



## Communication Policy and Technology Section

Abstracts of papers accepted for presentation in the Online Conference Papers of the  
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# **“Digital-Sphere”: Information Communication Technology Risks and Regulation Adjustment**

## **Authors**

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## **Abstract**

### **•Background and Research Questions**

Artificial intelligence, VR, 5G... The rapid development of technology has opened up a new era in many fields in China. The technical means opens up multiple possibilities for ideals, and also makes the reality of information dissemination practice and cultural transmission mechanism different from the past prospect. By December 2018, the number of Chinese netizens reached 829 million, and the number of mobile Internet users was 871 million. Roaming in the digital time and space formed by the technology, is it spiritual and physical immersion? Or the appropriation of technology and time-space? How digital memory is generated, how culture is transmitted, how happiness should be sought or redefined in the digital field, we need to look focus on chemical changes within the "digital-sphere". The research questions of this study are: 1) What risks are hidden in the practice of “digital-sphere” shaped by digital information communication technology? 2) How can these risks be regulated through policies or regulations?

### **•Theoretical Framework**

This study uses "médiologie (media+ology)" which proposed by Debray as the theoretical framework, combined with the current digital technology and information dissemination, digital culture and other practices, puts forward the concept of "digital-sphere" and analyzes its three basic features: 1) At the technical level, information productivity and capacity increase, algorithms, distributed computing, cloud computing, etc. promote the production of information in a timely manner. The performance of technology is manifested through traffic, explosions, scenes and interfaces, and gradually becomes a collective faith and social myth; 2) At the cultural level, this is an era when boring can also generate production power and drive consumption. The background of cultural programs becomes extremely open, and can be modified, imported, spliced, and even erased and rewritten. The number of symbols is more than ever; 3) Subject level: Digital aborigines pay more attention to the connection of relationships, the integration of circles, self-projection and identity. “The 'net people' does not seem to belong to each other.” Individual hobbies, occupations, and circles are layered and multi-layered.

### **•Findings**

Using “Médiologie” as a theoretical framework, this study analyzes the concept and characteristics of the "digital-sphere", and combines the practice of global Internet companies and users to find that the “digital-sphere” has the following risks: 1) The subject becomes the "others" of the technology and cultural heritage crisis, 2) algorithm black box, post-truth and trust crisis, 3) the risk of

hedonism and digital addiction, 4) network public opinion and social control risks, 5) children's digital media attachment risk, etc. Mediology considers that the organizational material level (MO) is constantly updated in the process of transmission, but the materialized organizational level (OM) maintains the inertia and stability of culture. Therefore, the risks of the “digital-sphere” needs to be adjusted at the organizational or institutional level in order to seek a balance in the sense of mediology. Base on this, it analyzes the possibility policies or regulations practice of institutional adjustment, research and development adjustment, and users self-adjustment.

## **Submission ID**

81

# **Towards Visual Justice in Urban Polices Case of the New Administrative Capital City in Egypt**

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## **Abstract**

Through media tools, especially in the field of urban planning, people are now able to easily visualize places that may not even exist in the comfort of their own homes. In this context, the public sphere has changed from being manual to digital, massive to social, and a single monitored space to a networked sphere, where all boundaries are porous (Çela, 2015; Habermas, 1992; Habermas, 1992/1997). However, in centralized media/planning contexts, the use of media and the definition of space (and city planning) is observed to be limited to their technical and physical definitions. It is argued that media in centralized contexts is used to reinforce physicality and hence (co)construct urban planning.

In Egypt, most approaches to tackling the challenges of urbanization have revolved around either (1) national mega urban projects and the construction of new cities in the Egyptian desert with the aim of attracting middle and lower social classes or (2) constructing and marketing gated communities which target upper social classes (Elmouelhi, 2019; Mekawy & Yousry, 2012; Shawkat & Hendawy, 2016). Currently, the New Administrative Capital City is one of the mega urban projects being implemented and mediatized in Egypt.

Taking the project as a case study in this policy paper, it is aimed to first present the mediatization of the state for future urban visions. This is investigated through media content analysis tracing press news from the archive of Al-Ahram national newspaper from March 2015 to January 2019 to showcase the state's view of the project. In addition, a study visit and an observation of two planning offices in Cairo were conducted in November-December 2018.

Afterwards, policy recommendations are outlined with a focus on recommendations for visual justice in urban policies in Egypt. Unstructured interviews with two media, two urban planning experts, and two policy experts familiar with the Egyptian

planning/media context were also conducted to verify the research findings. In the end, the paper provides a scenario on how can media in centralized contexts be used to not only to reinforce the physicality of urban planning, but also to enforce inclusive urban planning.

## **Submission ID**

199

## **Case Study: The Creation of Australia's National Broadband**

### **Network**

#### **Authors**

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#### **Abstract**

Australia's first electronic communication network, the telephone service, was developed as a government monopoly, following the established model of the postal service. It included a modified idea of the postal cross subsidy (known as the 'Universal Service Obligation') that minimised the discrepancy between the cost of provision of services to customers in urban and rural settings. The telephone organisation, known as the PMG, then Telecom, was privatised and opened to competition between 1997 and 2006, and is now known as Telstra.

With the growth in digital communication in the latter part of the 20<sup>th</sup> century, the demand for a dedicated digital communication network grew. Between 2002 and 2009 there were numbers of initiatives by government and the private sector, alone or in combination, to create such a network, but with no successful outcomes.

In April 2009, then Prime Minister Kevin Rudd, leader of the Labor government, announced the government's intention to create a network to:

- Connect 90 per cent of all Australian homes, schools and workplaces with broadband services with speeds up to 100 megabits per second – 100 times faster than those currently used by many households and businesses.
- Connect all other premises in Australia with next generation wireless and satellite technologies that will deliver broadband speeds of 12 megabits per second.'[1]

And establish a company:

- '...jointly owned by the Government and the private sector [that] will invest up to \$43 billion over 8 years to build the National Broadband Network', [2] the NBN.

From that time on, the project became a 'political football', the site of poorly informed but expedient political decisions and an issue at an election that changed the party of government. Now, a decade on, the NBN is approaching completion, with a scaled down ambition, a cost estimated to run to \$74 billion to \$84 billion and a completion date in the mid 2020s.

It is a story of the ascendancy of sectional and illinformed political considerations over good engineering ones, and a conservative party's hatred of another political party: one in which the exercise of political power over an essential media and communication development eclipsed national interest.

[1] <http://parlinfo.aph.gov.au/parlInfo/search/display/display.w3p;orderBy=date-eLast;page=145;query=%22National%20Broadband%20Network%22;rec=5;resCount=Default>

[2] Ibid

## **Submission ID**

469

# **Communication system and symbolic power: the Cuban communication policy under the Fidel and Raúl Castro governments**

## **Authors**

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Miguel de Aguilera - University of Malaga

## **Abstract**

The research focuses its object of study on the structure of the communication system established and developed in the Cuban context between 1959 and 2018, because with it a form of exercise of symbolic power is instituted. It is also interesting the ideological justification of this system and the normative discourse on the media, regulated in this period at the legislative, executive, political and union level.

In every society there are social actors who observe and interpret reality in line with their experiences, expectations and interests and, consequently, often try to make those own, partial visions prevail over those held by others, and even present themselves as the only ones possible. The media constitute one of the fundamental spaces where this struggle for the imposition of meaning to achieve or maintain social hegemony occurs. Hence, control over the communication system is relevant to influence public opinion. Situation that has also occurred in the Cuban case, where a symbolic elite has used the communication system to justify and maintain its hegemony.

This study responds to a methodological approach to a structural approach, which addresses the process of configuring power, in its direct or indirect relationship with the media. The practice of institutional analysis is chosen by focusing on the examination of relevant social institutions such as the media system and the normative system that supports and legitimizes it. The Critical Discourse Analysis is also assumed as a convenient research approach for the study of texts that for almost six

decades constitute the institutional or legal basis for any additional action or decision making in the exercise of communicative power in Cuba.

The results reveal that in Cuba the reproduction of power has required the use of discourse genres such as politics, for the construction and preservation of the symbolic capital of the socialist system; and the normative, for the institutionalization of political decision making on communicative production contexts. In both cases, the symbolic elites that control public discourse establish an effective legitimation mechanism derived from the creation of a media structure related to the interests of the collective that holds power, and the development of a regulatory framework that, among other issues, conditions access and media content to the recognition of its ideology. This makes it difficult to involve other social actors with different visions of reality in these real production scenarios.

The conclusions lead us to raise some questions about the future of Cuban media institutions as a fundamental tool for the legitimation of power. And this, especially in the current circumstances, in which the development of digital communication on a global scale and, in particular, the growing internet access of the Cuban population, have favored the emergence of media and communication platforms whose forms of communication management, production, distribution and scope largely evade state control and, therefore, compete for the production of meaning and proposal of reality in communication practice.

## **Submission ID**

516

# **“Death penalty”, “wandering ghost”, and “reincarnation”: Body metaphors and Chinese internet users’ experiences of “account bombing”**

## **Authors**

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## **Abstract**

Since 2018, narratives about a specific measure of internet censorship have emerged on the Chinese internet; netizens call this “account bombing” (炸号). It refers to the phenomenon that some social media accounts are blocked permanently by internet regulators without the users knowing the reasons for this or receiving any warnings in advance. Unlike the case of “digital suicide” where users actively disconnect themselves from social media (Karppi, 2011), account bombing as a type of internet surveillance can be devastating for users, especially when the social media platform (e.g. WeChat) is significantly intertwined with users’ daily lives. Compared to other measures of internet regulations in China, such as shutting down a whole website or deleting particular content posted by

individual users, account bombing is a relatively new technique of internet governance, reflecting the tightening trend in China's internet policies. The implication of account bombing for Chinese internet users remains to be researched.

Aimed at understanding how Chinese internet users make sense of account bombing experiences and react to internet regulations, this study examines users' narratives about this practice, especially the metaphors they employ. It contains a critical metaphor analysis (Charteris-Black, 2004) of preexisting online narratives and semi-structured interviews with individual users who had experienced account bombing. Preliminary findings suggest that the users often use the metaphors related to the body, such as "death penalty" (死刑), "wandering ghost" (游魂), "reincarnation" (转世), and a person's "will" (遗嘱). We thus examine the functions of these body metaphors in two dimensions: the cognitive and the affective. Regarding the cognitive dimension, body metaphors are embedded in and invoked by the internet users' reinforced knowledge of the constrained role of the internet in the Chinese public life, users' precarious ownerships of their personal data, users' problematic dependence on large social media platforms, and the unpredictability of China's internet censorship. Most of all, body metaphors are used to reveal the irreversibility of account bombing and the uneven power relations on the Chinese internet which are heavily skewed toward regulators. As for the affective dimension, body metaphors convey the internet users' strong negative emotions, including amazement, anger, anxiety, frustration, helplessness, sadness, etc. They also establish the relevance of this seemingly individual, sporadic experience to a broader audience, evoking sympathy both affectively and politically. Overall, body metaphors consolidate the sense users have made out of account bombing and make it relatable and easier to circulate online. They open a new way to understanding the implications of China's internet policies.

## **Submission ID**

559

## **Image-based online interactions among Australian university students: What is 'normal' and what is not?**

### **Authors**

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### **Abstract**

Digital technologies have transformed and expanded people's lives in many aspects. The flip side of such technology is that it has also enabled the perpetration of image-based sexual abuse (McGlynn,

Rackley, & Houghton, 2017). Lawmakers around the world have tried to regulate and combat these emerging forms of detrimental behaviours. Yet, little is known about how young people perceive this issue in their online interactions. The purpose of this study is to better understand the experience and perception of image-based sexual abuse among Australian young adults. This study also seeks to explore how young Australians conceptualise ‘sexual privacy’ in their online interactions (Citron, 2019). Thus far, scholarly attention has largely been directed at the conceptualisation of image-based abuse and its associated problems (McGlynn et al., 2017); the prevalence of the image-based abuse, and regulatory approaches to combatting image-based sexual abuse (Henry & Powell, 2016; Henry, Powell, & Flynn, 2017). At the time of this writing, relatively few studies have delved into the issue of image-based sexual abuse by examining how young people are “normalising” sharing sexually suggestive nude or nearly nude images in their daily interactions online. In addition, there is a gap in scholarship about how young people conceptualise their ‘sexual privacy’ in this context. This study aims to fill these gaps in the literature.

To accomplish the goals of the study, five focus groups were conducted with 20 first-year Australian university students aged 18-21. Female participants were more likely to be involved in image-based online interactions and stressful dramas; however, they continued to use social media perceiving it as an integral part of their socialising. They appeared to cope with such unpleasant and even threatening experiences online through peer support by sharing their stories with other friends of similar ages. Having grown up in a digital world where sharing images and videos is common, young adults are adapting to the digital environment in their own way. They recognise the benefits of online participation as well as the risks that such image-based online interactions can bring, constantly negotiating boundaries through everyday online interactions. This study will shed light on our understanding of young people’s creation, sharing, and the implications of both consensually and non-consensually created sexual images. The findings of this study will provide policymakers with insight into how to approach and view emerging forms of detrimental online behaviours through a better understanding of how young people perceive and experience the issue in their everyday lives.

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## **Submission ID**

611

# **“How do I look?”: Policy Framing, Actors, and the Politics (and Economics) of Reframing DTT Policy During Ghana’s Digital Migration Implementation Process**

## **Authors**

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## **Abstract**

How did major policy actors frame and justify digital migration at the policy’s inception in Ghana?, and what were the political and economic drivers that influenced such frames and attendant policy choices?

When the International Telecommunications Union’s (ITU) Regional Radio Communication Conference (RRC-06) Geneva 2006 (GE-06), (O’Leary et al, 2006), sanctioned the switch from analogue to digital broadcast transmission systems, it was hailed as the technology bringing efficiencies in broadcast transmission, better picture and sound quality as well as making savings in spectrum usage, the dividends of which would then be used to provide enhanced interactive services. The struggles over formulating digital migration policy and its implementation in the United States of America (USA), the United Kingdom (UK) and Europe (EU) have been well documented by among others Galperin (2002, 2004), Starks (2007), and Trinidad et al (2006). Berger (2010) questioned the pressure the policy has brought to African countries when there was no immediate need to migrate on account of African television broadcasters still struggling to provide enough local content on existing analogue systems. Many African countries have since struggled to develop polices to guide and conclude their digital migration process. While Tanzania and Kenya for example have completed their migration to digital, many other countries like Ghana still encounter legal, financial and policy challenges, thus contributing to further delays in setting a final analogue switch-off (ASO) date. With Digital migration, Ghanaian communication policy makers have had to confront the implications of convergence and digitalisation in broadcasting. The country’s digital migration implementation, began in August 2010 is now in the custody of the third government, with each change accompanied by a new policy emphasis. What then are the political and economic drivers behind the regular reframing of DTT policy?, and how have these influenced other policy actors and their choices during the process?

