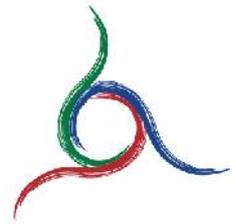




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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that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

Id: 17197

Title: Mediating Global Warming as Hyperobject

Session Type: Individual submission

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Abstract: Global warming is diffuse but also disproportionate in degree of impact. Peoples of the “formerly” colonized world are hit the hardest by droughts, superstorms, and degraded environments. The Coast Salish peoples of Vancouver, British Columbia, for example, have been in constant battle against oil spills, pipeline construction, and destructive projects of excavation ever since the first English colonists set foot on their unceded territories two hundred years ago. Global warming is a transhistorical trauma of imperial modernity—and it remains unrecognized and unresolved at scale (Morton, 2013; Moore, 2017, p. 597). The reverberant, material consequences of climate change grow and morph, emerging and reemerging in unexpected locations and at unexpected times—whether as pipeline, tar sands, mine tailings, etc. And despite this tangible violence, global warming transcends recognition because it extends across time and space, exceeding modern perception (Morton, 2013; Moore, 2017, p. 597). Recognition of global warming as transhistorical, imperial violence must therefore take place outside the temporal and spatial boundaries of modern, representative form. But how can this be done? How can global warming be mediated on the scale of trans-history?

A collective of Indigenous artists working in Vancouver, British Columbia offer key insights. Through a series of semi-structured and unstructured interviews, visual analyses, and on-site fieldwork, I explore how the works by Tania Willard, Marianne Nicolson, Chief James Hart, and Rebecca Belmore mediate global warming as “hyperobject” or, as an entity that is “massively distributed in time and space relative to humans” (Morton, 2013, p. 1). This mediation is extremely powerful because it retains the transformative potential to prompt recognition, action, and resolution of the recurrent and unresolved violence of imperial modernity.

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Id: 17259

Title: Revisiting Knowledge Gap Hypothesis in the Context of Climate Change---An Analyses of Actual Knowledge, Self-reported Perceived Knowledge, and Illusion in Perceived Knowledge Differential Among Different Socioeconomic Groups

Session Type: Individual submission

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Abstract: With an increasing number and frequency of extreme climate events around the world, it is now widely concerned that climate change rate will continue or accelerate. Unlike others issues, climate change lies beyond the life world and biographic horizons of most people (Lorenzoni, Jones, & Turnpenny, 2007). It is difficult for the public to have a full picture of the phenomenon through direct observation and personal experience. As the central interpretative system of modern society, media is the most crucial information source for the public to learn about climate change (Peters & Heinrichs, 2005; Schmidt et al., 2013). Given this, it is important to evaluate the effectiveness of media in cultivating public understanding of climate change.

Knowledge gap hypothesis is one of the prominent theories in evaluating how media affect individuals' knowledge acquisition. It asserts that knowledge gap among different segments of population would occur with the information infusion into the social system, as the segments of population with higher socioeconomic status tend to acquire information at a faster rate than the lower status segments (Tichenor, Donohur, & Olien, 1970). Moreover, previous research suggested that the knowledge gap among different social groups would cause behavior gaps, which would be a hinder to fighting climate change (Arcury & Christianson, 1993).

Besides, very few studies have examined climate change knowledge gap. To fill in this research gap, this study proposes to investigate the climate change knowledge gap among different SES groups. More than that, we extended the knowledge gap by examining the gaps in terms of actual knowledge, self-reported perceived knowledge, and illusion in perceived knowledge differential between self and others. Specifically, actual knowledge refers to what individuals actual know (Brucks, 1985). Self-reported perceived knowledge refers to what an individuals perceives that he or she knows (Park & Lessig, 1981). Previous studies suggested that comparison with other is also an important source of self-evaluation (Tesser, 1986, 1988), but people tend to develop self-serving bias in the comparison, which in turn cause the positive illusion in their comparison with others (Taylor & Brown, 1986). Following this logic, Illusion of perceived knowledge differential is conceptualized as the cases in which individuals' perception of knowledge differential between self and others does not reflect the actual knowledge differential.

For data collection, this research conducted a nationally representative door-to-door survey in Singapore (N= 705). A series of independent sample t-test was conducted to examine the knowledge gap among different social groups in terms of gender, age, education and household income. The analyses revealed the existence of three types of knowledge gap among different social groups. Moreover, the results showed that people in the same segment even have different levels of

actual knowledge, self-reported perceived knowledge, and illusion in perceived knowledge differential.

Findings from this study suggest that the knowledge gap among different SES groups should be taken into account in designing effective communication campaigns. In particular, specialized campaign should be designed for the targeted population to promoting their pro-environmental behaviors through raising their knowledge levels.

Id: 17437

Title: Debating Petro-Prosperity: The Rise and Fall of the Pacific NorthWest LNG Project in British Columbia

Session Type: Individual submission

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Abstract: On July 25, 2017, Malaysian energy conglomerate Petronas officially withdrew its proposal of the Pacific NorthWest LNG project (hereafter as “PNW LNG”), the central meta-project of British Columbia’s (BC) ambitious plan of building a domestic liquefied natural gas industry. This cancellation effectively marked the symbolic death of BC’s LNG dream. PNW LNG’s death immediately captured the lion’s share of domestic media attention, with pro-industry papers such as Financial Post and National Post claiming that the project was killed by environmentalists’ continuous sabotage, along with the election of an “anti-development” NDP minor government (who achieved the minor government status with the support from BC Green Party) in BC’s 2017 provincial election.

