibility/>

Id: 18462

Title: Retracing the Ethical and Political History of Participatory Communication: Listening to African Diasporic Voices

Session Type: Individual submission

Authors:

Name: Nicole Lemire Garlic

Email: nlgarlic@temple.edu

Country: US (United States)

Affiliation: Temple University

Abstract: Researchers, practitioners, and scholars of participatory communication have long understood that the voices of participants in communication for development and social change (CDSC) programming should be heard in such a way to influence project design and implementation (Morris, 2003). While participatory communication projects esteem participant viewpoints, they remain subject to critique for determining project goals and design before consulting any participants (Mistry, Bignante, & Berardi, 2014), and failing to truly engage with participants (Manyozo, 2017).

Why is this? This paper argues that these persistent challenges are linked to the lack of a defined ethical compass. Nearly ten years ago, Huesca (2008) noticed this, and called upon researchers to "reduce the likelihood that participatory projects will reproduce in-egalitarian relationships" by strengthening the political and ethical theory undergirding participatory communication (p. 194). He also referenced, albeit in a footnote, ethical and political rationales that evolved outside of Latin America, in Africa and Asia.

This paper takes up that charge by highlighting ethical and political rationales from the African diaspora that may be drawn upon to develop joint bases for CDSC work conducted in Africa and with other African diasporic communities. Franz Fanon's and Aimé Césaire's concept of the decivilization of the colonizer speak to what modern day peoples of African descent may still see as a potentially dehumanizing relationship between former colonized and colonizing countries reflected in participatory communication (Ciccariello-Maher, 2016). Indeed, scholars have argued that Albert Memmi's decolonizing work speaks to modern day interactions in this way (Blenkinsop, Affifi, Piersol, & De Danann Sitka-Sage, 2017).

This work, as well as Wright's (1957), and Manyozo's (2017), point to an ethics of listening—the arguable core of participatory communication. What is significant about the work of Fanon, Césaire, Memmi, Wright, and others is that their work was part of a self-instituted and guided resistance by the forbearers of those who are now participants in development projects. While every modern-day participant may not wholesale accept or adopt these rationales today, more so than those propagated from outside the African diaspora, these rationales form culturally-relevant, nuanced, and accessible entry points for joint discussions between program designers and participants about how to co-create sustainable projects on ethical grounds.

Blenkinsop, Sean, Affifi, Ramsey, Piersol, Laura, & De Danann Sitka-Sage, Michael. (2017). Shut-up and listen: Implications and possibilities of Albert Memmi's characteristics of colonization upon the "natural world". *Studies in Philosophy and Education*, 36(3), 349-365.

Ciccariello-Maher, G. (2016). Decolonizing theory from within or without? A reply to Baum. *Constellations*, 23(1), 133-137.

Huesca, R. (2008). Tracing the history of participatory communication approaches to development. In Servaes (Ed.), *Community Development for Social Change*. New Delhi, India: SAGE Publications India Pvt Ltd.

Mistry, J., Bignante, E. and Berardi, A. (2016), Why are we doing it? Exploring participant motivations within a participatory video project. *Area*, 48(4), 412–418.

Morris, N. (2003). A comparative analysis of the diffusion and participatory models in development communication. *Communication Theory*, 13(2), 225–248.

Wright, R. (1957). *White Man, Listen!* New York: Doubleday.

Id: 18469

Title: Local broadcasting as tactical media: Community participation and activist journalism in Turkey

Session Type: Individual submission

Authors:

Name: Ece Algan

Email: ealgan@csusb.edu

Country: US (United States)

Affiliation: California State University, San Bernardino

Abstract: This study aims to explore the role that participatory local broadcasting has played in helping the Kurdish minority in Turkey to communicate the everyday realities of their alterity despite restrictions on free speech due to the government's continuous efforts to punish media professionals who are suspected of disseminating Kurdish nationalist and separatist agendas. Based on my interviews with local radio and TV executives and producers in 2010 and 2013 in Diyarbakir, which has a predominantly Kurdish population and is considered a cultural and political capital for Kurds in Turkey, I will illustrate local broadcast journalists' tactics for creating and maintaining programming that cater toward Kurds in a conflict situation. The activism of Kurdish broadcast journalists ranges from capturing the everyday resistance of Kurds to creating an alternative discourse against that of the state and mainstream media, and from mobilizing the Kurds to protest against various human rights violations in the region to efforts of forming a favorable public opinion throughout the country and international community for the plight of Kurds. Revisiting the early 2010s' local programming during the height of a brief period of relative freedom enjoyed by local broadcasters in Kurdish provinces when the peace negotiations between the Turkish state and the Kurdish political representation were underway illustrates not only the role of Kurdish activist journalism in political mobilization but also local broadcasters' interaction with their community. It also allows for an articulation of what activism journalism means in an authoritarian and repressive regime, and how local broadcasting functions as tactical media not only for activist journalists but also for the community they serve. Drawing from Rita Raley's (2009) tactical media concept, this study also explores the ways in which local broadcast journalism becomes advocacy and activism. In order to illustrate the nature of the activist journalism that took place before the media closures in the region since 2016, I will discuss a participatory radio program on local Gün Radyo, which was one of the local radio stations in Diyarbakir prior to being shut down in 2016 by the state, which aired in 2010 with the goal of drawing wider support for pressuring the Turkish state for the change of laws regarding the punishment of underage demonstrators, called the stone-throwing kids.

Id: 18520

Title: 'WhatsApp-ing' Citizens' Frustrations; Influencing Governance through Expressive and connective Digital platforms

Session Type: Individual submission

Authors:

Name: AMOS KIBET

Email: kibetams@gmail.com

Country: GB (United Kingdom)

Affiliation: Mr

Abstract: Citizen's frustrated and dissatisfied with poor policies and bad governance have formed WhatsApp groups for deliberation, agitation and mobilisation in some Kenyan counties. The growth and penetration of the internet in Africa, coupled with the popularity and ubiquity of smart phones have positioned Social Networking Platform (SNSs) platforms in a strategic role in governance. SNSs including WhatsApp are the new spaces through which citizens in developing countries organize, coordinate and imagine both governance discourse and action. However, scholarly discussions as to whether SNSs platforms potentially influences governance discourse and policy directions within government frameworks has failed to yield tangible results or conclusive deliberations. This paper argues that three critical elements make the use of SNSs platforms like WhatsApp very critical as vehicles of participatory governance in developing countries and more specifically in devolved systems of government achieved in countries like Kenya. First, they provide access to a broader range of opinions and discussion on issues compared to traditional media, and this access is nearly instantaneous. This has consequently transformed how individual's express governance decisions, policy opinions and collective petitions through group formations. Secondly, they have translated loose, amorphous groupings hence creating stronger connectivity between users. Such connected grouping often yields stronger voices and more reforms in terms of governance compared to an individual's minimal actions. Thirdly, they have restructured inter-personal and group connectivity therefore revamping the nature, level and structure of policy discussion within the governance architecture. Uniquely, the combination of WhatsApp instant messaging features together with its other unique SNSs characteristics makes it doubly strategic in influencing governance discussions as have been witnessed in some Kenyan counties. WhatsApp affordances include its ability to carry text, picture and video at very low costs, and the ability of the platform to convene groups for 'talk' on critical issues. Using technological determinism theory, this paper looks at the role of WhatsApp in establishing expressive and connective platforms and whether/how such resultant formations have influenced governance policies in Kenyan counties. I specifically examined 15 WhatsApp groups (with an average of 250 members each) where I classify them as official and non-official (top-down and bottom up approach). Using a sample size of 263 respondents obtained from the 15 groups, I administered an online questionnaire through WhatsApp platform. The questionnaire sort to establish the profiles of the sampled WhatsApp groups and how discussions in such groups have influenced knowledge and efficacy towards governance issues at the county level. Has mobilisation been achieved through such forums? The paper also sought to establish tangible and empirical examples of instances where WhatsApp group discussions have translated to petitions on policy and change in governance. Being part of my wider PhD theses (ongoing), preliminary results indicate a wider adoption and strategic utility of WhatsApp by both

citizens and county officials for governance discourse. This paper aims to contribute to a more structured discourse on how citizens in developing countries can tap into existing smartphone potentials to agitate and deliberate on good governance practices within their areas of jurisdiction.