This paper combines three concepts, Goffman’s Frame Analysis (1974), Historical Institutionalism (Steinmo, 2008, Hall and Taylor, 1996) and Policy Networks (Rhodes 1990) to examine Ghana’s experience of DTT and the wider communication policy making process during the country’s digital migration implementation, also drawing on experiences from other African countries. The data for analysis comes from Elite interviews (Richards, 1996, Morse, 2019) with key policy actors involved in the process, as well as documents (Altheide, 1996, Van den Bulck et al 2019), derived from or relevant to the process, in keeping with approaches to researching communication policy (Just and Puppis, 2011). Arguing from a developing world context, the paper’s aim is to illuminate how the

dominant actors have used local economics and politics as drivers to influence and justify the reframing of this global policy to align with their interests, to the marginalization of salient policy and regulatory issues that will affect the digital multi-channel television market post migration.

## Submission ID

680

# From Intermediary liability to responsibility, the boundary of digital platform power : A comparative analysis

## Authors

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## Abstract

Internet intermediary has become one of the most critical Internet governance issues of our time, including electronic network, digital platform and the network of connected “things”. In particular, modern legal theory and policy still struggle with defining an adequate framework for the liability and responsibility of Internet intermediary for user-generated content. **This paper contextualizes the recent developments in intermediary liability theory and policy with particular regard to the law and jurisprudences of China and US.** By reviewing relevant lawsuits and “*Cybersecurity Law*”, “*Regulation on the Protection of the Right to Network Dissemination of Information*”, the paper reveals that Internet intermediaries have been regularly asked by public actors to take active steps to enforce national legislation in China . Miscellaneous policy tools have been implemented—such as monitoring and filtering obligations, blocking orders, graduated response, payment blockades and follow-the-money strategies .They form a strict administrative partnership and Internet intermediaries have become essential governmental agencies. **This combination of quasi-normative, quasi-executive and quasi-judicial powers assigns a particularly authoritative position to the intermediaries.** While in the United States, twenty-three years ago, the US Congress enacted Section 230 of the “*Communications Decency Act 1996*”, which states that, with a few exceptions, Internet intermediaries are immune from liability for user-generated content. The paper reviews the US experience with strong intermediary immunity over two decades. Critics of Section 230 raise valid concerns that the broad immunity often prevents lawsuits against digital platforms. However the paper finds that many of the largest US digital platforms have voluntarily implemented policies to block illegal and objectionable content and help law enforcement. In this sense, **the intermediary liability discourse is shifting towards an intermediary responsibility discourse.** While the current legislative tendencies seem to encourage the adoption of “voluntary measures”, **the paper argues that Internet intermediaries may enjoy far-reaching powers on the cyberspaces under their control.** It is necessary to caution against excessive involvement by and a “responsibilisation of intermediaries”, which may effectively delegate de facto regulatory and police functions to private entities. **Whether in China or US, due process and fundamental**

**guarantees have been got mauled by technological enforcement, curbing fair uses of content online and silencing speech.**

## **Submission ID**

718

## **Knowledge and equity: Analysis of three models**

### **Authors**

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### **Abstract**

The context of this paper is analysis of 3 emerging models for developing a global knowledge commons. The concept of the global knowledge commons builds on the vision of the original Budapest Open Access Initiative (2002) of the potential of combining academic tradition and the internet to remove access barriers to the scholarly literature, thus laying the foundation for an unprecedented public good, uniting humanity in a common quest for knowledge. The global knowledge commons is a universal sharing of the knowledge of humankind, free for all to access (recognizing reasons for limiting sharing in some circumstances such as to protect individual privacy), and free for everyone qualified to contribute to. The 3 models are PlanS / cOAlition S, an EU-led initiative to transition all of scholarly publishing to an open access model on a short timeline; the Global Sustainability Coalition for Open Science Services (SCOSS), a recent initiative that builds on Ostrom's study of the commons; and PubMedCentral (PMC) International, building on the preservation and access to the medical research literature provided by the U.S. National Institutes of Health to support other national repositories of funded research and exchange of materials between regions. The research will involve analysis of official policy and background briefing documents on the three initiatives and relevant historical projects, such as the Research Council U.K.'s block grants for article processing charges, the EU-led OA2020 initiative, Europe PMC and the short-lived PMC-Canada. Theoretical analysis will draw on Ostrom's work on the commons, theories of development and under-development, and the concepts of Chan and colleagues (2011) on the importance of moving beyond north-to-south access to knowledge (charity model) to include south-to-south and south-to-north (equity model). This model analysis contributes to build a holistic view of transcontinental efforts for a global knowledge commons building with shared values of open access, sharing and collaboration, in contrast to the growing trend of commodification of scholarly knowledge evident in both traditional subscriptions / purchase-based scholarly publishing and in commercial open access publishing. We anticipate that our findings will indicate that a digital world of inclusiveness and reciprocity is possible, but cannot be taken for granted, and policy support is crucial. Global communication and information policy have much to contribute towards the development of a sustainable global knowledge commons.

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## **Submission ID**

766

# **How does network interpersonal trust in social media affect the intention of charitable crowdfunding**

## **Authors**

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## **Abstract**

Statistics show that 20 internet crowdfunding platforms raised a total of more than 3.17 billion in 2018, with more than 8.46 billion clicks. The rapid development of public crowdfunding is closely related to the communication form based on strong social relations among acquaintances. Members at the center of the community drive the communication of public information within the group and then spread it to different communities, forming the so-called cluster communication. On the other hand, the platform has frequently exposed charitable crowdfunding scandals of "fraudulent donation" and "fake donation" through social media.

The Theory of Planned Behavior(TPB) holds that people's behavior is a rational process that generates behavioral intention and eventually concrete behavior after the evaluation of beliefs, and is applicable to a variety of behavioral fields. This phenomenon is also reflected in the charitable crowdfunding. However, the hypothesis of TPB has been criticized by many scholars since it was put forward, which holds that behavior can also be automated or driven by habit. In this case, people may automatically implement donation behaviors due to trust, ignoring the consideration of perceived costs such as the effectiveness of donation projects and the risk of donation information. Especially when in medical crowdfunding, due to information overload and serious tendency of

project homogenization, people will automatically filter such charitable crowdfunding messages and reject donation. At present there is little literature discuss the inner mechanism in which internet interpersonal trust can influence willingness of donation and the possible negative effects (kindness preference or kindness bias).

To sum up, this paper aims to explore the following questions :(1) what paths can online interpersonal trust affect charitable crowdfunding in social media? (2) what are the effects of different paths on the charitable crowdfunding? The theoretical significance of this study lies in enriching the micro mechanism of charitable crowdfunding from the perspective of TPB, while the practical significance lies in improving the risk identification ability of users of charitable crowdfunding, improving the current ecological environment of charitable crowdfunding, and forming a healthy and sustainable virtuous trend.

This paper uses questionnaire surveys and structural equation modeling(SEM) methods to explore the perceived value and perceived cost of donors in Internet charitable crowdfunding, builds an intermediary effect model of online interpersonal trust in social media that influences charitable crowdfunding willingness, and makes 545 contributions data analysis of charitable crowdfunding. The empirical results show that: 1. Internet interpersonal trust and perceived value can positively significantly affect users' willingness to do charitable crowdfunding; 2. There is a significant negative relationship between the perceived cost of users and willingness to do charitable crowdfunding; 3. The perceived value of Internet interpersonal trust and the willingness to crowdfunding play a part of the mediating role, and the mediating effect of perceived cost is not obvious. Therefore, the research findings help to enrich and deepen the understanding of kindness machines, and provide theoretical guidance and practical reference for the sustainable and healthy development of charitable crowdfunding.

## **Submission ID**

1130

## **Metrics of Freedom: Russian technologists' measures of online liberties as a rallying point for the "Free RuNet" movement**

### **Authors**

Ksenia Ermoshina - Centre for Internet and Society, CNRS

Francesca Musiani - Centre for Internet and Society, CNRS

### **Abstract**

Since the early 2010s, the Russian Internet (RuNet) is experiencing a progressive turn towards "governance by infrastructure" (DeNardis & Musiani, 2016) with an obligation for Internet Service Providers (ISPs) to reconfigure their networks by installing expensive and complex technical equipment to enable filtering, surveillance and storage of users' traffic (Ermoshina & Musiani,

2017). In the context of the new “Sovereign Internet” doctrine, the formerly decentralized ecosystem of ISPs is experiencing a trend towards centralization, with small providers disappearing due to harsh regulation. This centralization is actively criticized by technologists who defend a certain vision of a “Free RuNet”, decentralized and without censorship. In order to defend this technical and political ideal, they deploy new instruments of expert mobilization.

Among the instruments used by this community is the “Index of Freedom of the RuNet”, a metrics system developed by the Society for Protection of the Internet. This Index “calculates” the effects of legal, technical and political events (e.g., adoption of a new law) on the functioning of Internet in Russia. Another way to monitor the “health” of the RuNet is the “Connectivity Index”, based on measures of speed and quality of connections between Russian and foreign servers. These indexes produce a “shared meaning” and enable communication between different actors that constitute the “community of practice” (Lave & Wenger, 1991; Bowker & Star, 1999) of the defenders of “Internet Freedom”. Indexes, presented as graphs and tables, are actively mobilized by technologists in their communication with media, regulators and international colleagues in order to make “visible” the “crisis” of the RuNet.

This study, at the intersection of STS and pragmatist sociology, analyzes these tools of classification and measurement. What does it mean to “measure” Internet Freedom? How do we translate freedom into measurable parameters? The paper is based on an interdisciplinary fieldwork conducted for the past two years within a research project on the critique of digital coercion in Russia. We have conducted an analysis of the relevant indexes and metrics, collected interviews with technologists and legal experts involved in production of these indexes, as well as conducted web-ethnography of selected forums and chats within the community. We observed international events where such indexes were presented and commented upon, in order to analyze their effect on media and Internet regulation, as well as on the international “Internet freedom” community.

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## **Submission ID**

1145

# **An Empirical Investigation about awareness of personalized recommendation algorithm among Tiktok users: An Actor-Network Theory Perspective**

## **Authors**

Xueying Jiang - Communication University of China

## **Abstract**

Personalized recommendation system has been developed for more than 20 years and has been widely used. People are becoming increasingly reliant on online socio-technical systems that employ algorithmic curation to organize, select and present information. Personalized videos and music can enhance people's preferences, which may also lead people to indulge in pleasure. People's ignorance of algorithms may be threatened by platform and algorithm control, so we need to study users' awareness of personalized recommendation algorithm. Up to now, there have been few studies that examined users' awareness of personalized recommendation algorithm in China. Based on the theory of actor network, this paper takes domestic Tiktok users as the research object to explore users' awareness of personalized recommendation algorithm. Because short video is the second-largest Internet application in China after instant messaging, it has more users than search and online news. Watching short videos has become an important part of Chinese netizens' daily life. In particular, Tiktok app not only has the largest number of users and rich UGC, but also has the leading personalized recommendation algorithm technology, and users have a lot of discussions on personalized recommendation algorithm.

To achieve the goal, I focus on two sites of investigation. In the first part of the study, I examine the extent to which Tiktok users have been aware of personalized recommendation algorithm. It shows that many Tiktok users(N=203) recognize personalized recommendation algorithm. According to the collected data, 75% users have heard of personalized recommendation algorithm, 49% users said they knew about personalized recommendation algorithm while their knowledge is limited. Moreover, 63% users have a low desire to know personalized recommendation algorithm, many people think it doesn't count so much.

The second part explores users' specific understanding of personalized recommendation algorithm. First, I introduced the principle of six personalized recommendation algorithms, and also analyzed the specific algorithm design of Tiktok platform. Tiktok platform has a strong paternalistic style, and users feel the strict algorithm rules. Then, through a thematic analysis of algorithm discussions among Tiktok content creators, it is observed that although they are outside the context of traditional technical expertise, they have developed some algorithmic knowledge through practice and conducted the act of "gaming the system". Instead of fully embracing the platform's personalized recommendation algorithm rules, they have cultivated some expedencies to circumvent the platform's set rules, with lots of metaphorical language observed(e.g., "raise the smurf account", "dig the grave").Moreover, I summarize the anthropomorphic concept of the

algorithm. In their eyes, the algorithm acts as content auditor, attention distributor, judge and referee. Thirdly, I employ the Actor-Network Theory to research and analyze the various actors around the topic of personalized recommendation of short videos. On the whole, users' understanding of personalized recommendation algorithm is practical, and most people show indifferent attitude. Although there are acts of “gaming the system”, they are still catering to the algorithm, without strong resistance and criticism. Finally, this paper makes a critical reflection on the ideology of network individualism and inequality about personalized recommendation algorithm.

## **Submission ID**

1287

# **Rising “Data Superpowers”, “Start-Up Countries”, and a “New Arms Race”? The News Framing of Global Competition in the Data Economy**

## **Authors**

Dennis Nguyen - University of Applied Sciences Utrecht

Erik Hekman - University of Applied Sciences Utrecht

Koen van Turnhout - University of Applied Sciences Utrecht

## **Abstract**

Big Data, Artificial Intelligence, Quantum Computing, Blockchain, and the Internet of Things, have become salient topics across different news media outlets around the globe. This potentially shapes how broader media audiences perceive these technologies and relevant actors. While private companies that drive technology developments operate on a global scale and transcend national borders, they are often still associated with specific geopolitical regions or nation-states (e.g. Alibaba and China or Facebook and the USA). Countries also actively pursue extensive digitalisation policies to posit themselves as leading digital economies (e.g. Estonia). The study explores who is portrayed as rising “start-up countries”, “data superpowers” and if there is indeed media talk about a new arms race between leading tech- and data economies. The empirical analysis focuses on the framing of key actors in the global “tech” news media discourse and provides an examination of the network of actors over time.

The guiding research questions are: How are (geo-)political powers such as China, Russia, the USA, Europe, and developing areas in the global south, often represented via public and private organisations, portrayed in the media discourse on datafication and digital transformation? What risks, responsibilities, challenges and chances are communicated? Who is at the centre of blame-games when data accidents, data invasions, data thefts and other scandals happen? When are key

players perceived as innovators and inspirations - and when are they threats? What are the differences in framing between news media outlets?

The empirical investigation is firmly rooted in an innovative digital methods-inspired research design. It combines semi-automated data collection, natural language processing (topic modeling and named entity recognition) with manual framing- and network analyses of news media content. The sample includes 20 international mainstream news outlets as well as technology-focused special interest media from across the world that publish in English (e.g. China Daily, South China Post, New York Times, BBC, Wired, Times of India and more). The text corpus derived from these outlets includes all relevant articles that cover key technologies in the digital transformation: Big Data, Artificial Intelligence, Quantum Computing, Blockchain, and Internet of Things. The time frame spans from 1998 to 2019, which allows for a historical analysis of the global technology discourse and the framing of key players that represent (geo-)political spheres and countries, i.e. both private and public organisations that shape and drive these technologies and their adoption.

