

Global Media Policy Working Group

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

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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

Id: 20574

Title: The Achievements and Challenges of the United Nations' General Assembly in the Field of Media and Public Communication Revisited

Session Type: Individual submission

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Abstract: The General Assembly of the United Nations (UN) is one of the most important actors in global governance. Even though it has adopted hundreds of resolutions on media and public communication, we can still determine severe gaps in the global governance of freedom of information and media development. This paper reflects the analysis of nearly 1.600 subject-related resolutions adopted by the General Assembly from 1945 until today. The results of the analysis disclose a wide range of topics, which can be divided into five main categories: (1) general provisions on UN public information, (2) promotion of freedom of information, (3) media development assistance, (4) strategic communication and (5) information and communications technologies. The aim of this study is to highlight the achievements and the challenges of the General Assembly in the field of media and public communication. It provides a basis for further investigation and promotion of freedom of information and media development in global governance.

Id: 21422

Title: The rise of the policy-takers. Adoption of EU telecommunications policies in the Southern Neighbourhood

Session Type: Individual submission

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Abstract: Why does Jordan adopt the European Union (EU)'s telecommunications rules, but Morocco refrains from doing so? Instead, Morocco leapfrogs the EU by proposing innovative solutions based on Latin American models. Using rationalist theories from the policy adoption literature, this paper argues that the EU policies have different adoption costs in Jordan and Morocco explaining the differences in adoption behaviour. I use as a most-similar system co-variance design, and 46 original expert interviews run in Jordan, Morocco and Europe to analyse adoption practices in Jordan and Morocco between 2000 and 2014. The results show that Moroccan policy-makers have willingly diverted from the European policy model by adopting an alternative policy more suitable to their local context. To conclude, research studying the relationship between EU and European Neighbourhood Partners (ENP) countries needs to take the role of policy takers seriously and refrain from solely focusing on the European-side of policy adoption.

KEY WORDS: Policy adoption, adoption costs, Morocco, Jordan, universal service obligation (USO), European Union (EU), European Neighbourhood Partnership (ENP)

Id: 21655

Title: Reconstruction of Cyberspace Governance Assessment Framework: Based on Positioning of Structuration

Session Type: Individual submission

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Abstract: Cyberspace governance has been regarded as different types of single or multiple object under the objectivity cognition led by diverse disciplines, but it has been always separated from the dynamic process of active action in cyberspace. It would leads to the blockage of integrating technology governance paradigm and social governance paradigm in a symmetrical and inter-embedded way, which makes it difficult to obtain an independent research form distinguishing from technology sciences and traditional social sciences. Basing on the perspective of interaction between subject and object, the analysis of the structural connotation and structuration positioning of cyberspace governance will become an important way to break through this problem: in the view of cyberspace as a field organization, which consist of established regulation, actors' association and institutionalization, cyberspace governance not only embed in the reproduction of these as some object, but also intervene in the production of these three parts as some subject, which consist of three mechanisms including actions, organizations and issues. Under this path, governance of cyberspace is integrated as the basic condition of the structuration's positioning of cyberspace, and it is also the most likely perceptible condition to be tracked and assessed. Therefore, the assessment framework of cyberspace governance will consist of three targeted topics: governance issues, governance actions and governance organizations. It will include 7 first-level assessment indicators, including relationship setting, priority setting, effectiveness, extensibility, degree of participation, degree of collaboration and sustainability, and 16 secondary indicators. The assessment framework would indicate the way that cyberspace generates both the subject and the object of governance in the dimension of coexistence of empowerment and constraints, and this indication would sustain altering with the information society's evolution.

Id: 22643

Title: Spanish children and youth in a digital world

Session Type: Individual submission

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Abstract: This study is part of an analysis of practices related to the use of the Internet among Spanish children and youth aimed to guide regulatory processes in this context and seeking to establish general principles that can guide self-regulation in the telecommunications sector. The overarching goal is to provide a framework for discussion based on a critical review of existing contributions that allow for defining a new framework. Considering them as a whole and taking into account the complexities of each perspective, we have been able to observe what they contribute and how they guide digital technologies regulation.

Four perspectives are defined that frame the work carried out so far: 1) the European Commission's(<https://goo.gl/Dzhfnf>), based on self-regulation as the basis of the European strategy to create a better Internet for children; 2) UNICEF's(<https://goo.gl/Uwd7Z6>), a perspective that highlights the presence of children's and young people's voices in this environment; 3) Kids Online's(<https://goo.gl/eJnASL>/<https://goo.gl/Dcay7H>), focusing on Europe and on security challenges related to children, and 4) PewResearchCenter's(<https://goo.gl/u8s3fc>), a US organization that supports institutions in decision making in the use of technology among young people.