Id: 18522

Title: "Real and intimate": Legitimation Strategies of a Disputed Practice as a Discursive Construction of Public Participation

Session Type: Individual submission

Authors:

Name: Maria Sjögren

Email: maria.sjogren@jmg.gu.se

Country: SE (Sweden)

Affiliation: University of Gothenburg

Abstract: Governmental agencies' practice of inviting citizens and civil society to participatory processes between elections has increased in many western societies for the last 20 years. The increase of public participation could be seen as a symptom of an intensification of participatory practices in society at large, as well as a response to new challenges and conditions for political institutions (Blumler and Coleman 2013, Carpentier 2011, Pateman 2012). Public participation processes are often initiated to address complex societal issues with motives to deepen democracy and increase social sustainability. Research has however formulated critique towards the ideals of such processes and highlights a clash between the ideas to share power, inherent in deliberative democracy theories, and the existing representative decision-making structures that favor asymmetrical decision-making (Tahvilzadeh 2015). Thus, in contrast to the participatory ideals, public participation processes often work in a cosmetic fashion that cement existing structures rather than reduce societal divides (Cornwall 2004, Åkerström 2010). In the light of these challenges, the aim for this paper is to give an account of how civil servants legitimate and make sense of the initiation of a public participation process aimed at increasing social sustainability by mitigating violence in a suburban area in Gothenburg, Sweden. Legitimation is at the core of all social practices and is particularly actualized when a practice is new or criticized. Using ethnography and the discursive framework of legitimation developed by Van Leeuwen (2008), eleven planning meetings of the process have been recorded, transcribed and analyzed. As a contrast to research that focus on the normative evaluation of public participation, this paper takes an empirically grounded perspective on how the participatory ideals are negotiated and legitimated (Tracy 2010). The chosen process is contextualized in current history and research on public participation and the legitimation strategies are analyzed with regard to this context. The analysis shows that the civil servants have an awareness of previous failures connected to public participation, and frame this process as something different and new in relation to those experiences. They connect it to moral values of trust, intimacy and democracy and distance it from processes connected to control and authority.

References

- Blumler, J. G. and S. Coleman (2013). "Paradigms of civic communication." *International Journal of Communication* 7(1): 173-187.
- Carpentier, N. (2011). *Media and participation: A site of ideological-democratic struggle*, Intellect Books.
- Cornwall, A. (2004). "Introduction: New democratic spaces? The politics and dynamics of institutionalised participation." *iDS Bulletin* 35(2): 1-10.

- Pateman, C. (2012). "Participatory democracy revisited." *Perspectives on Politics* 10(01): 7-19.
- Tavilzadeh, N. (2015). "Det våras för medborgardialoger." *Demokratiutredningens rapporter 2014*.
- Tracy, K. (2011). *Challenges of ordinary democracy: A case study in deliberation and dissent*, Penn State Press.
- Van Leeuwen, T. (2008). *Discourse and practice: New tools for critical discourse analysis*, Oxford University Press.
- Åkerström, M. (2010). "Den kosmetiska demokratin." *En studie av den diskursiva praktiken i Sjöbo och Ystad*. Lund: Lund.

Id: 18591

Title: Understanding conscientization through the lens of dialogical narrative analysis

Session Type: Individual submission

Authors:

Name: Grady Walker

Email: g.walker@reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Abstract: This paper will highlight a methodological approach toward analyzing Freire's "conscientization" within the context of a participatory communication activity, and propose a way forward that may be useful for empirical researchers who seek to reduce their outsider influence over an activity, thereby making it more sustainable in context.

Rahman (1991) points out that Freire's term conscientization is often used to refer to raising people's awareness, which is an erroneous simplification. Instead, conscientization involves the collective self-raising of awareness through processes of self-inquiry and reflection. This precludes approaches centered on knowledge transfers, outsider a prioris, and activist vanguardism.

Often participatory approaches within action-research and education pay tribute to Freire and his theories of social change, but depart from processes that enable the generation and advancement of authentic self-knowledge. This can be a result of methodological constraints imposed by formal research, or outsider agendas driven by donor organizations that propel at some level many of the delivery mechanisms of these types of approaches.

So how can we as researchers attempt to empirically understand a subjective process like conscientization, which Freire (1970) likened to an emergence from historical reality? The framework of dialogical narrative analysis (based on Frank, 2010), has much to offer. At the heart of communication are stories, and these stories act upon the listener and the teller. Frank qualifies his version of narrative analysis as dialogical because it relies on three essential elements: a story, a storyteller, and a listener (2010).

The activity in question is a critical pedagogy praxis based in Godamchaur, Nepal, in which participants used movie making, screening, and analysis as their method of praxis. Through visual storytelling they presented alternative narrative trajectories that intervened in their historical reality and charted a sustainable course forward, both socially and environmentally.

Conscientization can take place among participants in myriad ways; the important element, Freire stresses, is that participants are the masters of their own thought processes (1970). While in Freire's time participants often analyzed images depicting an existential situation in order to kick-start their thematic investigations (1970), in this study participants analyzed stories that they scripted, produced, and shared.

In this paper, conscientization will be discussed at the level of praxis through a dialogical narrative analysis of the participant-generated stories, or movies, and how these stories can provide us with indicators of an emergence. Such indicators are not only useful for identifying evidence of an emergence but also, through hermeneutic interpretation, for recognizing how the movies called upon their viewers to emerge.

References

Frank, A. W. (2010). *Letting stories breathe: A socio-narratology*. Chicago, IL: University of Chicago Press.

Freire, P. (1970). *Pedagogy of the oppressed*. New York, NY: Continuum International.

Rahman, M. A. (1991). The theoretical standpoint of PAR. In O. Fals-Borda, & M. A. Rahman (Eds.), *Action and knowledge: Breaking the monopoly with participatory action-research* (pp. 13-23). New York: Apex Press.

Id: 18616

Title: Participation on fire - catastrophe as trigger of civil society activism: Portugal 2017

Session Type: Individual submission

Authors:

Name: Ana Duarte Melo

Email: anamelo@ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

Name: Anabela Carvalho

Email: carvalho@ics.uminho.pt

Country:

Affiliation: Senior Lecturer and Researcher - Communication Sciences Department / CECS - Communication and Society Research Center

Abstract: In 2017 Portugal was swept by two catastrophic fire waves (17 July and 15/16 October) with unprecedented impact: more than 100 lives lost, several villages evacuated, incalculable material damages, including homes and industries and the massive destruction of the country's green forest, mainly in the central interior region where in some districts 98% of the forest was utterly destroyed. Although natural conditions conspired for a perfect storm scenario, with extreme temperatures and prolonged drought leading to an exceptional situation, the tragedy exposed disorganization and incoordination of the governmental system, unprepared or inexistent emergency plans, lack of human and material resources and an overall inefficiency as well as a feeling of powerlessness and distrust.

Concurrently a wave of participatory actions and initiatives emerged from civil society to act where the state and other systems failed, within a wide range of purposes — information co-ordination platforms, solidarity donations, fundraising, rebuilding, replanting, etc — and origins: random citizens, institutions, companies, brands, sports, media and entertainment groups.

In this exploratory research we propose to study how civil society participation was triggered by the catastrophe and follow up its impact in the aftermath of events.

Methodology will include several steps: 1) In a first approach mapping initiatives that made the headlines in the two waves of fires will allow data gathering of cases of participation in the media; 2) Then we intend to identify relevant cases to follow up their impact in the affected communities, namely the ones emerging from local citizens, living in remote areas away from decision centres and media attention; 3) After we should audit communication practices within selected cases in order to identify problems and/or opportunities for communication to be enhanced, namely in a participatory perspective; 4) This exploratory research intends also to provide orientation for further investigation-action programs that might inspire the academia to have an active role in society. Results will eventually lead to further intervention projects in which communication might have an active role, namely in the areas of prevention, community empowerment to act in face of extreme phenomena and deal with climate change tangible manifestations. In summary, innovative applied ideas to “reimagine sustainability”.