The discussion includes a critical reflection on the role of digital ethics, data ownership, privacy, accountability, responsibility and inclusion in the global tech discourse. The novelty of the study lies in providing an empirically grounded overview of the (historical) tech discourse and key actors on a global scale by applying a combination of computerised and manual framing- and network analyses of a large volume of news media content.

Keywords: *Big Data, Artificial Intelligence, Quantum Computing, Media Framing, Topic Modeling, Digital Methods*

## **Submission ID**

1327

# **Use of Artificial Intelligence by Chinese Media and its implications on China's Global Communication Agenda**

## **Authors**

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## **Abstract**

Chinese Media have taken advantage of the potential of Artificial Intelligence (AI) to improve their capability to know how to communicate to the world and optimize strategically their message and

policy contents. Stone (2014) and Prakash (2017) argue that they use machine learning techniques to solve a variety of business problems, including predicting the popularity or “virality” of stories in order to decide what to promote, modeling user behavior to increase subscriptions and to minimize churn. This study will seek to investigate how the use of Artificial intelligence by Chinese media helps improve China’s international communicative capability. The Media convergence theory advanced by Henry Jenkins (2006) will be useful in shading more light on how AI is changing the Chinese Media landscape and the new media roles made possible by its adoption. Similarly, the Technological Determinism theory will help to understand more about the Chinese media’s contribution to its global communication agenda. The triangulation of these two theories will help to address the challenges and solutions in regard to AI adoption by the Chinese media. They will try to answer the questions on what have been the benefits of AI adoption, how to bridge Automation and Personalization with the newsroom responsibility; and how they deal with ethical issues while utilizing AI. It will also try to investigate AI’s contribution on media performance and how it impacts China’s media development. One print medium, one TV and one news agency will be considered as research focal points for this study. In addition to that, in-depth interviews with related personnel will be carried out alongside the analysis of policy documents, legislation, various related literature and articles and news reports in the magazines, newspapers and the internet. The expected results are intended to be in line with the fact that the adoption of AI helped to develop new services, digital media and applications to generate new business opportunities and ways to connect with their audiences which will demonstrate how now these institutions have faster, optimized results that in turn allow them to meet their goals faster than ever.

*Key Words: Artificial Intelligence, Convergence, Chinese Media, Ethics*

## **Submission ID**

1501

## **Panel presentation - The Media for Democracy Monitor 2020 - Austria**

### **Authors**

Josef Trappel - University of Salzburg

Tales Tomaz - University of Salzburg

### **Abstract**

At the time of writing this panel proposal, the research project Media for Democracy Monitor (MDM) 2020 is collecting data in the field for 24 countries. In May 2020, all country teams will meet in a workshop and discuss country-by-country findings, as well as umbrella topics from a comparative analysis. Country authors present at the IAMCR Conference will report these findings in the proposed panel for the first time. So far, only preliminary results on Austria are available.

However, the paper will focus on the most salient and characteristic similarities and differences of Austria compared to the other countries in the sample. In addition, the paper will focus on one specific topic which will be determined in a workshop in May 2020, which is significant for all 24 countries in the MDM 2020.

The paper presentation on Austria will focus on the ongoing media ownership concentration and the economic implications of the digital platforms serving as news providers for a growing share of the population. Compared to 2010, the newsrooms in Austria are smaller and have to be more efficient. While some inequalities, such as gender imbalances in the newsrooms, are on the retreat, new challenges occur with regard to digital representation of the leading news media online. First results show that Austrian newsrooms are not well prepared for these digital challenges.

### **Submission ID**

1517

## **Panel Presentation - The Media for Democracy Monitor 2020 - Portugal**

### **Authors**

Josef Trappel - University of Salzburg

Joaquim Fidalgo - University of Braga

### **Abstract**

At the time of writing this panel proposal, the research project Media for Democracy Monitor (MDM) 2020 is collecting data in the field for 24 countries. In May 2020, all country teams will meet in a workshop and discuss country-by-country findings, as well as umbrella topics from a comparative analysis. Country authors present at the IAMCR Conference will report these findings in the proposed panel for the first time. So far, only preliminary results on Portugal are available. However, the paper will focus on the most salient and characteristic similarities and differences of Portugal compared to the other countries in the sample. In addition, the paper will focus on one specific topic which will be determined in a workshop in May 2020, which is significant for all 24 countries in the MDM 2020.

The presentation on Portugal will focus on digitalization impacting on the audience as well as on sales of news media. The main Portuguese news media continue to suffer from low audience reach and public sales, as well as decreasing advertisement profits, which puts them in a weak economic situation, clearly striving for survival. In recent months, the debate about the urgent need for some kind of public funding for news media has been in the agenda, at the highest level (the Portuguese President of the Republic insists on this issue, and recently sponsored a seminar about it, organized by the Journalists' Union).

Second, downsizing of newsrooms and fragility of labour contracts continue to affect the working conditions of journalists in most media outlets, forcing them to do more and more in a very short time – the pressure of immediate online publication is strong – and threatening the quality of what is done.

Third, recent moves towards more concentration of media companies (both in television and press) don't help the pursuit of pluralism and diversity in the media landscape.

Forth, the omnipresence of social media, often contaminating the information flow of legacy media and blurring the frontiers between them, cause frequent manifestations of distrust by the public, which affects the credibility of what is watched and read in the public space.

## **Submission ID**

1519

## **Panel presentation - The Media for Democracy Monitor 2020 - Hongkong**

### **Authors**

Josef Trappel - University of Salzburg

Cherian George - Hong Kong

### **Abstract**

At the time of writing this panel proposal, the research project Media for Democracy Monitor (MDM) 2020 is collecting data in the field for 24 countries. In May 2020, all country teams will meet in a workshop and discuss country-by-country findings, as well as umbrella topics from a comparative analysis. Country authors present at the IAMCR Conference will report these findings in the proposed panel for the first time. So far, only preliminary results on Hong Kong are available. However, the paper will focus on the most salient and characteristic similarities and differences of Hong Kong compared to the other countries in the sample. In addition, the paper will focus on one specific topic which will be determined in a workshop in May 2020, which is significant for all 24 countries in the MDM 2020.

The presentation on Hong Kong will focus on the delicate balance between professional and impartial reporting and the red lines drawn by the Government. Many practitioners expressed their concerns on the constraints in deciding the news angle of political issues, especially those touching the red line of Central government. They are struggling to maintain journalistic professionalism, and produce a fair, balanced and impartial reporting. At the same time, they are worried that the principles of balance and fair became an excuse for the editorial committees to censor their articles. Many media organizations have allocated resources in conducting investigative reporting, for example, they set up a team for conducting investigative reports. In general, the tension between

journalistic professionalism and political pressure continues. It helped Hong Kong press as a whole to maintain a relative degree of autonomy against the Central government.

## **Submission ID**

1528

# **ICT4D policy movement research: new pathways to understand policy implementation and digital development from a political perspective**

## **Authors**

Mariel Torrez - Vrije Universiteit Brussels

## **Abstract**

The problematization of failure in digital development contexts has facilitated the emergence of arguments in favor of incorporating a politicized perspective to Information Communication Technologies for Development (ICT4D) research in order to expand its explanatory capacity (Gagliardone, 2018; Lin, Kuo, & Myers, 2015; Uimonen, 2015). However little attention has been paid in these discussions to ICT4D policy (implementation) processes (Gillwald, 2010; Ordoñez, 2015) despite their importance to understand the long term success and failure of projects and programs in developing countries from a politicized perspective (Grindle, 2017). Some ICT4D policy scholars have connected this gap to academic biases favoring economic and normative policy analyses in the field (Gillwald, 2010), but we argue that this might be also related to the academic predisposition to study policy implementation (when policy intents are turned into actions) as a *geographically bounded* and *motionless* endeavor because it allows researchers to brush aside the fact that local ICT4D policy endeavors are modeled after somewhere else “successful” experiences (Unwin, 2009) which presupposes not only a high level of *policy movement* (displacement and localization of policies from one scenario to another) across different jurisdictions (global-national-local) but also conflictive political interests in play that are hard to miss. Thus, our research question is: how can we re-politicize ICT4D policy implementation research from a policy movement perspective? To answer it, we proceed in three steps: first, we identify papers in *ICT4D policy implementation studies* and *public policy studies using* policy movement research approaches to produce politicized images of policy implementation processes, then we single out elements in those papers affecting positively or negatively the use of policy movement research approaches to produce politicized images of policy implementation processes, and finally, we identify cross-fertilization spaces between the fields consulted that should be explored further to achieve the objective proposed. Our findings are based on an exhaustive literature review of ICT4D policy movement studies. We analyzed articles dealing with *ICT4D policy implementation* experiences in Global South countries from 2009 to 2019, consulting two different academic databases, and two different smart recommendation systems, to spot policy movement-related papers among them. We

complemented this review with a second one in *public policy studies* focusing on academic sources exploring policy movement models with politicized perspectives in other areas than ICT4D to identify the models that suit the best the needs of our object of study. We conclude that developing a politicized approach to ICT4D policy movement research is more likely to happen *when and if* scholars employ policy movement models close to policy translation because that allows them to introduce a theoretical device capable of detecting political tensions in policy implementation scenarios *but*, before importing such models into ICT4D policy research, academics should adjust them to detect the structural and agency tensions, transcalar dynamics (global-national-local), and policy “textures” (thematic differentiability of ICT4D policies expressed in political terms) of the field. Being the policy value of the paper, the reconstruction of interdisciplinary dialogues between two research fields with similar concerns and complementary perspectives.

## **Submission ID**

1605

# **Impact of Issue- and Medium-Specific Characteristics on News Effects —Evidence from the News Posts of top 100 Traditional Media Sina Weibo Accounts**

## **Authors**

Linsen Su - Beijing JiaoTong University

## **Abstract**

More and more traditional media have been increasingly expanding their presence through social media outlets (e.g., Sina Weibo). The existing literature on the media effect studies stops short of assessing the effects of single traditional media news through the social media platforms. The previous literature in this field tends to overlook the news effects at the **individual level** instead of **general terms**. Another limitation associated with the emerging literature lies with the negligence of the capability of news effects per se. In response to the above two limitations, the authors investigate how the issue- and medium-specific characteristics influence the news effects of the traditional media news posts on Sina Weibo through social network analysis and multiple regression. We retrieved the information (e.g., contents of the posts, reply, like, and comments of the posts, attributes of media and fans’ accounts) of the posts of top 100 official Sina Weibo accounts of traditional media from July 1 2018 to June 30 2019, basing on a computer programming.

The study finds that the traditional media still exert relatively strong effects through social media, even though the news posts’ effects are contingent on characteristics of both issues and media accounts at the individual level. Specifically, the news posts of obtrusive issues have stronger effects compared with unobtrusive issues, and the hard news have stronger effects than soft news. The posts with both texts and pictures generate stronger effects than those with sheer texts or

pictures, but the length of the post has no significant impact on their effects. The news posts of traditional mainstream media (e.g., party organ media) produce stronger impacts than those of market-oriented media, and the number of Weibo fans has a positive impact on the effects.

## **Submission ID**

1660

# **What is central to the privacy belief system? Evidence from a psychological network modeling across the European Union**

## **Authors**

Xiao Wang - School of Journalism and Communication, The Chinese University of Hong Kong

Maggie ZHANG - School of Journalism and Communication, The Chinese University of Hong Kong

## **Abstract**

Privacy attitudes and beliefs lay at the heart of various disciplines including social psychology, communication laws, and data protection policies. These psychological components can either promote or hamper technology acceptance and online behaviors because they are capable of reflecting individuals' general concern over the leakage of personal information as well as their level of trust in the data security. Although practitioners and academics tend to converge on the idea that both the *privacy concern* at the cognitive level and the *institutional trust* at the socio-contextual level play key roles in determining how people reason about and form beliefs of privacy, little empirical research has been conducted to examine which psychological component is central to their privacy belief systems.

The centrality question is built upon the recent argument that belief systems appear to be the interrelationships of attitudes and beliefs relevant to a specific psychological mechanism. However, past studies probe into the central component of privacy attitudes by testing if the institutional trust is more likely to cause variance to and thus more central to the privacy concern or vice versa; to what extent the institutional trust and the privacy concern are associated with behavioral outcomes (e.g., lurking, online safety behaviors, continued usage of technologies); and how two psychological components compete over such concepts as the perceived secondary control. Therefore, most of these efforts fail to overcome the challenge in identifying the central component within the privacy belief system as a whole. This means that the correlational/causal links confirmed in previous research may be at the periphery rather than the core of the system. Moreover, despite numerous studies in developing privacy constructs/scales and applying them to various technological contexts, no definitive frameworks of privacy attitudes exist. Engaging in multifarious ways to conceptualize and operationalize privacy attitudes only makes it more difficult to compare scattered metrics across disciplines and populations. Last, prior research has paid limited attention to macro-level roles played by national cultures and networked governance. Instead of regarding privacy as a static

belief system, it is more vibrant and informative to investigate how cultural and institutional factors can differentiate or even polarize privacy attitudes across societies.

Drawing upon Regulatory Focus Theory and Privacy Calculus Theory, the present study integrated the centrality question with research that estimates psychological phenomena as networks to investigate the potential structure of psychological network in which various privacy components interact, and more importantly, to identify what is central to the privacy belief system. Specific, two waves of Special Eurobarometer surveys relevant to data protection were analyzed. Recognizing central components of the privacy belief system is of crucial importance because it not only further informs us about how people consider and reason about privacy issues, but also affords a deeper understanding of the stronger predictors of outcome decisions and behaviors, as well as people's stances on new policies and regulations (e.g., GDPR). In addition, this study investigated how contextual factors such as cultural value and government regulation may influence the centrality of institutional trust and privacy concern.

## **Submission ID**

1693

# **FinTech Policy on the Digital Silk Road: China's Belt & Road Initiative and Infrastructural Diplomacy in Southeast Asia**

## **Authors**

Gerard Goggin - Nanyang Technological University

Michael Keane - Curtin University

Susan Leong - Monash University

Xiaoling Zhang - University Nottingham Ningbo

## **Abstract**

Digital technology is a key thread of how many nations imagine themselves today. None more so, it could be suggested, than China with its substantial high profile investment across a wide range of 'frontier technologies' – from AI, machine learning, and automation, through 5G, Internet of Things, robotics, sensors, and facial recognition, to smart cities, 'city brain' projects, and cultural heritage apps. Underpinning China's international approach is its Belt & Road Initiative (BRI), often imagined as a 'digital silk road'.

In this paper, we examine how FinTech (financial technology) and associated policy is being imagined, assembled, and implemented. Central to our approach is the theoretical framework of 'infrastructural diplomacy', as a way to analyze and interrogate China's 'techno-nationalism' as it plays out internationally and regionally. Accordingly, we open the paper with an analysis of China's outward digital strategy in the BRI.

We then discuss the implementation and reworking on this strategy in an important regional context – Southeast Asia. Southeast Asia is a vital proving ground for China’s digital imaginaries and prospects.