The methodology of this work is based on the qualitative analysis of 30 document contributions, mostly published since 2017. The NVivo12 software program has been used for the analysis, which has allowed for the creation of a categories set to clarify the relationships between the four perspectives indicated by pointing out their similarities and differences. From here, a discourse analysis of all the documents' content has been carried out.

The results offer a vision of what each perspective has contributed in relation to our objectives.

Next, we will summarize some of the most important contributions:

- From the European Commission's perspective, the possibilities and opportunities in the use of the Internet through the different devices are shown. The tendencies of the users in the networks point towards total connectivity, and they emphasize that the best way to protect young users is to

educate and train them properly. Specific education programmes include Internet safety tools, lessons, campaigns and public service announcements.

- UNICEF insists on the idea that digital technology is changing the world as well as childhood, since it has been empirically proven that children are accessing the Internet at younger ages. A concern is shown by the potential digital gap. Policies and regulations should be updated taking into account this reality and considering equitable access to online content.
- KidsOnline highlights the existence of new ways to access Internet as it becomes increasingly mobile, personalised and widespread. Access could almost be considered a right. Today, the complexity behind use goes beyond the frequency of use and covers a wide variety of forms of participation, including search practices, security, privacy, communication and much more. It is about stimulating the production of creative and educational content online, promoting positive experiences and increasing awareness and empowerment.
- Finally, the PewResearchCenter insists on the idea that access to smartphones and devices has made Internet use more frequent among young people, although there are differences in frequency regarding gender, race and ethnicity. This organisation's research sheds light on the positive effects of the network, which helps young people to stay connected and to interact with other people, family, friends and new friends.

Id: 23455

Title: Canada's Policy Response to Facebook Privacy Concerns, 2009 and 2018

Session Type: Individual submission

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Abstract: This paper compares analysis of the 2009 case of Facebook's agreement to institute a series of changes to assure compliance with Canadian law with the 2018 hearings and subsequent reports of Canada's Standing Committee of Access to Information, Privacy and Ethics over revelations of the misuse of user data by Cambridge Analytica. The 2009 case was the culmination of a formal complaint to Canada's Office of the Privacy Commissioner (OPC) that Facebook was in violation of Canada's Personal Information Protection and Electronic Documents Act (PIPEDA). The non-binding dialogue that ensued between Facebook and Canada's OPC resulted in universal changes in Facebook's operation until Facebook altered its services not long afterward.

This paper combines analysis of policy documents and interviews with key participants from the 2009 dialogue between Facebook and the OPC with examinations of the hearings and reports generated in 2018 over the misuse of user data by Cambridge Analytica. The 2009 case was widely interpreted as a small country projecting disproportionate power over global communication flows. However, the data breaches in 2018 raise new questions at a potentially pivotal point in the governance of transnational social media platforms. As some jurisdictions pass more stringent privacy requirements, such as the EU's General Data Protection Regulation (GDPR) and other territorial governments scramble to develop a coherent response, the relatively informal multistakeholder cooperation that has governed much of the relationship between nations and social media platforms is in flux.

Research question:

What does comparison of recent hearings and recommendations and previous policy milestones by the Canadian government on Facebook's compliance with Canadian privacy law indicate about the state of the governance relationship between national governments and online information intermediaries?

Expected outcomes:

Despite earlier indications that multistakeholder cooperation would effectively govern online platforms, there seems to be a resurgence of nationally defined interest in Facebook's operation that

is leading countries to rethink their strategy towards these companies. Canada seems likely to follow a global trend towards increasing territorial sovereignty over data.

Theoretical framework:

This paper engages the literatures on media policy, internet regulation and political economy of communication, particularly as they overlap with the study of platforms.

Significance:

This paper makes a significant contribution to evaluations of the approaches needed for regulatory frameworks to address transnational media and internet corporations and to understanding the role of governments in contemporary media policy, providing a detailed case study of policy developments in Canada. Using a comparative historical methodology to examine one government's policy approach to internet governance is a significant contribution at an inflection point in the history of internet governance.

Id: 23808

Title: DISCUSSION SESSION: Technology and Public Values in Media Policy

Session Type: Individual submission

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Abstract: This discussion session critically interrogates new developments at the intersection of technology, policy, and civic rights. Participants will explore current trans-national policy debates and regulatory arrangements with regards to technology developments and human dignity, and investigate potential shifts towards the improvement of people's lives.