Id: 18616

Title: Participation on fire - catastrophe as trigger of civil society activism: Portugal 2017

Session Type: Individual submission

Authors:

Name: Ana Duarte Melo

Email: anamelo@ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

Name: Anabela Carvalho

Email: carvalho@ics.uminho.pt

Country:

Affiliation: Senior Lecturer and Researcher - Communication Sciences Department / CECS - Communication and Society Research Center

Abstract: In 2017 Portugal was swept by two catastrophic fire waves (17 July and 15/16 October) with unprecedented impact: more than 100 lives lost, several villages evacuated, incalculable material damages, including homes and industries and the massive destruction of the country's green forest, mainly in the central interior region where in some districts 98% of the forest was utterly destroyed. Although natural conditions conspired for a perfect storm scenario, with extreme temperatures and prolonged drought leading to an exceptional situation, the tragedy exposed disorganization and incoordination of the governmental system, unprepared or inexistent emergency plans, lack of human and material resources and an overall inefficiency as well as a feeling of powerlessness and distrust.

Concurrently a wave of participatory actions and initiatives emerged from civil society to act where the state and other systems failed, within a wide range of purposes — information co-ordination platforms, solidarity donations, fundraising, rebuilding, replanting, etc — and origins: random citizens, institutions, companies, brands, sports, media and entertainment groups.

In this exploratory research we propose to study how civil society participation was triggered by the catastrophe and follow up its impact in the aftermath of events.

Methodology will include several steps: 1) In a first approach mapping initiatives that made the headlines in the two waves of fires will allow data gathering of cases of participation in the media; 2) Then we intend to identify relevant cases to follow up their impact in the affected communities, namely the ones emerging from local citizens, living in remote areas away from decision centres and media attention; 3) After we should audit communication practices within selected cases in order to identify problems and/or opportunities for communication to be enhanced, namely in a participatory perspective; 4) This exploratory research intends also to provide orientation for further investigation-action programs that might inspire the academia to have an active role in society. Results will eventually lead to further intervention projects in which communication might have an active role, namely in the areas of prevention, community empowerment to act in face of extreme phenomena and deal with climate change tangible manifestations. In summary, innovative applied ideas to “reimagine sustainability”.

Id: 18624

Title: Social media make more participation leaders'A study of social media and leadership in Hong Kong

Session Type: Individual submission

Authors:

Name: Yingying MA

Email: 14484781@life.hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: During the process of social mobilization for collective actions, some ordinary citizens may play the role of participation leaders by making an early participation decision and calling upon others to join the collective action. This study extends the literature on the impact of digital media on political participation by examining if digital media can influence not whether individuals would participate in a protest or not, but whether people would take up the role of participation leaders. Using the Occupy Central Movement as a case study, usage of social network services like Facebook and Twitter are found to contribute to online political communication activities, which in turn lead to participation leadership.

Early research suggests that, while overall Internet use by itself does not necessarily lead to political participation, there has been substantial evidence showing a positive impact of Internet use for political purposes on participation (Boulianne, 2009). With the rise of social media since the late 2000s, a burgeoning literature has also shown that using social media for seeking public affairs information, opinion expression, and/or mobilization can lead to both online and offline political participation (e.g. Bode, Vraga, Borah & Shah, 2014; Conroy, Feezell, & Guerrero, 2012; Dimitrova, Shehata, Stromback, & Nord, 2014; Enjolras, Steen-Johnsen, & Wolleback, 2013; Macafee & De Simone, 2012; Skoric & Poor, 2013; Tang & Lee, 2013; Towner, 2013; Valenzuela, 2013).

While the extant literature focuses mainly on whether digital media users are more likely to participate in political activities, this article aims at extending current knowledge by examining whether different levels of digital media use is associated with different modes of participation within the same political activity. Specifically, this study focuses on participation leadership in social protests. Social protests typically involve a mobilization process that unfolds over time. Individual citizens make their participation decisions at different time points and under varying circumstances. Some individuals make an early decision to join the protest, while others may decide to participate only in the last minute. Some may make the participation decision independently and then proactively call upon others to join the protest, while others may participate largely because of an invitation from a friend. In other words, among the protest participants, some can be regarded as participation leaders who have contributed to the mobilization process, whereas others can be seen as followers who are mainly mobilized to act. Then, are frequent users of digital media more likely to play the role of participation leader in social protests?

This article tackles the research question by a survey of the Occupy Central Movement. This article is distinctive in its emphasis on participation leadership and the possibility of different types of protesters using digital media to different extents. Examining the role of digital media in facilitating

participation leadership shall enrich our understanding of how digital media contribute to social mobilization for collective actions and the formation of a more active citizenry

Id: 18704

Title: Young radio listeners using Facebook to make community public sphere

Session Type: Individual submission

Authors:

Name: Ashfara Haque

Email: ashfara2010@gmail.com

Country: BD (Bangladesh)

Affiliation: Assistant professor Dept. of Communication & Media Studies University Of Development Alternative And Adjunct Professor, Dept. of Media Studies and Journalism University of Liberal Arts Bangladesh Dhaka, Bangladesh.

Name: S M Shameem Reza

Email: reza.shameem2010@gmail.com

Country: BD (Bangladesh)

Affiliation: Associate Professor Dept. of Mass Communication and Journalism University of Dhaka Dhaka, Bangladesh

Abstract: Marginalized communities including the Bede (river gypsies), Dalit and the peripheral young people are the listeners of Radio Bikrampur, one of the community radios (CR) in Bangladesh. Local media consumers have hardly any scope of participation in the mainstream broadcast media. Radio Bikrampur uses Facebook to extend their listenership by uploading photos and videos of radio magazines that includes popular music and live chat. It also keeps the social media users informed of the shows by continuous posting. This approach has helped to increase the level of engagement and interactions among the young people. While Radio Bikrampur is keen on airing shows considering local taste, using the social media young listeners are taking their participation onto another level. This is enabling them to have more independence and freedom to form “community public spheres” (Foxwell et al., 2012) to interact further on cultural citizenship and identity components.

Aginam (2005) considers community media as self-dependent media of a community that creates equal opportunity in communication process. Radio Bikrampur is attempting to mobilize and engage young listeners of the radio magazines and musical shows by combining the traditional community media with the social media i.e. Facebook. Waldman as cited in Doyle (2012) thinks “new digital platforms offer entirely new ways to experience and create media, enabling us to speak not simply of media consumers, but media user”. The local marginalized young people who are generally overlooked in the dominant media, get access to participate in the community media like Radio Bikrampur. “Counter publics ... help expand discursive space. In principle, assumptions that were previously exempt from contestation will now have to be publicly argued out. In general, the proliferation of subaltern counter publics means a widening of discursive contestation” (Fraser, 1992). Considering such concepts including the notions like that of “alternative public sphere” or “counter publics” (Fraser, 1992), the study examines how reception of the CR shows are expanded, and prospects of “community public sphere” are taking shape through young listeners’ interactions on Facebook.

Key words: community public sphere, counter publics, young people, social media, community radio, community participation, Facebook

Id: 18723

Title: Development Assistance and independent journalism in Africa and Latin America: Conclusions and Questions from a Research Network

Session Type: Individual submission

Authors:

Name: Chris Paterson

Email: c.paterson@leeds.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Leeds

Abstract: The role of the United States as a leading force influencing the nature of public communication in countries around the world through targeted international development assistance is, as the US struggles with its own crisis of democratic communication, of particular relevance to the Participatory Communication Research Section's first US meeting. This paper provides a preliminary description of the key results of a two year international research network project which has been facilitating dialogue and the presentation of research which critically examines the relationship between development assistance and independent journalism in Africa and Latin America. The project has been funded by the UK Arts and Humanities Research Council and Department for International Development, and has convened symposia in the UK, Colombia, and Ghana.

Given massive contemporary change in the global news media landscape, especially in regard to journalistic practice and the limited potential for genuinely independent 'watchdog' journalism, researchers and practitioners need to critically reassess the relationship between external influences on journalism and local cultures and practices of journalism. This contribution to a deliberative assessment of the nature of public discourse in developing regions has the potential to open the public sphere to a greater variety of voices and aid the project of participatory democracy.