A number of countries in the region have significant investment, institutional, and people-to-people relationships. Prominent among these actors is Singapore. Singapore positions itself as a vital crossroads for trade and investment, especially in the emerging ICTs industries. Singapore has a longstanding, very close relationship with China. The relationship has moved from one of suspicion and tension as Singapore established itself as a sovereign state in the 1960s and 1970s, to a situation where both countries are among the top investors in each other’s economy, and where there is extensive intergovernmental, commercial and industrial, and people-to-people collaboration, especially on digital technology.

Singapore’s technocratic style of governance operationalized by the world’s most highly paid government continues to fascinate and intrigue successive Chinese governments. The role of Singapore becomes even more important with the flight of investment capital from Hong Kong SAR in the wake of anti-PRC protests; declining Chinese investments in Australia after China’s implementation of rules governing capital flight and the emerging situation with the novel coronavirus (2019-nCoV) further underscores the intertwined stakes of China and Singapore’s technology futures.

FinTech is integral to ‘Singapore’s ambition to be a smart nation’ (Monetary Authority of Singapore), and how it positions itself as a leading international hub for innovation in this area. Partnerships, collaborations, and joint investments between China and Singapore, especially leveraging the BRI framework, are pivotal to how both countries seek to develop their FinTech products, services, and also to burnish their reputations as technology leaders. Drawing on political economy, analysis of policy documents and discourses, as well as interviews with technology developers and policy actors, we provide an account of this area of FinTech policy development as it emerges on the ‘digital silk road’ – considering its implications for global media policy.

## **Submission ID**

1825

## **Panel presentation: Platform Policy: Evaluating Different Responses to the Challenges of Platform Power**

### **Authors**

Terry Flew - Queensland University of Technology

Fiona Martin - The University of Sydney

Rosalie Gillett - Queensland University of Technology

## **Abstract**

This presentation starts from the premise that there has been a “policy turn” in questions of internet governance, as politicians and policymakers across multiple jurisdictions grapple with the power of digital platforms, and associated questions of accountability, transparency, market dominance and content regulation. The EU Hate Speech monitoring code, the Christchurch Call, the UK Online Harms Bill, and Australia’s ACCC Digital Platforms Inquiry are manifestations of this trend. But there hangs a question around such initiatives of the appropriateness of national governments as regulators of Internet content, and associated risks in terms of freedom of expression and governmental power as compared to corporate power. In this presentation, we will consider different conceptual premises for understanding platform power, arising from neo-pluralist, class and elite theories, as well as the relative significance of non-governmental organizations (NGOs), nation-state governments, corporate self-regulation (e.g. Facebook Oversight Board), and supranational governance mechanisms, such as Tim Berners-Lee’s proposed ‘Contract for the Web’.

## **Submission ID**

1834

## **Case Study: What can Singapore Learn From the Lessons from China’s 5G Policy Implementation?**

### **Authors**

Koh Ming Chien - Not Applicable

Pauline Kwan - Not Applicable

### **Abstract**

Establishing the 5G Network has been seen by global policymakers and key industry players as the future for the telecommunication landscape which will carry huge economic and social implications. Poising to be a leader in 5G innovation, China has set 5G network implementation as one of her main national priorities. This has led China to undergo a comprehensive national strategy from national standard-setting process (with the creation of a joint governmental IMT-2020 (5G) Promotion Group to facilitate the formulation of 5G standard in cooperative mechanism with the EU, US, Japan and Korea). At the provincial level, the Chinese Government has drawn up supporting policies under its national targets to support industry R&D and strive for 5G commercialization in 2020. As a result of these efforts, 5G is projected to reach 170 million Chinese subscribers by 2020.

Meanwhile in Singapore, her Infocomm Media Development Authority (IMDA) has announced several initiatives to position Singapore at the forefront of innovation in secure and resilient 5G applications. This is also a part of her key SMART Nation initiatives to build a thriving digital economy. As Singapore’s policy efforts are currently at the earlier phases, full implementation of 5G standalone capabilities would only be expected in 2022. Given the growing significance of this

topic, this research seeks to provide case study in China to determine the major factors which have contributed to her success in integrating 5G with her industries and society. This will be done by exploring how China has successfully implemented the process from the formulation of 5G strategic roadmap to the implementation of its user-oriented integration of 5G technologies with the economy and society at a practical level. Thereafter, we will analyze future technical development and trends which will affect Singapore's policy efforts in this area. Finally, we will look how the policy lessons from the Chinese experience can be applied to the Singapore context.

*Keywords: Fifth Generation (5G), technology and society, Singapore 5G policy*

## **Submission ID**

1866

# **Open Internet in the EU. A communications policy analysis of the network neutrality debate**

## **Authors**

Stefan Gadringer - University of Salzburg

## **Abstract**

When we talk about the vast potential of the Internet for innovation, inclusion and society, the critical question of openness and accessibility can hardly be avoided. Concretely, this question is often framed by the global debate on network neutrality. While the debate is global, regulation and policies are quite diverse between different geographic regions. The debate is rooted especially in the USA and in seminal papers like Tim Wu's "Network Neutrality, Broadband Discrimination" (2003). However, different approaches in a global context can be observed meanwhile.

This paper focusses on the network neutrality debate in the EU by framing the related regulatory process, especially the Telecom-Single-Market-Directive in 2015 (Regulation 2015/2120). The guiding question is: *How can the regulatory process for network neutrality in the European Union be characterized and what does the outcome of this process mean for normative values and standards in public and private communication.*

For this purpose, a threefold approach based on regulatory theory is applied. (1) Interest-centred: regulation as an instrument for certain interests (Puppis, 2010; Wilson, 1980). (2) Institution-centred: role of institutions/structure and responsibilities of regulatory authorities (Schulz, Valcke, & Irion, 2013). (3) Idea-centred: normative goals/concepts/objectives that should be reached with regulation (Baldwin, Cave, & Lodge, 2012; Künzler, 2009). The EU is characterized by a complex institutional framework. This is especially true for Internet governance where regulatory measures are often lagging behind current developments. Additionally, a multi-stakeholder compromise is hard to reach, often leading to the preference of dominant and ignorance of less powerful voices.

This paper grounds on empirical findings derived from a document analysis and expert interviews. It shows the EU's performance in implementing regulatory measures for a complex and global policy issue. The results shed light on intransparent negotiation processes ahead and during the „Connected Continent“-initiative, a hard struggle to maintain the spirit of sincere dialogue and consensus-building within the EU's political institutions and the passing of the TSM-Directive. In parallel, organizations like BEREC extended their involvement in the regulatory process and widened the stage for dialogue. Beyond the network of regulatory authorities, also civil society organizations are gaining momentum in the regulatory process. The comprehensive image shows that albeit the complex institutional setting slowed down the process, the outcome is characterized by the inclusion of multiple stakeholders and the possibility to adapt legal norms on a dynamic basis.

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## **Submission ID**

1964

# **Developing, Disseminating and Seeking Policy: An International Perspective on Technology Implementation**

## **Authors**

Dave Stokes - UCLA

## **Abstract**

Low income countries in the Global South are fast-tracking technological developments to aid commerce in the digital future. Many of these developments apply first-world policies and infrastructures to third-world regions. Challenges arise when elaborate systems and new ideologies are implemented in low-resource areas, with diverse cultures and complex histories.

For example, in 2006 China loaned Uganda 106 million dollars. A portion of that money was used to lay 8,000 km of fiber optic cables across the country--creating debt, disrupting livelihoods and promoting the opportunity for outsourced work. In 2018, Uganda's Ministry of Information and Communication Technology (ICT) and National Guidance released a policy report to recognize and detail the use of "ICT [as] an important driver of socio-economic transformation" particularly regarding jobs, and increased business and income in Uganda. In 2019, Uganda's President stated that "new technologies should help people produce products and services according to the principles of comparative advantage." President Museveni also believed for this transformation to be successful it would require overcoming bottle-necked infrastructure development. This led to the creation of an expert national task force to advise Uganda's government on how to proceed with system implementation and properly enter the fourth industrial revolution. The task force will be supervised by the Office of the Prime Minister and ICT Ministry, and features members from academia, government and industry. Noticeably missing is the inclusion of the everyday citizen.

This paper illuminates obstacles during nation-building at the intersection of informatics, governance, and behavior by using field research conducted in Uganda. It examines technology and communication policy, and pays particular attention to government relations, media dissemination, and citizen behavior within an international development context. It discovers three reverse salients when applying Global North ideas and resources to the Global South: exclusive policy-making; media dissemination and avoidance; and, everyday citizen homophily.

## **Submission ID**

2000

# **Application and Governance of Artificial Intelligence in the Media Industry with the Comparison of Chinese-British Media**

## **Authors**

Minjun Cai - Communication University of China

Mengdi Tao - Academy of Art and Design, Tsinghua University

## **Abstract**

The emergence of big data, artificial intelligence(AI) and other cutting-edge technologies has promoted the unprecedented transformation of the entire media industry. Especially, the application of artificial intelligence in media industry is more and more in-depth and extensive, which has a profound impact on the production and communication mode of the media contents. How to use artificial intelligence to promote the upgrading of media industry and provide more comprehensive and high-quality services to the public has increasingly become an important issue for the government, media industry and academia.

In UK, in 2016, the UK government released the report *Artificial Intelligence: Opportunities and Implications for the Future of Decision Making*. In 2017, the report *Growing the Artificial Intelligence Industry in the UK*, referred to 18 public policy recommendations covering data acquisition, skills supply, exhaustive research and development and supporting communication. In 2018, the European Union signed the declaration of *Artificial Intelligence Cooperation*, proposed the "digital Europe plan", and then issued *Artificial Intelligence Coordination Plan*, which focuses on design ethics and design safety.

The main research problems are about the changes of journalism and media industry with the effect of AI, the reconstruction of journalism and media industry with the development of AI, and the governance of AI in the application of journalism and media industry. The research strives to make a scientific judgment on the development trend of artificial intelligence in the journalism and media industry by an in-depth analysis of the principles of artificial intelligence in the application of journalism and media industry. And also focus on the specific ethics, regulations and supervision of Intelligent Media to avoid abnormal ethics or Information Cocoons.

The research will put forward to the optimization strategies about the application and development of artificial intelligence from the following aspects: basic analysis, technical improvement, practical verification, talents cultivation, social services, regulations and supervision.

Based on the in-depth investigation and comprehensive case studies (samples: DeepMind, Ad Brain, Benevolent AI, etc.), the research analyses the development process, the development characteristics, the core problems and challenges of artificial intelligence in journalism and media industry. With practical application experience, the research explores how artificial intelligence was applied to the process of communication and will promote a new way of contents production,

communication and consumption in the journalism and media industry. Especially focus on the Algorithms including Aggregation, Classification, Filtering Prioritization etc.

## **Submission ID**

2071

# **How Gender Violence Divide Us: The Mediating Role of Self Disclosure Plays between Privacy Concern and the Willingness of Being Forgotten**

## **Authors**

Jingyi Guo - Jinan University

Chen Fan - Jinan University

Yaxin Fan - Jinan University

## **Abstract**

General Data Protection Regulation (GDPR), which was formally issued by the European Union in 2016, has gradually brought the 'Right to be Forgotten' (RTBF) into people's vision. Given better Internet usage is a topic generally geared to global netizens, the topic of data protection deserves urgent discussion in more countries as well.

China's Internet industry is developing at a high speed, while laws or regulations on data deletion/forgetting there are not systematic yet. The inappropriate collection, use, and dissemination of users' personal data on the Chinese internet have been rampant, and these can negatively affect individuals (Kong, 2007).

Taking Sina Weibo as a case study, this study attempts to explore the relationship between Privacy Concern (PC), Self-disclosure Behaviour (SB) and the Willingness of being Forgotten (WOBF) in the context of Chinese social media. The analysis results from 554 questionnaires show that for Weibo users, the stronger the PC, the lower the degree of SB and the higher WOBF. Meanwhile, Weibo users' SB plays a partial mediating effect on the path of PC's affecting WOBF.

Hereby, the study proposes the first conclusion that WOBF is an independent dimension of information processing in PC. In other words, the two concepts are highly similar but not identical - RTBF emphasizes the need to delete "expressed" information. Future research on RTBF can focus on the differences in the interactive relationship between individuals' online information acquisition, publication, storage and their willingness to be forgotten.

Additionally, an unexpected discovery on gender promotes researchers to further study differences in gender practice in social media. Because we found that the aforementioned mediating

effect only applies to the male users group. However, in the female users group, SB no longer exerts a partial mediation effect in the path of PC affecting WOBF.

Therefore, the paper puts forward the second conclusion that the impact from specific dimensions like online gender violence shall be taken into more consideration when discussing ‘the right to be forgotten’ in real life. This is because, through 18 in-depth interviews (the participants were chosen on the principle of Judgement Sampling from those who have completed questionnaires and willingly leave their contact information), we found women in most cases use social media for the purpose of maintaining social relationship, while men likely use social media for gathering current hotspot information more often. Such finding also echoes previous study on the Internet and daily life. (Fallow, 2004).

## **Submission ID**

2164

## **Desirable model of news marketing in financial markets**

### **Authors**

Sara Aliyari - Allame Tabatabaei University Professor Seyed Reza Naghibolsadat , Damavand branch Azad University Assistant Professor Hamidreza Hosseini Dana , Damavand branch Azad University Sara Aliyari

### **Abstract**

The concept of news marketing in financial markets is a new and innovative concept developed in the field of business and the interaction of media activities with financial markets. News marketing is a desirable model designed to explore the concepts related to the four elements. Communication in the social system on the topic of news and marketing is based on the views of activists and analysts in the financial and media markets. In this study, identifying the factors influencing the desirable and effective model of news production in financial markets has been shown that the news in financial markets is subject to demand like any other market and in order to guide it the mentioned factors should be considered and analyzed. . In addition to gaining a significant share of financial market audiences, the model can also reflect the type of thinking of financial market policy makers.

This research aims to identify the optimal model of news marketing in the field of financial markets and emphasize factors such as dimensions and components of news marketing including news organization, news content, news messenger (audience) and all the effects and consequences of the search and sales process. The news comes; it's done. The present study is of practical purpose and in terms of a hybrid approach, thus having a quantitative role in the forum review phase and in the Q factor analysis stage. In order to identify the desired model of news marketing, the necessary data were collected from the participants through interviews and Qualitative methodology was used for analysis. The statistical population of this research is comprised of senior executives and senior executives in two areas of capital market and media. A purposive non-probability sampling method

was used and finally 30 individuals from two domains were considered for this study. The research results indicate that financial market participants also follow an independent and responsible approach that can operate in the financial markets without government dependence and with the freedom to freely disseminate information. In the desired model obtained by examining the content elements and audience of the news marketing as well as the elements of social work and the office and the marketing agency, the most important factors affecting the quality and attractiveness of the financial market news and gaining more share and identifying the financial market policy elements. Keywords: News Marketing, Financial Markets, Tehran Stock Exchange, Q Methodology

## **Submission ID**

2281

# **The Myth of ‘Seeing is Believing’: An Exploratory Study of Deepfake 's Impact on Media Trust**

## **Authors**

Qi Shen - East China Normal University

Menglei Wang - East China Normal University

Luyu Wang - east

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## **Abstract**

AI started to become increasingly common in the industrial fields and daily life these years. As more studies have been carried on, we get to know AI technology would change our previous perception and beliefs of the world. In 2019, the app named ZAO, which is supported by deepfake technology, triggered extensive discussion among China’s social media. Deepfake is a tampering or manipulation technique based on artificial intelligence and machine learning, allowing the user to insert someone’s face and voice into audio or video(Chesney et al.,2018; Westerlund,2019).