In this context, the critical scholarly approaches more commonly associated with arts and humanities research than with the more typically social scientific approaches to the analysis of journalism are valuable. This project has brought together a network of researchers to provide critique grounded in critical political economy and postcolonial studies approaches to the historical and present contribution to the local journalism sector of international development aid in Latin America and Africa. The network addresses the following key research question: What has been the role of international development assistance in shaping journalistic approaches and practices in Africa and Latin America and what are the consequences?

This paper will survey the key research strands and critical arguments which have emerged from the nearly twenty research panels associated with the network's three events. The author will address the extent to which the research presented to this project has contributed to a revitalized dialogue about the impact of aid on the nature of journalism and media in developing countries, and suggest opportunities for further research.

Id: 18808

Title: Networked digital technologies and the rediscovery of the waters of São Paulo

Session Type: Individual submission

Authors:

Name: Dayana SILVA

Email: dayanamelo.1805@gmail.com

Country: BR (Brazil)

Affiliation: University of São Paulo

Abstract: This paper aims to reflect on the role of networked digital technologies in the perception of the rivers and streams channeled and buried in the city of São Paulo and the possible reinsertion of these waters into the urban fabric. It seeks to investigate the collectives that act in this process, with emphasis on the devices and digital and network architectures which are mobilized by them, such as collaborative platforms, interactive maps, audioguides, websites and social networks. To better understand these dynamics, it is necessary to remember that during the twentieth century the city of São Paulo was projected and developed from a logic of urbanization that prioritized the construction of large avenues and large buildings, hiding a hydrographic network of 287 waterways. Once important in the organization and structuring of the city, these waters were seen as obstacles to the modernization and progress of São Paulo, which in the first decades of the last century was designed as a promising industrial power and global metropolis. With the modified natural landscape, the relation of the inhabitants with the waters that occupied and still occupy the geographical territory of the city was modified. Virtually forgotten by the city's collective memory, these waters hidden under the asphalt and concrete run alive in the underground of geographic space. Concealed and renegade, they are now visible through devices and digital architectures. The research will be structured by the following qualitative procedures: (i) documentary analysis of textual production and sound, imagery and audiovisual records produced and published by collectives; (ii) participant observation with the entities, networks and territories surveyed. It is based on a comprehensive and associative approach that aims to epistemologically integrate society, technology and the environment and which is based on the concepts of network of Bruno Latour (1997, 2007, 2012) and space of Peter Sloterdijk (2002, 2005, 2010b), as well as in the study of the issues and problems related to technological transformations and the ecological crisis.

Id: 18811

Title: Changing Technology, Emerging Development: Sustainable Development in Rural India through mobiletelephony

Session Type: Individual submission

Authors:

Name: Malik Zahra Khalid

Email: zaramlk94@gmail.com

Country: IN (India)

Affiliation: University of Kashmir

Name: Abeen Bilal Shayiq

Email: abeenbilals@gmail.com

Country: IN (India)

Affiliation: Jamia Millia Islamia: New Delhi

Name: Aaliya Ahmed

Email: aaliyahmed@gmail.com

Country: IN (India)

Affiliation: University of Kashmir

Abstract: The correlation between technology, sustainable development, socio-economic issues have assumed significance in the changing global world. In the new millennium, there is no denying the fact that information and communication technologies play a key role in the growth of a country. There is substantial evidence that technology has power to harbor progress as it affects many dimensions of societal and economic aspects like education, health, quality of life. It is pertinent to develop an understanding about the methods and techniques in which technology can be utilized to respond to the emerging paradigms of development in a responsible manner. Recent findings show that ICT, which includes the traditional media comprising of radio television, press and the new computer based technology, plays a vital role in advancing economic growth and reducing poverty. ICT can be used to directly influence the productivity, cost effectiveness and competitiveness in industries. On the other hand, the results for not being able to recognize the benefits of ICT can also be devastating. It can be inferred that without a strategic integrated approach it will be intricate to take advantage of the potential ICT driving the socioeconomic development. Originally built by Massachusetts Institute of Technology and funded by Gates Foundation, UN Democracy Fund and others, CGNetSwara as an online website was created with the goal of bringing development through mobile phones and interactive voice recording. CGNetSwara and Radio Bultoo has huge implications for creating awareness, improving governance and spurring development not only in rural India but in other developing countries which are affected by poverty and poor social indicators. Communication convergence with its potential for extensive interactive communication resources holds promise for India. If used in tune with the development concerns of majority of the people to provide them with essential information regarding their daily lives, technology can contribute greatly to economic progress and sustainable development in countries like India. This paper focuses on the on the role and extent of information and communication technology (ICT) in socio economic development, highlighting the utilization

of technology for sustained development, the reach of technology, the access to it in terms of use and consumption and the potential of technology as an enabler in the developing world. It will also look at the policy perspectives in dealing with socio-political and techno-economic aspects in building ICT policies for development.

Id: 18821

Title: Managing 2.0 newsrooms: insight stories of spontaneous innovation and improvisation routines

Session Type: Individual submission

Authors:

Name: Bella Palomo

Email: bellapalomo@uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Agustin Rivera

Email: agustinrivera@uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Name: Antonio Mendez

Email: antmendez@uma.es

Country: ES (Spain)

Affiliation: University of Malaga

Abstract: Media have developed in the last decade a great dependence on social networks (Singer et al, 2011). Source of new audiences, social media are also a space for the verification and localization of new contents. Sometimes these functions has forced to alter editorial models to host viral topics, necessary to try to overcome the crisis of attention particularly concerning in the context of the young people (Boczkowski and Mitchelstein, 2016). Digital media estimate that one third of their visits come from Facebook (Somaya, 2014), a figure that forces them to create specific strategies that ensure the reputation and growth of the company in the 2.0 sphere.

A wide range of studies analyze the different forms of media participation from the perspective of the user, studying the degree of interactivity or through content analysis techniques, while the internal opinion of the newsroom is more inaccessible. The aim of this research is to know the motivations of Spanish digital newspapers to act on social networks; describe how they manage their relationship with audiences, and propose a typology. The methodology applied to achieve this objective has been the in-depth interview with ten social media managers representative of three national media (El País, El Mundo, Abc), two regional media (La Vanguardia, El Periódico de Catalunya), four digital natives (El Confidential, eldiario.es, The Huffington Post, El Español) and a local media group (Joly). All interviews were conducted in person in the newsrooms during 2017.

The qualitative and current approach of the study yields novel results. In the recent practice of journalism there is a new choreography of information: breaking news are released first on Twitter, then published on the web and finally on Facebook. This atomization of content has caused fragmented and descontextualized audiences (Masip, Suau and Ruiz Caballero, 2017) consuming individual news. What kind of relationship does the medium maintain with these new consumers? According to the interviews carried out, in the Spanish media very diverse and even antagonistic

participation management models coexist: while some media value the elimination of comments, others defend the externalization of moderation, or the programming of messages. Decisions that reduce the responsibility of the journalist, and allow him/her to focus on the production of content. We observed that there has been a progress in the internal organization of newsrooms, creating specific positions to coordinate participation, but the lack of resources prevents continuous dialogue with users. Nowadays newsrooms continue to be guided by intuition and voluntarism in their activity on social networks.

References:

Boczkowski, P.; Mitcheltein, E. (2016). "El medio ya no es medio ni mensaje", *Revista Anfibia*.

Masip, P.; Suau, J.; Ruiz Caballero, C. (2017). "Questioning the Selective Exposure to News: Understanding the Impact of Social Networks on Political News Consumption", *American Behavioral Scientist*. 1-20.

Singer, J.B.; Domingo, D.; Heinonen, A.; Hermida, A.; Paulussen, S.; Quandt, T.; Reich, Z.; Vujnovic, M. (2011). *Participatory Journalism: Guarding Open Gates at Online Newspapers*. Wiley.

Somaiya, R. (2014). "How Facebook Is Changing the Way Its Users Consume Journalism", *The New York Times*.

Id: 18838

Title: Of Twitter Trolls and #MeToo: Centering Theories of Feminist Media Pedagogy Within Participatory Media Practices

Session Type: Individual submission

Authors:

Name: Lauren Berliner

Email: lsb26@uw.edu

Country: US (United States)

Affiliation: UW Bothell

Name: Ron Krabill

Email: rkrabill@uw.edu

Country: US (United States)

Affiliation: UW Bothell

Abstract: In the moment of #MeToo and a U.S. president who makes policy by Twitter, navigating the contours of power in the contemporary media landscape can leave one disoriented and disillusioned. Rules and regulations shift, ownership and profits change hands at lightning speed, surveillance is simultaneously ubiquitous and difficult to detect, platforms (and their popularity) come and go, operating algorithms are obscured, and bots proliferate. The speed at which change occurs leaves casual observers in a perennial state of being a step (or ten) behind. It can be difficult to assess the political and social impact of participatory media trends, particularly for those who are interested in intervening in problematic media formations.

Seemingly successful feminist-oriented viral campaigns such as #MeToo can distract us from the ways in which participatory media are not inherently feminist. We aim to intervene in the problematics of participatory media through feminist approaches that enable us to rethink power dynamics using the critical tools that have been employed by those working within and adjacent to educational institutions and community settings for decades. Specifically, feminist media pedagogies place emphasis on collective making and distribution, grounded in the knowledges and experiences of participants. It is not always about teaching in classrooms, but also in informal and community settings that are often not explicitly feminist.

Feminist media pedagogies seek to understand systems of patriarchy, capitalism, racism, and misogyny to realize liberatory potentials, including the affordances of participatory media in their many forms. This type of analysis and action happens most powerfully by working directly with localized or small-scale publics, wherein communities of users can develop distributed forms of mentoring and knowledge-sharing. However, we understand feminist media pedagogies as transforming our fundamental theoretical understandings of participatory media and their affordances beyond the confines of teaching practices.

By centering feminist media pedagogies and their focus on power as their key analytic, we seek to address questions of equity and justice broadly, with gender as just one of many intersecting sites where power is enacted. We do this by drawing on several key case studies presented in our co-

edited volume, titled *Feminist Interventions in Participatory Media: Pedagogy, Publics, Practice* (Routledge, forthcoming in 2018). These cases draw on feminist participatory media pedagogies in a wide variety of formal and informal settings, from queer youth media workshops to university classrooms to public radio storytelling projects to international study abroad programs, and highlight the work of scholars and educators who are working with participatory media using feminist media pedagogies. This talk will provide theoretical, creative, and practical pedagogical strategies for those interested in further integrating technology, social change, media activism, and/or praxis into their scholarship and teaching.

Id: 18872

Title: MODELO/PROPUESTA PARA UNA COMUNICACIÓN SOSTENIBLE DE LA GESTIÓN CULTURAL

Session Type: Individual submission

Authors:

Name: María Bruce

Email: pilar.bruce@pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso, Chile (Escuela de Periodismo)

Name: Rodrigo Araya

Email: rodrigo.araya@pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso (Escuela de Periodismo)

Abstract: Este trabajo se fundamenta en el aporte que la comunicación estratégica realiza a la gestión cultural, y se operacionaliza en un modelo/propuesta para la comunicación sostenible de la gestión cultural, que ha sido sistematizado/a a partir de la experiencia del Diplomado Virtual en Gestión Cultural (DVGC) de la Escuela de Periodismo de la Pontificia Universidad Católica de Valparaíso (<https://www.facebook.com/gestioncultural.pucv/>).

Dicha propuesta responde también a la necesidad de los gestores culturales de contar con herramientas para una difusión pertinente de su gestión cultural (obra/proyecto/espacio) de manera de contribuir a su propia sostenibilidad y a la del territorio en que la gestión cultural interviene. Esto, ya que la dimensión cultural es clave en la forma en que las comunidades se relacionan con la naturaleza, en el entendido, que la naturaleza también es una creación cultural (Escobar, 2000).

En este sentido, la comunicación es comprendida desde su dimensión relacional (Pasquali, 1990; Watzlawick, 1995) y también como una forma de aportar a los procesos de desarrollo (Cadavid, 2006; Pachano, 2012). Sobre la base de estos supuestos es que la propuesta de comunicación reconoce: la relevancia de la gestión cultural, más allá de la dimensión estética de la obra y por lo tanto como factor de fortalecimiento de las identidades y los territorios y al mismo tiempo, como la posibilidad de aportar a la reconstrucción del tejido social y a la democratización del espacio público al contribuir a que adquieran voz pública quienes hasta ahora únicamente han tenido voz privada y con ello favorecer el diálogo intercultural.

En términos metodológicos, la propuesta considera como punto de partida las experiencias de un grupo de gestores culturales que han cursado el DVGC, la que fue recogida a través de entrevistas en profundidad no estructuradas del tipo activo-reflexivas (Sisto & Fardella, 2008). Esta información reveló, además de ciertas prácticas y rutinas de comunicación, una crítica a los modelos tradicionales de comunicación estratégica, los que en general se consideraron no pertinentes para la gestión cultural.

A partir de dicha información y de la contribución teórica de autores que ya han diagnosticado la necesidad de contar con nuevos modelos, orientados a formas de comunicación dialógicas y

sostenibles (Krohling, 2009; Preciado-Hoyos, Guzmán-Ramírez, 2012), se propone un modelo que se aplica a las experiencias de gestión cultural de los estudiantes en el contexto de la asignatura Comunicación Estratégica del DVGC, para así validar la herramienta. Finalmente se aplica una encuesta, para que quienes hicieron uso de la propuesta evalúen su proceso particular de comunicación para la gestión cultural.

Palabras Clave: Comunicación Sostenible, Comunicación Estratégica, Gestión Cultural.

Id: 18884

Title: AVAAZ and the Tower of Babel - a participatory approach

Session Type: Individual submission

Authors:

Name: sara balonas

Email: sarabalonas@gmail.com

Country: PT (Portugal)

Affiliation: Communication and Society Research Centre

Abstract: Accordingly to several authors, the Tower of Babel represents chaos in communication. The story tell us about an “united humanity in the generations following the Great Flood, speaking a single language and migrating eastward, comes to the land of Shinar. They agree to build a city and a tower tall enough to reach heaven. God, observing their city and tower, confounds their speech so that they can no longer understand each other, and scatters them around the world.”(https://en.wikipedia.org/wiki/Tower_of_Babel).

The present article intends to present a case study of the “Avaaz” social movement. Avaaz means "voice" in several european, middle eastern and asian languages. Was launched in 2007 aiming to organize citizens of all nations to close the gap between the world as it is, what we have, and the dreamed and wished for world, the world most people everywhere want. Seeking to unite people around the world speaking at one voice, resembling Babel myth, Avaaz pursues this objective. According to the official website¹, Avaaz empowers millions of people from all origins to take action on pressing global, regional and national issues, from corruption and poverty to conflict and climate change. The internet interaction allows thousands of individual efforts, however small, to be rapidly combined into a powerful collective force.

The Avaaz community campaigns operate in 17 languages, served by a core team on 6 continents and thousands of volunteers. This movement takes action by signing petitions, funding media campaigns and direct actions, emailing, calling and lobbying governments and organizing "offline" protests and events -- to ensure that the views and values of the world's people inform the decisions that affect us all.

The present article seeks to confront this union of voices ideal with participatory theory, focused on behaviour change communication. Using Avaaz as object of study this research main interest is the organization “modus operandi”. Avaaz is present in 18 countries from all continents and communicates in 17 languages.

"The will to change is in itself a renewable energy."¹ Effective change is, at a first level, behavioural and an individual change. But faces several challenges, such as struggles between media, power, democracy, identity and technology, as stressed by participatory approaches (Carpentier, 2011).

Western society tends towards participatory communication and participatory culture, and therefore towards participatory politics: "We're moving from an industry dominated by broadcast media and distribution to one that will be increasingly shaped by grassroots communication" (Jenkins, 2006). The question induced in this article is if an unified citizen voice composed by several languages can be more effective on the interaction with leaderships contributing to the consistency of this participatory panorama.