Deepfakes surfaced to publicity in 2017 when a user named ‘deepfake’ posted synthetic videos of celebrity on the platform Reddit and opened the computer code of deepfake. Its presence gives rise to many fraud problems. Different from the trust issues like HCI in AI fields, deepfake will impact the collective knowledge of ‘Seeing is Believing’ and influence the trust of the institution. Deepfake can be easily used to alter images and videos with almost no threshold, and it will mislead a large segment of the public( Albahar, 2019).

Researches have shed light on the generation and detection of deepfake from the technical level in computer science. Some of them questioned the authenticity of deepfake video from a legal perspective. While in the field of journalism, some studies outline the possible impacts of media trust, few papers mentioned the media trust in compared ways. As exploratory research, this study

aimed to gather the rich, in-depth insight into the relationship between media trust and the application of new AI technology like deepfake by a semi-structured interview.

First, this study will contribute to our understanding of the public's cognition of how deepfake affect users' media trust and credibility, especially the changing trend in future news report caused by deepfake technology. Second, it can provide suggestions for setting deepfake technology regulation and controlling the typical use of deepfake in media. It is critical to take human psychology and their behavior into consideration when making rules. Third, it raises the new problem of social trust in the field of vision. In recent years, video media that possess high communication efficiency have developed so fast. When seeing doesn't mean believing, the criterion that people depend on to distinguish truth from falsehood requires thinking.

To better understand deepfake's damage to trust in journalism, we conducted an exploratory interview of 50 participants. We evaluated their levels of trust in these media and told them the definition of deepfake utilizing expert explanations, news reports, and different kinds of deepfake videos. After that, we randomly divided them into two groups. Both groups watched the same two sets of news videos that were selected from the local television stations and social media. The videos mentioned above were recorded authentically. Through the semi-structured interview, this study critically explored how deepfake influence people's trust in media institution and what news source function as in the audience's opinion.

## **Submission ID**

2293

# **Understanding framing of AI and Racism in the media: a network approach**

## **Authors**

Geetanjali Kala - The Communication and Media Research Institute (CAMRI). University of Westminster

## **Abstract**

Artificial Intelligence (AI) algorithms are already serving us in our everyday lives - filtering emails, suggesting smart replies, phone voice assistant - Siri and Alexa, automatic face tagging on social media and much more. Technology is often paraded as a great equaliser, having the ability to surmount the human bias. This claim is distant from the truth in the case of AI algorithms (Noble, 2018). AI algorithms are as intelligent as the data they train on. There have been a number of cases and studies in the recent past which have clearly shown that artificial intelligence machines are replicating our racial biases in their decisions (Buolamwini, 2019; Buranyi, 2017; Crawford, 2016; Caliskan et al., 2017; Kusner and Loftus 2020; Zou and Schiebinger, 2018). For example, Google's photo app was found to have classified black people as gorillas. This takes another level of

seriousness and scale when these algorithms are applied for predictive-policing, judicial system and health-care. A recent study revealed that millions of black people were affected by racial bias in health-care algorithms (Ledford, 2019). A case study on the bias in the data used by the Predpol predictive policing algorithm in the United States, demonstrated disproportionate policing of the historically over-policed communities (Lum and Issac, 2016). Governments are promising regulations (Tambiana, 2019) and corporations corrective measures (Pop, 2019) to address this.

In the midst of all this the news coverage around this issue becomes significant for understanding the framing and contours of public discourse, concerns and policy. Studying the nature of reporting on AI and racism is therefore of importance. Which stakeholders and issues are getting space and how it is getting treated can reflect the influence and narrative of industry, governments, multilateral organisations, politicians, activists, academia and civilians in the public sphere. A recent study showed the domination of industry-led narrative in the coverage of artificial intelligence in the six UK newspapers ( Brennen et 2018).

This paper proposes to analyse the media narratives from a select 20 countries on AI and racism; using Network Analysis. The top 3 countries from each continent are selected based upon the Global Innovation Index, 2019. Top 3 news websites have been chosen from the list published by Alexa.com based on the website traffic.

The analysis will bring out the contours of debates around technology and racism, and reflect the challenges of addressing racism in technology-led initiatives. Keywords have been selected based on journal articles and news stories on AI and racism. Several quantitative statistics like keyword frequency, distance, number of outbound links from the news website URL; are used for forming the networks. The network shape emerges when there is decision and directionality among its interacting entities or nodes. By measuring the shape and structure of the formed networks, several insights can be drawn like centrality of keywords and phrases referred to as hubs, bridges or islands in network analysis terminology; relationship among keywords and phrases and how these are used in the news stories, etc.

**\*No space for Bibliography.**

**Submission ID**

2312

# **Discourses of “Platform” by Regulators: A Case Study of China**

## **Authors**

Qihua Huang - Hong Kong Baptist University

## **Abstract**

This study examines the discursive nuances of the term “platform” from the regulator’s perspective. In the wake of the global regulatory turn of Internet governance, this paper provides comprehensive understanding of the process that Internet regulator co-opts online intermediaries through discursive means of “platform”. Specifically, China is taken as a case for in-depth analysis. In comparison to the West, Chinese Internet is characterized by its politically tighter ecology, for which a careful analysis of the meanings of “platform” can reveal the nuanced relationships between the state and intermediaries. A document analysis was applied by looking into 49 regulatory directives published by the Cyberspace Administration of China (CAC) at both central and local levels from 2015 to 2018. The analysis records the process and formats of the discursive work of “platform” for state’s regulatory purpose. Findings of this study include: 1) With more and more intermediaries of different functionalities being regulated in the four-year period, the term “platform” enjoyed increasing visibility as its ambiguity fits regulators’ efforts to hold intermediaries to the same rule; 2) Regulators deployed this term to emphasize intermediaries’ responsibility for their own users on the one hand, and to call for intermediaries’ “cross-platform” (*kua ping tai*) collaboration to watch users’ conduct on the other hand; 3) Compared with intermediaries of other types, video-sharing apps were most often referred to as “platform” in the regulatory texts, and these intermediaries have become the latest target of central level regulators. This study is significant as it provides both a local meaning and the regulatory practice of the term of “platform”. First, contrast to the case that Western intermediaries adopt this term to evade responsibilities, the same term in China is especially used by regulators to urge intermediaries to take responsibilities for their users. Second, the ambiguity of this term provides more discursive potentials for regulators to engage in Internet governance, which can be seen through Chinese regulators’ efforts to unify intermediaries with the same regulatory standard and to call for their collaboration.

## **Submission ID**

2346

## **(I)MOBILE REMEMBRANCE: THE MOBILE PHONE AS A**

## **TECHNOLOGY OF GRIEF AND MOURNING**

## **Authors**

Carla Ganito - Universidade Católica Portuguesa

## **Abstract**

With the mobile phone you call a person and not a place. The mobile phone is not only as extension of its user but its virtual presence “our personal miniature representative” (Katz, 2006:51). This personal connection- which is greatly physical – makes its users want their mobiles to reflect them, to express their identity. The mobile phone has become a part of us, and its loss is compared by many to losing a limb. So, the connection has become visceral, organic. Furthermore, the mobile phone is conceived as a visible prosthesis of the body in the McLuhan sense of extension, thus “its shapes and colors become subjects of aesthetic reflection” (Caron & Caronia, 2007) and identity construction.

The mobile phone is also regarded as an affective technology (Lasen, 2004; Plant, 2001), an object of mediation, demonstration and communication of feelings and emotions. These strong connections to the artifact and the contents that are carried with it play an important role in today’s grieving processes. The phone numbers of lost beloved ones linger on our mobile phone agendas as bastions of resistance to death, the device itself is kept as a treasure, pictures, texts and voices messages are carefully kept on our mobile galleries and are summoned as comfort mechanisms.

In our digital age the emotional attachment to digital platforms provokes an ambivalent relation; on the one hand, we seek the comfort of familiar contexts and memories as our identity increasingly rests on “machines and machine-made memories” (Dyens, 2001: 4); on the other hand, we lack the freedom to forget and to let go. In the scope of this ambivalent relationship, we can question how privacy and memory is negotiated, and what is the role of mobile phones, and the online presence, in grieving, remembrance and death.

In the scope of Sherry Turkle theory of “evocative objects”, the mobile phone will be presented as a site of remembrance and expression of grief. To grief is to remember but also to forget. Will the immobility of mobile memories allow us to forget?

## **Submission ID**

2350

## **Assessing algorithmic power and Facebook affordances on users**

### **News Feed: encouraging or discouraging users online civic participation?**

## **Authors**

venetia papa - University of Cyprus

Nikandros Ioannidis - University of Cyprus

## **Abstract**

While state-citizens relations and democratic processes are shaped, datafication continues to transform key aspects of our society across economics, politics and culture. Within this context,

question of participation and engagement has rarely been so pertinent. One of the major challenges of datafication is the power of algorithmic systems and the ways they are operating, performing, ranking and classifying online content. Undoubtedly, the ways that Facebook algorithmic curation infer on users news feed evokes some questions regarding the implications of this last on the kind of news and politics user are exposed and interested in (Thorson et.al, 2019) and the possible synergies with civic participation. It still remains an open question, which are the connections among civic participation and algorithms in users Facebook news feed. Although, ongoing empirical and theoretical research in this field advanced typologies and concepts (Bucher, 2012; Thorson et.al,2019) in order to tackle the relations between algorithmic curation on user's Facebook news feed with participation, there is still uncertain implications for user's participation in politics. This article responds to this need by reviewing existing trends within the field using the theory of affordances as a starting point, for facilitating the connection between algorithmic curation of news and politics in users Facebook news feed and understanding the valuable consequences that this might have such as encouraging or discouraging civic participation. At the end, the article attempts to clarify the concepts and meaning around algorithmic power of Facebook and the synergies with participation and advance a broader understanding on how to study this relation.

### **Submission ID**

2768

## **Digital Literacy and women access to health related information via mobile phones in Kenya**

### **Authors**

Leah Komen - Daystar University

### **Abstract**

Mobile internet access can have profound implication for women socio-economic empowerment. According to GSMA (2014 report), The number of unique subscribers in developing countries using mobile internet increased from 728 million in 2010 to 1.8 billion. In an ethnographic study by GSMA team, (2015) in Kenya, India and Indonesia, findings showed that women who were termed as novice internet users had low mobile literacy and lacked digital skills that deterred them from harnessing full potential of the internet.

Many countries in Africa are conservative when it comes to open discussions on matters of reproductive health and sex. Mobile internet provides an escape to discuss such. Regardless of location, women tend to be the primary seekers of information for their children and other family members, as well as for themselves (Warner and Procaccino, 2004). This study explores how women with considerable mobile internet use access, search, analyse, reflect, share and create information related to their health and well-being. Using theory of reasoned action and planned behaviour, this study obtained data from women aged 18-40 years who were drawn from the Daystar students and faculty. Preliminary results show that women seek information prior and after

diagnosis from the medical practitioners, however they do not double check for accuracy and the credibility of the online sources and resources. Internet both includes and excludes , liberates and constraints, while culture is challenged in this new space.

**Key words: Digital literacy, mobile internet, women, health and well-being**

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#### **Submission ID**

2876

## **Regulatory Responses to Fake News in the Asia Pacific Region: A Text Mining Research of Public Sentiment, Emerging Regulatory Debates and Policy Directions**

#### **Authors**

YOWEI KANG - Bachelor Degree Program in Oceanic Cultural Creative Design Industries, National Taiwan Ocean University

KENNETH C. C. YANG - THE UNIVERSITY OF TEXAS AT EL PASO

#### **Abstract**

##### Introduction

The negative effects of fake news on democratic norms and processes are attributed to the lack of media literacy among consumers, media giants' intentional or un-intentional oversights, and government regulations that have yet to catch up with the latest media technologies (Bhunia, 2017; Galeon, 2018; Radsch, 2017; Rogin, 2018; Tambine, 2017). Alarming examples include Russian fake news interference on U.S. presidential election in 2016 and British referendum on Brexit (Radsch, 2017). In the Asia Pacific region, China's intensive interference through fake news and "50-cent army" has affected Taiwan's local election in 2018 (Rogin, 2018). China similarly meddles with Cambodian election (Rogin, 2018).

##### Literature Review and Research Questions

Upon a preliminary review of recent publications on fake news, extant literature tends to focus on patterns and factors of fake news diffusion through social media outlets (Galeon, 2018; Vosoughi,

Roy, & Aral, 2018) and regulatory responses to deter fake news through media literacy programs, industry self-regulations, and government intervention (Cantero-Gomez, 2019; Tambini, 2017).

According to the Committee to Protect Journalists (CPJ), the determination of what constitute fake news is often based on a country's political and press freedom (Radsch, 2017). The proposed study will explore external factors (such as political freedom index and world press freedom index) to explain how countries and regions in the Greater China Region would debate regulatory issues and subsequent policy proposals related to fake news deterrence in their countries. We would particularly examine China, Hong-Kong, Macao, Taiwan, and Singapore where various levels of political and press freedom exist. This study attempts to answer the following questions:

RQ1: What will be the keywords, phrases, and topics about fake news regulations emerged from countries in the Asia Pacific Region?

RQ2: What will be the public sentiment in regulating fake news emerged from countries in the Asia-Pacific Region?

RQ3: Will political freedom index (as produced by Freedom House) explain findings reported in RQ1?

RQ4: Will world press freedom index (as produced by Reporters without Borders) explain findings reported in RQ2?

RQ5: Will political freedom index (as produced by Freedom House) explain findings reported in RQ1?

RQ6: Will world press freedom index (as produced by Reporters without Borders) explain findings reported in RQ2?

#### Research Method and Preliminary Findings

This study employs a text mining analysis to content analyze (Attewell & Monaghan, 2015; Chen, 2018; Ignatow & Mihalcea, 2018) news articles (from Lexis/Nexis databases), policy documents to regulate fake news (from governments, think tanks, international organizations, and research institutes), and social media outlets to identify keywords, topics, and themes, and relationships between these extracted terms to explain the relationships among public sentiment analysis (Cambria, Das, Bandyopadhyay, & Feraco, 2017), keywords, key phrases, and salient topic modeling, political freedom index, and world press freedom index. Our preliminary findings have established the inverse relationship between press freedom, intention to regulate fake news, and public sentiment supporting government's intervention of speech freedom in the Greater China Region.