Keywords: participation, social movements, unified voices, social change, Avaaz

1 <https://secure.avaaz.org/page/en/about/>

2 <https://www.publico.pt/2017/11/09/tecnologia/noticia/terrorismo-al-gore-e-premios-no-ultimo-dia-1791926#21567>

References:

Nico Carpentier, Nico (2011) Media and participation: A site of ideological-democratic struggle. Bristol: Intellect, ISBN: 9781841504070

Id: 18920

Title: [Panel] Beyond Mass Media and Modernization: Media Development at a Critical Juncture
[Presentation] Panel description

Session Type: Panel Submission

Authors:

Name: Nicholas Benequista

Email: NickB@ned.org

Country: US (United States)

Affiliation: Center for International Media Assistance

Abstract: Has the notion of “media development” outlived its utility? As a set of ideas, and as a related field of practice within international development assistance, media development has long been associated with the failings of the modernization paradigm. Connected to this, media development still evokes an outdated ideal of mass media outlets dutifully serving public interest, with little consideration for the messy reality of today’s digital, horizontal networks of communication. But it is precisely because of the uncertainties and anxieties that characterize our current moment that a notion of what constitutes media development also seems more needed than ever. The crisis in journalism, growing political polarization in the post-truth era, and the growing concentration of power over the very nature of the internet are among the many paramount challenges that must be responded to by researchers, citizen groups, policy-makers and the international community. Can media development provide the space for this response? Can media development be reconfigured as a truly global and participatory effort to meet the social and political challenges that are more and more tightly woven into changes in our media systems? Building on two pre-conferences held previously at IAMCR on the topic, this panel will look back at what has been learned historically about media development, and forward into how scholars are beginning to reconceptualize media development for today’s environment.

Guy Berger's paper on this panel will serve in the place of a discussant. And I will moderate.

Id: 18928

Title: [Panel] Beyond Mass Media and Modernization: Media Development at a Critical Juncture
[Presentation] Media Development in the Balkans: Crumbling Models, New Realities

Session Type: Panel Submission

Authors:

Name: Davor Marko

Email: dmarco007@gmail.com

Country: CS (Serbia and Montenegro)

Affiliation: Centre for Media, Data, and Society and Analitika

Abstract: Perhaps no region of the world better exemplifies the top-down approach to media development so well as the Western Balkans, where international institutions directly drafted and implemented media reforms in the late 1990s. Twenty years later, the legacy of these interventions are institutional shells, largely captured by political elites and incapable of responding to the new challenges, and some opportunities, in the region. In the Balkans, as elsewhere, the shift to digital has in the Balkans undermined the business model that previously underpinned the production of reliable news and information and opened the possibility for disinformation and rumor to flourish, but it has also enabled some local media to provide relevant information and content to their audiences, in the language they prefer to consume it in. New generations of reporters and influencers are appearing from all spheres. Media development, in this new context, needs to support the potential of people reporting not just from the traditional media but from civil society, industry, science and the arts. Any notion of media development will depend on the ability of creative collaborations across these spheres to adapt to new technology, move quickly toward convergence, localize entertainment models, produce transmedia storytelling, and maintain digital security. The crumbling of old models in the Balkans offers a chance to build new ones, this time from below.

Id: 18936

Title: [Panel] Beyond Mass Media and Modernization: Media Development at a Critical Juncture
[Presentation] The Impact of Foreign Aid on the Development of Media and Communication in Latin America

Session Type: Panel Submission

Authors:

Name: Maria Soledad Segura

Email: maria.soledad.segura@gmail.com

Country: AR (Argentina)

Affiliation: Universidad Nacional de Córdoba

Abstract: This paper examines the influence and impact of international assistance on communication and media practice, research, education and policies in Latin America since the 1970s. It addresses a gap within regional communication studies: the historical and material foundations of the Latin American communication field. The analysis, grounded in a critical perspective, recognizes that international aid can only exist in a world where historical patterns of economic exploitation have given some countries or regions the ability to appear charitable towards others. Nonetheless, the analysis accepts that even disempowered actors can negotiate, resist, re-signify, and use foreign assistance for different purposes and in distinct ways. The analysis shows relevant, unexpected, and long-term impacts. The evidence thus suggests that international aid has an influence, but it doesn't unilaterally determine the impact. Instead, national governments, domestic politics, local opportunities, and other specific contexts are crucial, especially the role of organizations and coalitions on the ground that are engaged in social mobilization and advocacy.

Id: 18938

Title: [Panel] Beyond Mass Media and Modernization: Media Development at a Critical Juncture
[Presentation] Africa's Digital Generation and Media Development

Session Type: Panel Submission

Authors:

Name: Nicholas Benequista

Email: NickB@ned.org

Country: US (United States)

Affiliation: Center for International Media Assistance

Name: Winston Mano

Email: w.mano@westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: This paper looks critically at the alternative notions of media development that are emerging in Africa in the digital age, and at the potential for new coalitions of actors to pursue them. The 1991 Windhoek declaration – a call for media freedom drafted by African journalists – was a pivotal movement for media development in sub-Saharan Africa. In the wave of multi-party democracy movements of the time – including in Benin, Mali, Ghana, and South Africa – it became clear that coordinated action by democracy activists and proponents of media pluralism was capable of winning tremendous political gains. In more recent years, however, concerns have arisen about how appropriate the institutional models adopted in that period were. Francis Nyamnjoh has famously described the liberal democratic blueprints as “Barbie” democracy, an unrealistic standard, not democracy in all its forms, nuances and possibilities -- a critical perspective that seems to resonate with the growing disenchantment with captured and polarizing mass outlets. Against this backdrop, the rise of a new generation of journalistic endeavors on the continent, including diaspora media, citizen journalism, non-profit journalism, and other digitally-enabled news platforms, has rekindled optimism in media development. What should media development in the digital age look like in Africa? How should it be sustained? What form should it take? But can the current efforts to put communication tools in the service of citizens and development avoid the mistakes of the past? The paper argues that this will depend on whether post-colonial epistemologies can shape the current strategies and approaches to media development.

Id: 18943

Title: [Panel] Beyond Mass Media and Modernization: Media Development at a Critical Juncture
[Presentation] Castles Made of Sand: Media Development's Evidence Problem

Session Type: Panel Submission

Authors:

Name: Susan Abbott

Email: susanabbott1@gmail.com

Country: GB (United Kingdom)

Affiliation: University of Westminster

Abstract: Many of the assumptions that media developers like to make -- that free media are important for political stability and democratic reforms, that media play a pivotal role in alleviating poverty and enabling economic development, and that media serve as springboard for many of the other human rights and freedoms that are associated with democratic ideals -- are largely based on theories and human rights discourse. Empirical evidence and rigorous testing of the relationship between media and development goals, however, is scant. This paper makes the case for research as a core priority of media development and to appeal to media development researchers and practitioners to better leverage programmatic M&E towards improved sectoral learning and knowledge about what works and why. The lack of a substantial body of research is often put forward as one of the key impediments hindering the advancement of the media development sector, but academics, donors, and media development implementers have begun to get serious about developing better tools to monitor and evaluate media development programs in an effort to provide evidence of media development's impact. This growing body of evidence, coupled with theoretical innovations, could be the source of new paradigms in media development.

Id: 18944

Title: [Panel] Beyond Mass Media and Modernization: Media Development at a Critical Juncture
[Presentation] How scholarship on media development can make a difference

Session Type: Panel Submission

Authors:

Name: Guy Berger

Email: g.berger@unesco.org

Country: FR (France)

Affiliation: UNESCO

Abstract: In the international community, an early link between research and media development was stimulated by concerns about international media imbalances. This led to the appointment at UNESCO in 1977 of the International Commission for the Study of Communications Problems, which gave rise to the “MacBride Report” three years later, and significant policy responses. But in more recent decades, research into media development has had less impact. This is attributable to a fragmentation of the field, but also reflects the growing uncertainty about what comprises “media.” One challenge is intellectual work around some consensus around generic elements to underpin “media development” as a viable and influential research field. This paper assesses whether the notion of “journalism development” offers a way forward. It further examines new prospects for related research under the rubric of the Sustainable Development Goals and intersections with Internet governance issues.

Id: 18955

Title: Latino Media Participation: the difficulties of building critical voices

Session Type: Individual submission

Authors:

Name: David Gonzalez-Hernandez

Email: david.gonzalezhdz@tamiu.edu

Country: US (United States)

Affiliation: Texas A&M International University

Abstract: This paper discusses the particular purposes and challenges of making a video about a community by a group of young Mexican-Americans, the process of production in which these participants discussed each step in their decision-making to make a video on immigration and self-representation of "Latina/os" communities living along the U.S.-Mexico border. The paper also analysis how they resist and counter narrate the prevailing Latina/o visibility in news media and Internet sites related to crime/gang members, illegal migration and low achievement in schools along South San Diego and the U.S.-Mexico border. Much of the research on this topic describes this generation's culture as "participatory" who express themselves or produce content most naturally through their media use, viewing youth production as an inherently emancipatory practice; however, I argue that contrary to common studies in digital media, empowerment through media participation is far more difficult to achieve, especially in low- income Latino communities. Furthermore, I analyze this media production as a form of critical media participation that emphasizes the processes of production, critical thinking, power dynamics, and decision-making over the development of specific types of skills typically thought to be the core of "participatory culture." My approach to document this media production was through a framework of Participatory Action Research in the context of the UCSD Community Stations Initiative, a series of collaborative projects across a collective body of university representatives from campus departments (University of California), and a variety of social services and cultural community. The research was divided into various interlinked projects and in one of them I conducted a media literacy course and practical media production workshop in an area characterized by low-income neighborhoods and a history of exclusion and oppression in South San Diego. I suggest that such efforts can help media educators achieve the pedagogical goal of enabling participants not only to develop critical thinking and question media representations or existing arrangements of power, but also to produce videos that reflect a deep appreciation for learning about media and the communities they live in.

Id: 18982

Title: Articulating Participation through Queer Film Festivals: A post-structural inquiry of Participatory Identity Politics in LGBTQIA+ movements

Session Type: Individual submission

Authors:

Name: Siddharth Chadha

Email: siddharth.chadha@im.uu.se

Country: SE (Sweden)

Affiliation: Uppsala University

Abstract: This paper analyses the discursive construction of participatory identity politics in queer film festivals of Sweden based on the fieldwork conducted at Malmö Queer Film Festival and Cinema Queer Film Festival, Stockholm in 2017-18. The starting point for this paper is a reflection on the post-structural theorization of the LGBTQIA+ identity politics as a highly de-centralized, informal, autonomous, local, and yet, transnational struggle. Working within the post-structural framework of Discourse Theory, developed by Laclau and Mouffe in *Hegemony and Socialist Strategy* (1985), the chapter locates the LGBTQIA+ movement as a discursive identity politics. The paper further links identity politics with the (political studies) notion of participation, defined as the equalisation of power relations between privileged and non-privileged actors in formal or informal decision-making processes (Carpentier 2016, 2017) to argue for the development of a theoretically driven analytical model that facilitates an empirical study of participatory identity politics in communicative processes, such as film festivals. The second part of this paper concerns itself with presenting the analysis of the data gathered from the fieldwork in the two queer film festivals (QFFs). The presentation elaborates the operationalization of sensitizing concepts (Blumer 1954) drawn from the theoretical framework (DT & participation) for data gathering & analysis through participant observation, supplemented with informal interviews and archival research, and qualitative content analysis (QCA), to understand how participatory identity politics is articulated in the QFF – 1/ as an organizational process articulated through its internally dominant voices and actors and 2/ as a communicative tool that is used to speak back to the mainstream heteronormative culture. In conclusion, the paper re-visits its theoretical framework to argue for the privileged position of participatory identity politics, as a discursive struggle with the potential to radically transform existing relations of power, in creating counter-narratives to challenge the hegemonic discourses of the mainstream.

Id: 19061

Title: Video activism and participation in the Brazilian protests (2014)

Session Type: Individual submission

Authors:

Name: Ana Lúcia de Sousa

Email: anabetune@gmail.com

Country: BR (Brazil)

Affiliation: State University of Goiás

Abstract: From the end of 2010, the world was taken by images of popular rebellion in North Africa (CASTELLS, 2012; SKINNER, 2011). In 2011, the protests claiming the common to the common people was expanded to Spain (TORET, 2013); and the Occupy Wall Street, in the United States (JURIS, 2012; MCDONALD, 2015), emerged. In these events, the citizens played an important role, spreading the narratives from inside the movements to the outside. Through social networking sites, they shared pictures, videos and live-streamed the protests. In the end of May 2013, the city of Rio de Janeiro experienced an increase of social struggle. The social movements tried to appropriate media attention to the city due to the mega events (Confederations Cup, World Youth Day, Military Cup, etc.) that were scheduled to take place. The protests did spread across the city from its inception in May 2013 until June/July 2014, when the FIFA World Cup took place. During this time, online videos (HARDING, 2001; MATEOS Y GAONA, 2015; MATEOS Y RAJAS, 2014; PASQUINELLI, 2002; WIDGINGTON, 2005), disseminated through social networking sites, took prominence, opposing the mainstream media' narrative and turning each activist into a spokesperson of the history – FIFA protests – under their own gaze. This research discusses the participatory methodologies (CARPENTIER, 2017) built by the Brazilian video activists during the protests against FIFA World Cup in 2014. The video activists created a narrative centered on audio-visual production for social networking sites, mainly Facebook. The main objective of this presentation is to reflect about the possibilities of participation developed through the video activist practice in the streets and the audio-visual activists' narrative. To conduct this research, we have used participant observation, semi-structured interviews, and digital analysis methods. We found that the protest's narration was accessible to more activists than ever and social media became the main place to relay activist stories. However, the discourse defended by some scholars about participatory process and participatory narratives cannot be totally applied. Finally, it offers a critique of the participatory process in video activism, suggesting that the audience could participate and interact more nowadays, but the power decisions are still in few hands.

Id: 19073

Title: Creating access to education and preservation of cultural artifacts at the margins: A collective initiative of an indigenous community in rural India

Session Type: Individual submission

Authors:

Name: Uttaran Dutta

Email: Uttaran.Dutta@asu.edu

Country: US (United States)

Affiliation: Arizona State University

Abstract: When only 7% (approx.) of the global population have an access to college education, it is not difficult to imagine that the situation is much worse in the marginalized contexts, such as in the indigenous spaces of the global south. United Nations in its Sustainable Development Goals urged for ensuring inclusive and quality education for all and for promoting lifelong learning (Goal #4). Again, several indigenous communities, particularly the vulnerable ones, are constantly fighting to protect and preserve their cultural heritage and artifacts.

However, the realities of widespread poverty, increasing wealth inequity, and negligence of dominant stakeholders pose challenges to accomplish such a mission (i.e., creating access to education and cultural preservation). Scholars opined that participation in such interventions and researches is often limited by a lack of respect and recognition to indigenous worldviews, knowledge and consciousness by the hegemon and the mainstream (Tipa, 2009).

Embracing the principles of critical and participatory communication, this research questioned aid-intensive top-down externally dictated interventions as well as dominant depictions of subalterns as agency-less, and put subalterns at the forefront of a bottom-up and community-led social change initiative. This research, grounded in phronetic approaches to engaged action, discursive transformation and localocentric participation, examines how indigenous people of rural eastern India collectively organized and mobilized participatory actions to crate access to education for their community members as well as to protect their culture/ cultural practices. Interestingly, even if more than three quarters of the indigenous community never received any formal education, they as a collective decided to build a library-cum-museum for their village and the next generations.

A long-term ethnographic study and action research (2011-2016) was conducted in a geographically-remote indigenous region of eastern India to do participant-observation, conduct focus group interviews as well as to economically support (about \$2,000) the community-led initiatives. In doing so, this research seeks to (i) critically listen to and learn from the unheard marginalized discourses from a less-researched non-Western context, (ii) foreground local indigenous knowledge productions and problem solving praxis, and (iii) reflexively build solidarity in creating an academe-community partnership to study how indigenous cultural participants led an initiative on their own by carefully using available structural and cultural resources.