#### **Submission ID**

2899

# **Domain Name Denial in Russia: How the government controls online content in disrespect of international law**

## **Authors**

Liudmila Sivetc - University of Turku

## **Abstract**

This paper aims at shedding some light on digital locks inserted by the Russian government in the Russian Internet infrastructure to control online content. Research on this topic has been limited to the case of website blocking. This control strategy, introduced in 2012 and developed into quite an extensive blacklisting legislation, allows the Russian government to block content for Russian users by blacklisting websites and ordering Internet service providers to deny access to them. The effect of this digital lock may be, to some extent, questioned by the fact that in practice, although illegal, blocking can be circumvented through VPN (virtual private network) channels. Although researchers and human rights advocates have assessed this practice as significantly limiting free expression on the Russian Internet, website blocking follows one of the general requirements set in the European Convention for the Protection of Human Rights that any interference in the free expression must be prescribed by law. This paper inquires whether Russia respects this international law norm in other unstudied cases. The research focuses on the case of domain name blocking.

Following Internet infrastructure-centric theories developed by Internet governance scholarship (Klein, DeNardis, Musiani), this paper emphasizes the vulnerability of online content to being controlled through Internet infrastructural points, for instance, the Domain Name System (DNS). This system is usually compared to a “telephone book” containing names of websites and corresponding numbers that a user should dial to access to the relevant website. Removing a name from this book—domain name denial—means that a website does not exist any more in the domain name space. Consequently, VPN circumvention is useless: a user cannot access content published on this website. The paper explains the governance of the DNS and domain name denial in Russia. The paper looks at the Coordination Center for top-level domains RU and PΦ—an organization governing the DNS of the Russian Internet. By quantitative content analysis of the list of this organization’s stakeholders, the paper finds out that after 2015 the Russian government may control the organization by allying with stakeholders loyal to the Kremlin. This alliance might allow the government to use domain name blocking as a form of domain name denial to block The Daily Stormer website in August 2017. This paper discusses this example and explains the domain name blocking practice by the qualitative content analysis of the Rules on Domain Name Registration in Russia and the Coordination Center’s public reports.

This paper concludes that domain name blocking, in contrast to website blocking, does not have a clear legal framework but rather relies on private-public arrangements between the government and the Coordination Center. In disrespect for international law, the Russian government placed domain name blocking in a grey area, which opens a way for technically efficient arbitrary censorship.

Moreover, the control over the Russian Internet's DNS and domain name blocking significantly contribute to Russia's recent policy on digital sovereignty.

### **Submission ID**

3036

## **Cartographies of Digital Dissidence**

### **Authors**

Zeyno Ustun - University of pen

### **Abstract**

Networked social movements play a critical role in resisting political intimidation. Two such mobilizations that coincided in June 2013, Turkey's Gezi Resistance and Brazil's Vinegar Uprising, illustrate the tactical and strategic utilization of the internet. Tellingly, Internet laws were amended in the aftermath of both events. While Turkey's law took the direction toward an authoritarian digital geography for its citizen-users, Brazil's Marco Civil da Internet, a law crowdsourced to stakeholders of the local network, was seen as an ideal legal text. Following the country-wide movements, however, both laws resulted in high-securitization of the cyberspace.

In the former draconian amendments to internet regulation and a sophisticated technological arsenal, and in the latter a hyper-commercialization of the digital space ultimately strengthened the regime's central control over the internet. In my talk, I discuss a digital archive that I created to navigate the infrastructural making of the Internet, in global as well as local contexts. Organized on Graph Commons, the archive introduces a topology of criteria for the critical infrastructures of digital dissidence historically. Though the internet has been celebrated as a democratic architecture of information governed by universal protocols, this presentation sheds light on what kind of multi-modal resistance can be imagined in its absence. Lost in the popular discourse of the Internet providing a self-governing platform for social communication, have we missed the opportunity to imagine a future? Are we faced with the prospect of further balkanization of the Net that instead produces a future that promises not a free and open milieu but the very opposite?

### **Submission ID**

3211

## **Between the media welfare model and reality: Nordic media policies and regulation in a move**

### **Authors**

Reeta Pöyhtäri - University of Jyväskylä & Tampere University

Riku Neuvonen - Tampere University

Katja Lehtisaari - University of Helsinki

Jockum Hilden - University of Helsinki

## **Abstract**

In a world of globalising media and growing international regulation, the Nordic countries seem to be at a crossroads of different tendencies in media policies. Nordic countries (Finland, Denmark, Norway, Sweden and to an extent, Iceland) have been described as media welfare states (Syvertsen et al. 2014), characterised by both a democratic corporatist media system (Hallin and Mancini 2004) and social democratic welfare state ideology (Esping-Andersen 1990). Nordic media systems have been analysed as inherently similar and distinctive from other media systems (e.g. Brüggemann et al. 2015), their specificity based on four pillars: universally available communication services, institutionalised editorial freedom, extensive cultural policy for the media, as well as preference for consensual policy-making and compromises between key stakeholders. (Syvertsen et al. 2014.) Taken that Nordic countries have shared socio-political histories, including the development of liberal democracies with press freedom, such analyses are not surprising. The concept of media welfare state has turned out to be a useful tool for understanding the development of Nordic media systems.

However, the contradiction between the idealised Nordic model and reality has been increasing in the past years. The transition from welfare states to competition states has been ongoing since the 1970s, and especially the Nordic social democracy is in deep crisis. None of the Nordic countries is a perfect example of the suggested model and next to similarities, the media systems also have many market and policy based differences (Hilson 2008; Nord 2008; Engelstad et al. 2017). National path-dependence in the field of freedom of speech doctrine and media regulation creates even greater variation in the age of digital disruption. The ideas of media welfare state should thus be seen as dynamic, and in need of periodic re-examination (Syvertsen et al. 2014). Especially in the present era of digital media and global influences, it is relevant to ask, whether the Nordic media model still correlates with Nordic media realities.

This paper assesses Nordic media policies and regulation on direct and indirect press subsidies, the self-regulation and practices of journalism, and the regulation of online media from the perspective of national path-dependence and influence of supranational decision-making. For example, for many years VAT rates for the digital subscriptions of newspapers were subjected to the standard EU level for digital services, prohibiting member states from applying the same VAT rates to physical and digital newspapers. In 2018 the Council finally agreed to allow reduced VAT rates for digital publications, with the restriction that only member states that applied reduced rates to physical publications prior to 2017 can allow for reduced rates. Furthermore, policy-making is increasingly taking the form of EU acts being adapted to national contexts in path-dependent form. While due consideration tends to be given to other Nordic countries' way of transposing EU regulation, the solutions tend to be more oriented towards catering for the needs of national industries and following the regulations previously in place. While the Nordic media model still forms a basis, we argue that the implementations are increasingly different.

## **Submission ID**

3623

# **HOW DOES THE EUROPEAN UNION (EU) UNDERSTAND ETHICAL AND UNETHICAL ARTIFICIAL INTELLIGENCE? NORMATIVE AI POLICY IN THEORY AND PRACTICE**

## **Authors**

Rosanna Fanni - Vrije Universiteit Brussels

## **Abstract**

"Ethical AI" has become a catchphrase. Yet, scholars and engineers disagree on what precisely an "ethical Artificial Intelligence (AI) system" is (Bryson & Kime, 1998). While global industry proposes its own interpretation by means of voluntary guidelines, European policymakers counter argue with "ethical AI for Europe". But does this commonly used term make "ethical AI" an inherently native European concept? Put differently, what is *European* about the EU's approach to AI regulation?

The lack of literature and the most recent policy developments call for in-depth research on EU's political intentions for regulating AI. Generally, the interplay of EU-specific geographical, political, cultural and normative elements and EU technology governance is insufficiently assessed in: It remains unclear how supranational norms and values contribute to the EU's understanding of 'good' AI governance. Therefore, both policymakers and scientists would benefit from understanding how the EU envisages "good governance of AI" in light of its normative and value frameworks. This paper aims to address these gaps by defining the normative concepts of "ethical AI" and "unethical AI" in light of the EU's political agenda. Next, this paper assesses two facial recognition application case studies and explains how its value frameworks contribute to the "European" way to regulate AI. In doing so, this paper aims to strike a cross-disciplinary balance between political science, science and technology studies (STS) and normative ethics. This paper opens up the discussion about ethics from a policy and technology perspective and more largely contributes to the development of a more systemic European technology policymaking agenda.

Mair et al. (2019) find that values and norms, based on national-cultural predispositions, are central in understanding political processes. These aforementioned elements are, however, not properly understood and therefore insufficiently consulted in policymaking. Therefore, two interrelated issues occur. Firstly, insufficient scientific investigation of norms and values in relation to (supra)national governance approaches. Secondly, the lacking understanding of how guiding normative and value frameworks impact political decision-making processes in the EU. This opens up following research questions:

Which normative and value frameworks delineate the understanding of “ethical AI” and “unethical AI” in the EU? How do AI applications contribute to the EU’s policy definition of “ethical AI” and “unethical AI”?

The theoretical part of the paper assesses data protection literature and demonstrates that privacy-safeguarding values notably determine European technology policymaking. In the empirical part, policy analysis and two cross-sectoral case studies closely describe “ethical AI” and “unethical AI”: First, the key norms and values encoded in the EU’s AI policy documents; and second, how these normative elements are weighted against each other. The paper then links these findings to two facial recognition system case studies and assesses how “unethical AI” systems contribute to the policy vision of “ethical AI”. Significant differences between the current value framework and actual operating AI systems are expected. This paper therefore argues for further research on the guiding values in technology policymaking in the EU.

### **Submission ID**

3633

## **Alternative niche streaming services in Taiwan: Giloo, an OTT platform for documentaries and “serious entertainment”**

### **Authors**

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### **Abstract**

Since the launch of Netflix, streaming services have gradually become audiences’ most popular platform for watching content. According to Statista, in 2019, 62% of US adults were subscribed to a streaming service. Further, cable TV subscriptions have declined year-by-year. Therefore, Amazon, Apple, and even Disney and Fox have all entered and are vying for a share of the streaming media market.

Taiwan, too, currently has 21 over-the-top (OTT) or streaming services, including international and domestic ones. Domestic platforms have to compete with international ones like Netflix and iQiyi; therefore, they mostly focus on popular television dramas and films (including local TV dramas, US/UK dramas, and Hollywood movies) to attract the largest audiences. Therefore, all streaming services are still focusing on mainstream content.

The Giloo (紀實影音), domestic streaming service, by contrast, focuses on documentary and festival films. It therefore serves as an alternative that offers “serious entertainment” to audiences. This study investigates Giloo’s practices and operations in terms of its (1) distribution strategy, including alternative marketing and operations, and (2) screen interface, including how its content is curated and presented to viewers. Giloo is successfully competing and increasing its share in this

alternative market. Overall, from a distribution perspective, this study discusses Giloo's position in Taiwan and its implications for the global streaming service industry.

This study uses two methods to clarify the different dynamics of Giloo: interviews and document analysis. Specifically, key figures in Giloo were interviewed to obtain more information, and trading report and press releases were analyzed. Through these analyses, we chart Giloo's development for analyzing its business model and its role as a cultural gatekeeper and issue-maker. According to its platform politics, the online market for specialized film viewers is expanding slowly and successfully. This study should contribute toward new perspectives on distribution research and the streaming service industry.

## **Submission ID**

3686

# **Building Citizen Participation through Twitter: Insight from “Amsterdam Smart City” and “Barcelona Digital City”**

## **Authors**

Nina Surinyac - Blanquerna School of Communication and International Relations

Josep Rom - Blanquerna School of Communication and International Relations

Marc Polo - Blanquerna School of Communication and International Relations

## **Abstract**

Several studies confirm that in recent years cities have experience constant increase in the population. According to the study presented by the United Nations “World Urbanization Prospects”, by 2050 the 68% of the population would reside in urban areas. Cities are facing big global challenges: climate change, social inequality, sustainability and the demand for citizen participation. In this scenario, with an urgent need to rethink how we construct our cities, the concept of “smart city” emerges as the key strategy to manage these challenges and encompasses the capacity of cities to innovate (Conesa, 2017:6; Cocchia, 2014; Abino, Berardi, Dangelico, 2015; Höjer, Wangel, 2014). Sustainable and liveable cities are essential for a prosperous future and their role will be decisive in responding to 21<sup>st</sup> century challenges. In recent years, many cities have integrated the smart city concept in their planning and future aspirations. Barcelona and Amsterdam are two of Europe's most successful smart cities recognized by several awards and prestigious rankings.

This research explores if “Barcelona Digital City” and “Amsterdam Smart City” are communicating the new smart city model to their citizens. Specifically, we zoom in on how they talk to citizens and disclose this new city model through Twitter. During the last years Twitter has become a widely

used communication channel across a wide range of different fields (Bruns & Burgess, 2011a; Christensen, 2011; Bruns et al., 2012; Mendoza et al., 2010). In this research we carried out content analyses, tweets, retweets and replies-to generated by the accounts of “Amsterdam Smart City” and “Barcelona Digital City” have been studied and analysed during one trimester (April to June 2018). The database consists of more than 1.300 tweets analysed. All this information was collected using NodeXL Twitter data importer and the content analysis was performed through Excel dynamic tables.

The results of this study allowed us to identify what kind of conversations take place on Twitter and to map out the different ways that both cities use to disseminate the model and interact with their citizens. Thus, we have been able to assess if and how the two cities engage and empower their citizens to participate in this new city model. It also gives us an approach to understand which type of community patterns are behind these two channels. The analysis determines if the social network Twitter works as a tool that not only informs about the new city model but also manages to engage citizens to show their interests about how to build the smart city.

### **Submission ID**

3806

## **Contingent Symbiosis: Social Media Companies and Local States in Contemporary China**

### **Authors**

Vincent Guangsheng Huang - Zhejiang University

Hongyu Wu - Zhejiang University

### **Abstract**

Many studies have investigated different aspects of the Internet censorship regime in contemporary China. *At the macro level*, some studies have introduced China’s Internet management system, tracing its historical and developing trajectory (Qiu, 1999; Zheng, 2008). While others have examined how the authoritarian regime exercises its control over the Internet through legal, economic, technical and social means (e.g., Tsui, 2003). Still others, from a policy discourse perspective, unpack the discourse on the Chinese Internet by analyzing Chinese party-organ newspapers in detail (Cui & Wu, 2016). In addition, some studies have tried to outline the pattern of authoritarian leadership’s Internet censorship. For example, Mackinnon (2011) have identified the “networked authoritarianism” pattern, while Yang (2014; 2018) have found that the “red” ideology has returned and been reintegrated into the internet management policy and a “civilization” mode has taken shape to discipline Chinese netizens. *At the micro-level*, most of the studies focus on the hard approach to Chinese Internet censorship. For example, some studies have investigated censorship practices of all sorts (Feng & Guo, 2013; Gorman, 2005; King et al., 2013). Others focus on how these censorship practices reinforce netizens’ self-censorship (Guo & Feng, 2012), as well

as netizens' resistance practices such as strategies of circumventing the great firewall (Huang, 2016; Lee, 2016; G. Yang, 2009; Q. Yang & Liu, 2014).