Starting from initial conceptualizations, planning, strategizing to final implementation of the initiative, the villagers' leadership and ownership were instrumental; they decided the list of library-books, design-elements of the museum along with its contents as well as managed the material and manpower resources. Use of local knowledge, skills, values and resources was crucial to make the community-driven action sustainable. The research also studied how the villagers participated in the post-project phase to run the library on a day-to-day basis as well as devote time and energy to

collect books and other resources to make the initiative sustainable in the long-run. In other words, the villagers went above and beyond their narrow self-interests to accomplish community missions, thereby they bolstered their confidence in their collective agencies, and became exemplars for one another as well as for the future generations.

Id: 19142

Title: Modes of cultural participation and their association with satisfaction with life and intercultural sensitivity.

Session Type: Individual submission

Authors:

Name: Kyung-eun Kwon

Email: happina@snu.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Seoul National University

Abstract: Since the 1980s, the social benefits of the cultural participation has been proposed mainly in cultural policy literature. This study asks whether people who participate in cultural activities are more satisfied with life and sensitive to other cultures. Cultural participation has been conceptualized mostly in terms of what, which genres (high arts versus media entertainment) are involved but recently how, the way of cultural participation, has begun to be captured. To describe cultural participation behaviors in the both live and media-based experiences, this paper classifies the modes of cultural participation as physical and communicative activities and analyzes their association with satisfaction with life and intercultural sensitivity. Physical participation means engaging in expressive process with bodily activation, typically such as singing, playing an instrument, dancing or painting. Meanwhile, communicative activities means access, learning, creation of cultural information and sharing of it with other people online.

Need theory explains when individuals satisfy their needs, this in turn has a positive effect on their subjective well-being. Activity theory suggests a positive relationship between activity and life satisfaction. Based on the theories, physical activities has been proved to positively contribute to life satisfaction. In this paper, communicative activities are expected to increase overall satisfaction with life. In addition, communicative activities are hypothesized to encourage the awareness of and sensitivity to other practices and cultures.

The study is based on the data obtained from the Art and Cultural participation in Korea survey(ACK) in 2012(N=1000). The ACK is a quota (by age, sex, area) sample of respondents residing in Korea collected through Web-based survey.

Multiple linear regression models show communicative activities are more strongly associated with across all dependent variables than physical activities after controlling demographic, socio-economic variables, and attendance to cultural events. This study brings to the light that consideration of specific features of cultural participation are needed to design the cultural welfare policies.

Id: 19176

Title: Community-Based Participatory Research (CBPR) for Social Change: Improving Students' Classroom Performance Through Enhanced Communication in a "Failing" School

Session Type: Individual submission

Authors:

Name: Lauren Jackson
Email: ljackson10@stu.jsu.edu
Country: US (United States)
Affiliation: Jacksonville State University

Name: Raven Freeman
Email: rfreeman3@stu.jsu.edu
Country: US (United States)
Affiliation: Jacksonville State University

Name: Jonathan Shoulders
Email: jshoulders@stu.jsu.edu
Country: US (United States)
Affiliation: Jacksonville State University

Name: Ryan Fagerstrom
Email: rfagerstrom@stu.jsu.edu
Country: US (United States)
Affiliation: Jacksonville State University

Name: Dakota Collins
Email: dcollins6@stu.jsu.edu
Country: US (United States)
Affiliation: Jacksonville State University

Abstract: With its emphasis on decolonization, reducing disparities, empowerment, and community participation, the Community Based Participatory Research offers an excellent platform to work with historically marginalized communities. This paper describes a partnership between the Department of Communication at the Jacksonville State University and Zora Ellis Junior High School in Alabama. The partnership aimed at improving teacher-Parents communication to improve students' classroom performance. Zora Ellis is a junior high school in Talladega county of Alabama. According to the Alabama Department of Education, 71% of the student population of the school is African American, a historically marginalized population. The school has been placed on a list of failing schools by the Alabama Department of Education. There is evidence to suggest that parent-teacher involvement in children's education leads to higher performances in class. This study describes the development of the partnership, and the exploration of the cultural inhibitors and facilitators to communication between parents of one cultural identity and teachers of another identity. By taking local culture into context and building equitable partnership with the African American community in rural Talladega County, this study aims to improve school performance of

the children by identifying barriers and facilitators in the communication between parents and teachers through partnership with the communities. The study also aims to develop interventions based on the findings of our research to remove barriers in the communication between teachers and students.

Id: 19207

Title: Negotiating sustainable development with local communities: A case study of the NGO CREATE's communication strategies in Senegal

Session Type: Individual submission

Authors:

Name: Layire Diop

Email: layire2000@gmail.com

Country: US (United States)

Affiliation: University of Oregon

Abstract: Development communication has often been perceived as a top-down practice. This approach which is the materialization of the modernization theory consists in imposing on local communities projects and programs conceived without their implication. In most of the cases, a top down approach has led to an opposition of local populations and a failure of the goals of the policy makers. The main critique of the modernization theory was formulated by the adherents to the dependency theories who call NGOs and international agencies that intervene in developing countries to adopt a participatory method that puts the local people at the heart of the decisions taken for their development. In addition to an evaluation of the needs and wants local communities, NGOs, following the theology of liberation developed by Paulo Freire, pay also special heed to education and training as a means for fostering community development. In this paper, I intend to explore the success of the Center for Renewable Energy and Appropriate Technology for the Environment (CREATE!), an NGO which works for an alleviation of the effect of climate change in the West-African country of Senegal. CREATE! addresses the challenge of climate change by working to identify and meet the needs of rural populations in four primary sectors: water, community gardens, renewable energy, and income generation (createaction.org). A core project in CREATE! 's initiatives is the creation of improved cookstoves which are made of clay, sand, dry grass, and water. While contributing to women empowerment, these stoves reduce firewood consumption by 60-70%. This helps reduce deforestation and the need to buy firewood. CREATE! technicians also work for the rehabilitation of wells and install solar-powered pumps that allows women to access clean water and indulge in community gardens. In addition to tree planting, poultry cooperatives, and training in sustainable agriculture, CREATE! has also initiated Voluntary Savings and Lending Associations (VSLA) run by women and which allow them to gain financial literacy skills. Since it started its activities in the region of Kaolack in 2008, CREATE! has allowed the harvest of 60,000 pounds of vegetables, the plantation of 50,000 trees and the building of 5,000 improved cookstoves. It has also helped 6,500 people to access clean water (CREATE! Annual report, 2016).

In this paper I will describe the communication strategies developed by the NGO CREATE! in order to get the participation of the Senegalese population to its programs for a sustainable development. A special focus will be on the challenges that the NGOs leaders had to face in a patriarchal society where men often take the main decision relating to the households. I will also analyze the relationships that CREATE has developed with local authorities and the government and which explain the expansion of its activities from the region of Kaolack in the center of Senegal to the region of Louga located in the North of the country.

Id: 19322

Title: Catalyzing a society's empowered common sense: Three instructive examples

Session Type: Individual submission

Authors:

Name: Tom Atlee

Email: cii@igc.org

Country: US (United States)

Affiliation: Co-Intelligence Institute

Abstract: How can high quality exchange of ideas among truly diverse people usefully impact practices and policies at a whole-society scale? We'll hear about three unique approaches: (1) Canada's newsweekly Maclean's and Canadian TV in 1991 convened a deliberation among 12 citizens chosen for their differences, producing in-depth reporting on their final agreement dubbed "The People's Verdict" which generated both unexpected impacts and remarkable new possibilities. (2) The state of Vorarlberg Austria convenes Civic Councils of randomly selected citizens using an extraordinary group process to reflect on controversial topics to consensus outcomes that are passed on to official multi-sector "Responder Groups" to implement and report back. (3) Taiwan collaborates with government officials using a mix of a mass participatory consensus-seeking software and live-streaming stakeholder dialogues to shape official regulations. After learning about each approach, we'll have Q&A and explore what we know and can imagine about engaging a society's diverse perspectives to actually generate wiser outcomes for all.