These studies largely ignore two things. First of all, most of them viewed the censorship regime as a monolithic whole, largely ignoring internal differentiation of the censorship bodies and practices at different levels, especially the central-local dynamics. Secondly, most of these studies focused on the hard approach to internet censorship while paying disproportionate attention to the governmental bodies' soft approach to relationship management through daily interaction practices.

Based on these considerations, in this research, we aimed at focusing on the local censorship regime and its relationship management practices. From an organizational perspective, this paper unpacks a particular form of relationship maintenance—a “contingent symbiosis”—between local censorship regimes and social media companies in that region. The city of Hangzhou is used as the case since Hangzhou has the most developed digital economy in contemporary China.

Based on our ethnographic fieldwork and our in-depth interviews with both the local government bodies and 30 social media companies in Hangzhou, we submit that the local censorship regime has adopted some proactive strategies to build a positive relationship with those social media companies at that region, forming a form of “contingent symbiosis”. On the one hand, the local censorship regime uses policy and economic stimulus to co-opt those social media companies, forming friendly relations with them and persuading them to distance from those politically sensitive issues. On the other hand, social media companies, as organizations, they have tried to refrain themselves from those politically sensitive issues for getting more governmental resources and ensuring survival in heat competition. In the end, we also discussed the theoretical and social implication and the generalizability of this form of “contingent symbiosis”.

## **Submission ID**

3812

# **Developing from Public Sphere to Magic Circle: Playful Private**

## **Publics on the Chinese Internet**

### **Authors**

Shuo Xu - University of Oregon, School of Journalism and Communication

Maxwell Foxman - University of Oregon, School of Journalism and Communication

Emilie Xie - Columbia University

### **Abstract**

For well over two decades, the Internet in China has been understood as a vital means of public discourse. Particularly western advocates have suggested that bottom-up modes of online communication would spawn social movements against the regime and give voice to underrepresented groups (e.g. Gerhards and Schäfer, 2010). Despite this, revolution has hardly been

ignited from China's online platforms such as WeChat or RED. Instead of inciting direct political action, most netizens use these platforms to navigate a "side-road" (Nordin & Richaud, 2014, p. 56) bending, but not breaking, the rules and norms around them. What is required is a theoretical reconceptualization of the historical and technological development of the Chinese Internet and its effect on contemporary social life, daily governance, and overall policy.

Our proposed paper does this by tackling one of the longstanding metaphors when it comes to the Internet: the "public sphere." Rather than a rational-critical space for public discourse, we argue that the history and development of the Chinese online space should be characterized by a different sphere of public activity: the "magic circle" (Huizinga, 1971) of play. Conceived as a way to describe the antecedents of contemporary culture and technology, the magic circle suggests a space, made up of semi-arbitrary rules, that provides a special place and time for activities outside of the norm. However, the players sometimes have to move among multiple circles based on the needs and must pull themselves away from the distinct space of the magic circles and return to ordinary life eventually.

While seemingly a radical shift in viewing online communities, play is embedded within Chinese Internet scholarship (e.g. Repnikova and Fang, 2018; Han, 2018). Instead of stripping Chinese netizens of agency or power, this approach reorients the focus toward and clarifies their position vis-a-vis the state and the system within which they subvert, innovate, and ultimately comply.

After situating play as an alternative conceptual frame to Habermas' concept and the "subversive" Chinese Internet, the paper uses the case studies - the recent social media activity surrounding the COVID-19 coronavirus - to illustrate the iterative interactions that manifest Internet as various actors play with and against each other. This case demonstrates the capacity of the online sphere to function as a source of both political and non-political information and foster discussion and civic messaging (Shah *et al*, 2005) without necessarily leading to outright change.

Ultimately, the paper puts forth play as a theoretical concept to further our understanding of the public sphere by recognizing the largely irrational forces of cohesion, chaos, and adaptability that are central to the Chinese cyberspace and to comprehend the interplay between technology and governmental policy control over the years of development in China.

## **Submission ID**

3910

# **Searching for Tasks: Operationalising Webfaring as an Online Search Practice**

## **Authors**

Frederik Lesage - Simon Fraser University

Nicole Stewart - Simon Fraser

## **Abstract**

Although online search practices are the subject of much social scientific enquiry (Brand-Gruwel et al., 2005; Monchaux et al., 2015; Hinostroza, et al., 2018), these investigations too frequently conceptualise search as a rational, even instrumental, practice for the *acquisition of digitally-mediated information*. The danger with these approaches is that it disembods search practices from the everyday situations in which they are enacted, in turn reinforcing longstanding yet problematic theoretical and methodological divisions between the offline and the online. Our starting point for investigating search was to instead conceptualise it as a mode of ‘understanding in practice’ whereby knowledge is ‘embedded in the context of a practical engagement in the world’ (Ingold, 2000, p. 416).

We investigate digital search as an embodied and situated practice analogous to Tim Ingold’s wayfaring (Ingold, 2011, p. 143; Moores’s 2017, pp. 62-65). A *webfaring* conception of search therefore requires a more flexible understanding of how online *and* offline are co-constitutive of the environment in which the practice takes place; coffee shops, offices, and bedrooms, but also laptops, mobile devices, search engines and discussion forums. Like wayfaring (Ingold, 2011, p. 148), webfaring is not “place-bound” but rather, “place-binding.”

This approach to search raised important methodological challenges. Our presentation focuses on how our research design operationalised webfaring and how we incorporated it into our analytical framework .

Our project took place in February 2020 and the data is currently being analyzed. The research design involved 11 female participants between the ages of 18 and 59 in Vancouver, Canada. Each participant chose from one of three unfamiliar tasks and conducted a self-directed online search to complete the chosen task. With the help of screencasting software, we captured both the bodily *and* digital movements of the participants. Combining a range of qualitative research techniques, we analyzed the videos for behavioural patterns and supplemented our examination using the walkthrough method (Light & Burgess, 2018).

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## **Submission ID**

3924

# **Pluralism and Technological Agency from the Perspective of Post-Arendtian Mediation Theory**

## **Authors**

Mirka Muilu - Tampere University, Tampere Research Centre for Journalism, Media and Communication (COMET)

## **Abstract**

In my presentation, I conceptualize the relationship between public action and technology by combining my phenomenological interpretation of the philosopher Hannah Arendt's thinking with sociotechnical approaches.

For ages, immateriality has been taken as an ontological assumption in the field of media and communication studies. The research has focused mostly to language, meaning and representation. Technology is generally understood instrumentally, as a medium for transmitting message, or at the most, as a mean of expression, which might have characteristics that will affect interpretation or transmitting the message. Anthropocentrism characterizes also the theories of public action, which focuses foremost on analysing human beings as "speaking creatures". Obviously, these approaches are not wrong, but most of the time they are not capable to grasp the material conditions behind the human action.

In recent years, the effects of social media algorithms on public debate are forcing researches to take the role of technology and materiality into precise focus of their analyses. In media studies, new materialism is realised as, for example, popularity of theories of affects, affordances, and

infrastructures. However, the role of technology and more systematic analysis of agency as a part of theory of public action has been marginalized in communication and political studies. Public action is a key concept as part of thinking of the possibilities of citizens to participate in democracy and thus, cannot be left only as a theoretical ideal. It must be seen in a new relation with dynamic material environment.

In the presentation, I will provide new view on the debate by considering philosopher Hannah Arendt as a phenomenological theorist of science and technology. In the field of communication studies, Arendt has been mostly approached through “Habermasian lenses”. Whereas my interpretation emphasizes phenomenological reading of pluralism inherent in Arendt’s thinking while opening her other concepts in a novel to philosophical discussion. The pluralism is not something that just *is* but something that we must *do* - it manifests itself only as the actualization of pluralism in the realms of appearances. I put forth that, to forget the phenomenological dimension of Arendt’s thinking is to leave the conception of pluralism as a superficial and not to acknowledge her view of the nature of being-in-the-world as material and intersubjective. Against this interpretation, it becomes also easier to understand Arendt’s criticism of cartesian dualism and modern technology, in which the technology has a central role in the alienation from the common world.

My interpretation of Arendt resonates meaningfully but unheeded way with the central premises of social technology studies (STS). Especially critical posthumanistic theorists of technology have been striving to conceptualize non-human agency and criticize the central worldview of humanism as insufficient in present world that challenges traditional dualistic divisions between social and material. By combining Arendt’s analysis of the disappearance of the foundation of politics in the modern world with understanding of the intertwining relationship of critical technology studies, opens up theoretical framework which allows to study political agency as something that originates through the human and non-human interaction.

## **Submission ID**

3933

# **Interfaces del I-Space: una caracterización de las tecnologías de gestión del conocimiento en el Distrito Barcelona 22@**

## **Authors**

Carolina Campalans - Universitat Oberta de Catalunya

## **Abstract**

De Barcelona 22@ se suele decir que es uno de los primeros distritos de innovación en Europa y un fenómeno representativo de la economía del conocimiento (Duarte & Sabaté, 2013). El proyecto surge a inicios del siglo xxi a partir del impulso de una política pública del gobierno local para

reimpulsar el tradicional barrio de Poblenou, reconocido por su larga historia de industrialización, así como por varios altibajos en lo que respecta a su desarrollo socioeconómico. El 22@ ha hecho suyas dos filosofías de desarrollo participativo. Por un lado, asume el enfoque de gobernanza multinivel que viene impulsando la Comunidad Europea desde hace un tiempo (The Committee of the Regions' White Paper on Multilevel Governance (2009/C 211/01), 2009). Por otro, incorpora en sus fundamentos el modelo de cuádruple hélice (Carayannis et al., 2018) de innovación abierta y participativa, que postula la intervención de cuatro factores en los procesos de innovación: empresa, gobierno, academia y sociedad civil. Estos dos principios nos sugieren la conveniencia de que abordemos los procesos de innovación del 22@ desde un punto de vista multiescalar, con consideración a los diferentes stakeholders y diversos niveles de políticas, así como las dinámicas de transferencia de información y conocimiento que tienen lugar entre los múltiples niveles. De acuerdo con el enfoque de espacio informativo o I-Space de Max Boisot (Boisot, 1995), el proceso de aprendizaje social es un ciclo que podemos representar a partir de una matriz tridimensional, cuyos ejes son la codificación, la abstracción y la difusión de la información. El marco conceptual de Max Boisot propone que iniciemos la aproximación al ciclo de aprendizaje llevando a cabo el inventario de activos del conocimiento (Boisot, 1999) que intervienen en el ciclo de aprendizaje, para posteriormente comprobar las dinámicas de estructuración (codificación/abstracción) y de difusión de la información. En este trabajo proponemos un paso adelante en el camino de la operacionalización del I-Space. Para ello seguimos una cadena de procedimientos empíricos. El primer paso consiste en inventariar las tecnologías de transferencia del conocimiento -tanto digitales como analógicas o mixtas- empleadas en los procesos de innovación abierta que tienen lugar en el marco de Barcelona 22@. El siguiente paso es la caracterización de dichas tecnologías desde el punto de vista de su función en la estructuración y difusión de la información en el marco de la red de stakeholders del distrito de innovación. Por último, proponemos una categorización de las tecnologías del conocimiento del 22@ a partir del cruce de varios factores: su función en el ciclo de aprendizaje, las interacciones generadas entre diferentes stakeholders y el tipo de interfaz (analógico/digital, interactividad, etc.).

## **Submission ID**

3991

## **The fragility of public communication in Brazil and its relationship with a weak democracy**

### **Authors**

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Eliane Gonçalves - Diversitas (Diversity, Intolerance and Conflict Studies Center) from University of São Paulo (USP).

## **Abstract**

Some societies build structures of communication with the objective of reducing the inequalities that offer some privileged places for the exposition of ideas and opinions. Without systems to counterbalance, privileged places of speech consolidate even more privileges. As part of the concept and pillar of democracy itself public communications systems was structured in several countries throughout the 20th century with the objective of balancing the right of people to inform, to express and, in the end, to promote free debate of ideas.

Based on the assumption tested by Habermas since the Structural Transformation of the Public Sphere (1962), and which has been updated by authors such as Chauí (2011), Lima (2017) and Miguel (2017), that there is an interdependence and an intimate relationship between communication (diverse, plural and autonomous) and democracy, this article proposes to make an analysis of the fragility of public communication in Brazil, from the interpretation of the changes that happened in Empresa Brasil de Comunicação (EBC) in the last 4 years.

The EBC is the Brazilian public communication company, which was officially created in 2007/2008, during the second government of ex-president Luís Inácio Lula da Silva, and whose main objective was to be the first federal public system - nationally - not subordinated to government or market interests. The 1988 Brazilian Constitution, which marked the democratic opening after more than 20 years of military dictatorship, already brought in its scope the need to incorporate a public communication system into the Brazilian media ecosystem, for the purpose of a better balance of voices in the “Public Sphere”. Despite all efforts, the EBC was only created 20 years after the Constitution was enacted. The Company was considered an advance for Brazil's communication policies, but it was not able to overcome the limits of Brazilian democracy. The reflexes of the political crisis that started showing its signs in Brazil in 2014, and culminated in the impeachment of ex-president Dilma Rousseff in 2016, were not long in expressing themselves in the Company.

Methodologically, it was decided to review the main normative provisions that supported communication policies in Brazil related to public communication and to confront them with the changes promoted over the past four years. In addition to the regulatory analysis, the article brings facts reported by Company employees and by independent media outlets that explore the practical consequences of regulatory changes and reveal the escalation of the Company's dismantling.

In addition to analyzing the dismantling of public communication in Brazil in recent years and bringing a reflection between democratic theories and communication policies, the work contributes to the construction of a necessary panorama for critical communication studies, which is a conceptual exploration and historical documentation of the escalating processes of authoritarian governments around the world and their threats to plurality and diversity in communication in general and to public communication specifically.

## **Submission ID**

4008

# **ICT-based assistive technology as the eyes of the blind: Technological empowerment and social inclusion of the visually impaired in a central city of China**

## **Authors**

Min Wang - Wuhan University

Dan Wu - Wuhan Sports University

## **Abstract**

In China, the world's most populous developing country, over 17 million people have been reported as blind or visually impaired (Shan, 2018). The visually impaired and blind people are greatly concerned with "technologies, devices, services, systems, and software" that can assist their daily functioning, particularly their performance of activities (Bhowmick & Hazarika, 2017, p. 2). Assistive technology for the visually impaired and the blind has been an inter-disciplinary research field including education, ICTs, sociology, psychology, communication, etc., since the mid-1990s. Bhowmick & Hazarika (2017) stated that it was a research field gaining increasing prominence and socially impacting the lives of individuals and the elderly in ways not previously noticed. To examine such social impact on individuals' life activities, Hersh & Johnson (2010) employed a Comprehensive Assistive Technology (CAT) model, providing a systematic vocabulary and interpretation of describing all aspects of AT applications.

Endorsing a theoretical framework of Social Role of Assistive Technology, the research conducted in-depth interviews with 25 visually impaired persons who were working in 6 Massage parlors respectively in a central capital city of China, aiming to explore whether the use of ICT-based assistive technology can improve self-esteem of the visually impaired and their social inclusion in communities, specifically:

*Does the use of ICT-based assistive technology help enhance self-esteem of the visually impaired as a human via improving their activity performance in mobility, communications and access to information, cognition, daily living, and recreation?*

We found through trial test of 16 interviewees that, with the help of assistive technologies like screen-reading software, internet services such as online shopping, food-delivery, and online novel, would greatly improve the quality and convenience of daily living, and the efficiency as well, such as skill-learning and worktiming. This can enhance their self-esteem as a human being and self-identity as an efficient worker. Moreover, such technological empowerment enlarges their range of mobility, breadth of vision, and depth of self-awareness.

However, there are also some drawbacks and limitations:

First, the use of ICT assistive technologies might increase the possibility of encountering telecommunication and online frauds, particularly online gambling. Some blind people have been recruited because there is a lot of fraud information targeted at the disabled groups on the Internet.

Second, people with worse vision are more likely to choose charging software or technologies, yet they usually came from rural area and could not afford to buy those costly technologies.

Third, there are limitations with the technologies themselves. Services from ICT assistive technologies are restricted by product design and economic factors, yet cannot completely be replaced by the assistance of human beings.

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### **Submission ID**

4013

## **Internationalizing Belief: The OIC & Defamation of Religions**

### **Authors**

Fizza Kulvi - McMaster University

### **Abstract**

In recent years, several events have encapsulated the sheer polemics between freedom of expression and blasphemy. The most notable of which include the Danish cartoon affair in 2005 and the *Charlie Hebdo* terrorist attacks in 2015 – both of which echoed the Rushdie Affair of 1989. In all circumstances, blatant religious satire had lasting consequences. These tensions between contesting free speech ideals are as old as religion itself and have implicated the United Nations (UN) since its establishment in 1945. In fact, the drafting history of UN covenants and declarations is well supplied with conflicts between competing claims to free speech, particularly in regards to speech targeting religion (Farrior 1996; Kapai and Cheung 2009; Temperman 2016). No claim has been as controversial as the “Defamation of Religions” resolution sponsored by the Organization of Islamic Cooperation (OIC), a multilateral organization representing the interests of Muslims at the UN. Introduced in 1999, the resolution calls for the adoption of international legal measures to criminalize the defamation of all religions while placing an emphasis on the unique vulnerability of Islam.

Much has been written on the defamation debate in relation to free speech and religion at the UN (Grinberg 2006; Lagon and Kaminski 2013; Noorloos 2014), however, this debate has yet to permeate the field of international communication policy (ICP). This paper critically engages with the ways in which religiously motivated actors mobilize and internationalize their domestic beliefs and values regarding global free speech policy. In recent years, OIC representatives have carried out this venture by using liberal and secular discourses that champion the idea of universal human rights and liberal individualism. Thus conceptualizing this debate as simply a clash between liberal universalism and cultural relativism risks missing the point, both because OIC terminology is well-supplied with a commitment to promote universalism and because OIC representatives have repositioned religious censorship as a way of protecting individual believers rather than religion in totality from harm caused by defamation. The OIC is approached as an innovative norm entrepreneur and a channel for norm diffusion in global communication policy arenas, which may counterbalance the academic fixation on how liberal norms spread in the non-Western world.

## **Submission ID**

4014

# **Evaluating the impact of remote community centre projects on digital economy: The case of South West Nigeria**

## **Authors**

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## **Abstract**

Nigeria has Africa's largest mobile telephone market, with 140 million active subscribers. In 2013, the Universal Service Provision Fund (USPF) identified 207 clusters with an estimated population of 36, 800, 000 people who have no access to basic telephony. Consequently, Government embarked on Community Resource Centre (CRC) schemes aimed at addressing the 'digital exclusion' by providing affordable communication access to citizens/users in the unserved and underserved areas. However, to date, these schemes have yielded insignificant result. Related Studies attributed this to poor implementation strategies of the schemes (Arakpogun, Wanjiru and Whalley, 2017; GSMA, 2014, ITU 2013).

This study investigates the interplay between the USPF institution: policy, legal and regulatory framework, with focus on broadband penetration, and the digital economy by examining the channels through, which community resource centre projects could promote digital inclusion to understand limitations in achieving the set objectives. The study adapted the heuristic model (2iD model) backed by the actors – network theory to attain the objective of the study. The following research questions were proposed: How do community projects promote digital inclusion in Nigeria? What dimensions of the heuristic model drive digital inclusion in Nigeria? In the later question, the study seeks to

disintegrate the impacts of awareness, education, infrastructure, access and local content on digital inclusion.

To provide empirical answers to the research questions, the study adopts an exploratory mixed method design using an interpretivist approach. To this end, semi-structured interviews, participant observation and document scooping tools are employed. Purposeful sampling technique was used to select USPF institutional documents, observation participants and interviewees, with focus on the study objectives. A semi-structured interview design was adopted to enable researchers obtain direct information on the phenomenon being investigated, whenever there are gaps in the policy documents. The interviewees include: policy makers/regulators, elites, community centre developers, community leaders, community dwellers and those responsible for the project adoption and implementation.

The findings indicate absence of community effective participation in the project phases. Secondly, the existing USPF institutional framework does not dynamically respond to the Nigerian digital economy goals. This is due to lack of necessary infrastructure to facilitate sustainability strategy of the community resource centres, after the USPF intervention phase. Finally, the isolation of the community resource centres from the National Electricity grids etc., compounded by the exploitative data pricing strategy, adversely impact community digital inclusion.

This study contributes to knowledge by validating the heuristic model in extending the Author-Network Theory using a community resource centre case. Its implications are relevant to the USPF and other projects that could enhance digital inclusion in the face of the daunting constraints and challenges.

Keywords: Universal Service Provision Fund, Community Resource Centre Projects, Community effective participation, Infrastructure challenges in rural areas, Innovative and affordable technologies, Nigerian Communications Commission

## **Submission ID**

4015

## **AI-Mediated Communication in a critical view: How technology changes interpersonal trust**

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## **Abstract**

When the other party responds to your email with AI, do you think it has high credibility? Do you feel frustrated and doubt the trust between you and the sender? Research shows that the advent of Computer-Mediated Communication (CMC) revolutionized interpersonal communication (Herring, 2002) Nowadays, we are entering an era of AI-Mediated Communication (AI- MC) where interpersonal communication is not only mediated by technology, but is optimized, augmented, or generated by artificial intelligence.

From face-to-face communication to CMC and then to AI-MC, interpersonal communication has changed a lot. CMC research can be defined as the study of social effects of communication that takes place between people using network-connected digital devices to exchange messages (e.g., email and text messaging, social network site interactions, videoconferencing) (Thurlow, Lengel, & Tomic, 2004). The addition of artificial intelligence to CMC represents a new paradigm where communication is augmented or generated by an intelligent system, which we describe as AI-mediated communication (AI-MC) (Hohenstein & Jung, 2018; Jakesch et al., 2019) such as smart replies in messaging and email, where users are offered suggested responses that are algorithmically-generated through natural language processing (NLP). The use of AI in interpersonal communication challenges trust between people. Recent work suggests that mixing AI and human-generated profiles can negatively impact trustworthiness ratings of profiles *suspected or labeled* as AI (Jakesch, French, Ma, Hancock, & Naaman, 2019), and may further affect the trust relationship between people.

Our research attempts to use speculative methods to clarify the impact of AI on interpersonal trust when AI is involved in interpersonal communication. In interpersonal communication, there are often uncertainties and risks. There are two ways to solve this problem: formal approach and informal approach. The informal approach mainly includes communication, paradigm and trust. (Malhotra,D.&Murnighan,J.K.,2002)In the past, the informal approach relied solely on the individual. With the intervention of AI, the perceived trust in interpersonal communication changes accordingly. We want to investigate the changes in interpersonal trust in the AI-MC environment from the traditional framework theory and attribution theory. According to the framework theory, the foundation of interpersonal trust is divided into three aspects: reliable, emotional, and honest. (Rotenberg, K.J.,2005) Considering that AI is involved in each other's communication, people may worry that the secret conversations between each other will be uncomfortable due to snooping by a third party, thereby breaking the original stable framework. Trust development is an attributional process (Kelley, 1967), and perceived trust is an important aspect of developing and maintaining interpersonal relationships. Misunderstandings such as the one aforementioned are often unavoidable in CMC (Olaniran, 2002), where social presence is lower than with face-to-face communication (Gunawardena & Zittle, 1997), making these interactions particularly prone to attributional error. Assuming too much responsibility for an outcome can lead to frustration and rigidity (Roberts & Wargo, 1994). In an AI-MC environment that is more complicated than CMC,

attribution errors will become more common due to the involvement of technology. The frustration of individuals in interpersonal communication may also be more obvious.

## **Submission ID**

4037

# **Configuring the AI user: Policy, deployment and design**

## **Authors**

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## **Abstract**

AI and data science are at the forefront of policy developments in Europe, the US, China and worldwide, with the potential for significant economic and social benefits as well as competitive advantage. Recent policy communications have begun to focus on the risks and societal impacts of AI in order to balance the potential for innovation with the protection of citizen rights. For example the American AI initiative aims at ‘protecting American values’ to ensure AI technologies are understandable, trustworthy, robust, and safe (www.ai.gov, 2020), while the EU White paper on AI aims at a ‘European approach to AI’ based on trustworthy, safe and reliable AI services (EU 2020). Both the OECD and G20 have also published similar documents outlining recommended principles for ‘responsible stewardship of AI’. Each of these policy statements refers to ‘human-centred’ values and ‘multi-stakeholder’ engagement in policy, suggesting that policy is focused on the people who will use these technologies. Yet, despite the history of user-centred technology development, particularly in the field of human-computer interaction, the ‘user’ remains opaque within AI policy discourse.

This paper explores how the ‘user’ is configured in AI policy and whether and how this entity may differ from stakeholder, citizen or ‘human’ in relation to discourses on AI systems and impacts. Through analysis of the four key policy documents shaping ‘trustworthy’ AI worldwide (US, EU, OECD, G20), it explores various configurations of the ‘user’ and the implications of this for policy and governance efforts. For example, according to the EU White Paper on AI, “the lifecycle of an AI system [includes] the developer, the deployer (the person who uses an AI-equipped product or service) and potentially others (producer, distributor or importer, service provider, professional or private user)”. This distinction between deployer/user and ‘private user’ could create challenges for effective governance of communication platforms. Meanwhile the American AI Initiative distinguishes between ‘users and communities’ of autonomous vehicles, ‘human users’ of AI research output and ‘end users’ of Department of Defense AI capabilities, further complicating the potential for effective stewardship in contexts where all three could be present.

According to Grint & Woolgar (1997), assessing the impact of technology requires us to “separate the technology from some social group in the service of assessing the effects of one upon another”. However, the ‘user’ of AI is frequently neutralised by the autonomy of the system, complicating the kind of ‘boundary work’ (ibid) required for policy and governance. AI policy

documents may create expectations of trustworthy, even ‘ethical’ AI which might be used to reassure both governments and users (Kerr et al, forthcoming) rather than systematically considering and including users in AI design and development from the outset. This study contends that user-centred methods and techniques, developed over decades in HCI studies, are not considered in AI research and policy possibly because the ‘design’ process for AI is no longer the central focus. Abstract AI design is complete and policy is now focused on deployment. The question is where and when and for whom.

## **Submission ID**

4044

# **The discursive construction of digital rights within informational capitalism: Internet freedom vs data justice**

## **Authors**

Guy Hoskins - York

## **Abstract**

In a context of pervasive datafication, an essential component of the quest for ‘data justice’ (Dencik et al 2016) is to establish a framework of rights that can safeguard fundamental freedoms for the ‘data citizen’. As Isin & Ruppert (2015) make clear, however, the performance of rights claims makes the data citizen both a subversive and a submissive figure: simultaneously making demands and submitting to authority. It is my contention that the rights claims of the data citizen, and the dominant imaginaries that surround them, are often best defined as submissive to informational capitalism, rather than subverting it. They are submissive because the core rights, usually centred on dimensions of privacy and expression, fail to connect to broader social struggles and over-emphasize individualist and technical solutions. Moreover, I contend that we can better understand this failure to adequately challenge the systemic injustices implied in the mass capture of citizen data if we examine the earlier lineage of digital rights frameworks, from WSIS to the present day.

In this paper, I examine how the dominant paradigm of digital rights, rather than establishing safeguards, may have actually enabled our current moment in which data justice has been so systematically trampled. Ultimately, while we have been clamouring for our rights to freedom of online expression, individual privacy and network neutrality, the larger system based on the commodification of data, of users themselves, continued unabated.

The first order digital rights enshrined in various global and national charters, are as Marianne Franklin contends, “encapsulated by the trope of freedom” (2013). They prioritize individual autonomy, creativity, expression, and they constitute depoliticized, market-friendly, technical fixes. These characteristics can be explained in part by the discourses of neoliberalism and libertarianism that helped to shape them, ones that also served another powerful function: that of legitimating a system of informational capitalism.

Indeed, I contend that it is through examining the discursive construction of digital rights that we can begin to understand how inadequate they have been in advancing data justice, and identifying the beneficiaries of this failure. Perhaps most importantly, by examining the dominant discourses at work, we can also recognise the alternative discourses that have been marginalized along the way. These signal how a more substantive reckoning of digital rights is possible, one that might realign digital communication to serve rather than undermine democracy. A crude shorthand for this discursive struggle is in my title: Internet freedom vs Data justice.

I probe that juxtaposition by examining the configurations of political-economic power, the cultural currents and the dominant discourses that have underpinned the digital rights paradigm. Using a poststructuralist political economy approach (Schoonmaker 2009) - that takes into account discursive as well as political-economic components – I trace the trajectory of digital rights, from the lost potential of NWICO, to the turning point of WSIS, and the proliferation of rights charters over the last ten years. Undertaking this genealogy is, I argue, an essential step towards the realization of data justice.

### **Submission ID**

4052

## **Panel presentation-Exploring Audience's Perception of AI: A Critical Thinking of Deepfake 's Impact on Media Trust**

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### **Abstract**

The recent entrance of deepfake has marked a turning point in the creation of video content. This study explores the relationship between audience's trust on video news merged with deepfake, their attitudes to AI technology, and the credibility of the source. Using a semi-structured interview, this study firstly discusses the antecedents of media trust as AI applied to journalism generation from the perspective of the audience. Secondly, it provides implications for the media industry to earn trust in the challenging era by balancing the technology and content. Thirdly, it puts forwards a critical thinking on AI's influence on social trust. This study appeals to a reliable and transparent policy design to promote the digital trust.

### **Submission ID**

4083