Yet, to what extent does the storyline of “jobs killed by environmentalists” reveal the complex economic, political, and ideological struggles underlying BC’s proposed LNG expansion? Drawing upon the growing literature on the communicative aspect of energy politics in Canada, this paper (part of my PHD dissertation) examines the rise and fall of PNW LNG and the discursive struggles between its proponents and opponents. Through an analysis of related policy documents, research reports, industry press releases, news articles, and websites, the paper explores the dynamics between the economic factors and environmental concerns within PNW LNG. The analysis reveals that despite the consistent presence of environmental concerns in anti-LNG discourses, it was the falling global LNG market conditions and anti-LNG discourse coalition’s effective communication of them that eventually prevented the BC government’s relentless push on its LNG agenda. In this regard, the storyline of “jobs killed by environmentalists” was deployed by LNG proponents to scapegoat environmentalists and to conceal the internal contradictions of neoliberal globalization.

The collapse of PNW LNG is an exemplary case of carbon capitalism’s aggressive attempts of sustaining petro-modernity’s economic, political, and ideological dominance over contemporary society. Given the inherent high production cost of extreme carbon (e.g. Alberta’s oil sands, BC’s shale gas) and the growing viability of renewable energy for everyday consumption, the paper concludes that the ongoing struggles against carbon capitalism call for the elaboration of an alternative “energy utopia” that highlight both the necessity and viability of a quick post-carbon transition.

Id: 17603

Title: #Blogging Scientists: The usage of (micro)blogs in the German scientific community

Session Type: Individual submission

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Abstract: In 2011 Nicholas and Rowlands conducted one of the first international studies on the work-related usage of social media by academics. They concluded that social media were mostly used for collaborative authoring (62,7%), while blogs (14,6%) and microblogs (9,2%) only played a marginal role in research communication. Although they only make up a small part, (micro-)blogs are relevant for research communication (Bonetta, 2009; Kirkup, 2010; Letierce, Passant, Breslin and Decker, 2010). But what do academics use them for and how?

This study wants to give answers to this question with the uses and gratification approach by Katz et al. (1973) as its theoretical basis. While most of the studies above take a quantitative approach, this project wants to add to the findings from a qualitative perspective with interviews with 55 German scientists from different status groups and disciplines conducted in 2016-2017. Two interviews were conducted with each interviewee and they were asked to keep a media diary for a week (which 51 filled out completely) in between both interviews. Mayring's (2015) qualitative content analysis was used to analyze the interviews, while a quantitative analysis of the media diaries was conducted using SPSS.

10 interviewees mentioned to (frequently) make use of Twitter (5 post-docs, 3 professors and 2 doctoral students) and 12 said they used blogs (6 post-docs, 4 professors, 2 doctoral students), three used both. Most of the users were social scientists, due to a high amount of communication scientists in the sample (microblogs: 7, blogs: 6), the natural scientists also used them (microblogs: 3, blogs: 5), while one humanities scholar used Twitter and no life scientists mentioned using (micro-)blogs. (Micro-)blogs were mostly used from morning till noon (8am – 2pm) and accessed via computer at work as well as on the mobile phone.

People, who were using Twitter mostly did it to inform themselves (8037, 8042, 8046, 8051, 8065, 8073), inform others (but less frequently) (8046, 8051, 8059) as well as to broadcast and promote their publications (8047, 8059). Similarly blogs were used to inform oneself (8033, 8043, 8061) and others (8032, 8061) but also to interact with readers via the commentary function (8043, 8061) or because the employing institution requested it (8037, 8078, 8080).

Kirkup (2010) noticed in his sample, that none of his users had created their blog “as an avenue for self-publicity”. Though our users neither stated to have created them with that intention, they used blogs as well as microblogs for self-marketing. Therefore it seems fittingly that post-docs were the status group that used (micro-)blogs most intensively. They are in a career phase, where they have

to establish themselves in their prospective field in order to become professors. Therefore they try to keep up-to-date to not miss out on (job) opportunities, but also to promote themselves and their publications. Overall our interviewees stated that the intensity of their blog usage had decreased, while the microblog usage remained the same, possibly hinting at an overall decrease of blog usage.

Id: 17610

Title: Saving Climate Data: Environmental hackathons and the politics of data

Session Type: Individual submission

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Abstract: In the fall of 2016, just after the election of Donald Trump as U.S. president, coders, climate scientists, scholars and activists began holding environmental-data hackathons. They feared the new administration would scrub information that challenged Trump's view that anthropogenic climate change is a hoax, so they downloaded, saved, and catalogued decades of vital federal climate and environmental data. The ongoing public mobilization points to a long-unfolding breakdown between two major sites of authority: science and government. It also raises questions central to discussions of data justice: How do we best protect scientific data, and other varieties of information, from the shifting winds of politics and the market? How do we best leverage that data to enhance informed citizenship? Through analysis of U.S. and Canadian news coverage of the hackathons and interviews with leaders of related organizations, including Data Refuge, Climate Mirror, and the Environmental Data and Governance Initiative (EDGI), the paper identifies key ways this networked intervention signals a way forward in the battle against misinformation and in the larger work of climate politics and data justice.

Id: 17629

Title: Defining 'superbugs' in the risk society: Content analysis of North American newspaper coverage of antibiotic resistance

Session Type: Individual submission

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Abstract: Antibiotic resistance is one of the greatest public health risks, threatening to make antibiotics -one of the most important technologies of modern medicine- useless and throwing humankind into a post-antibiotic era. This paper examines how the risk of antibiotic resistance is discursively constructed in North American newspapers, at a moment when national and international organizations are recognizing this risk as a global health crisis. News media are implicated in the discursive co-production of public health risks, defining the hazards and assigning responsibility, and thus affecting public perceptions of risk and risk behaviour. This study draws on Risk Society theory to situate antimicrobial resistance as a human-made risk, a consequence of our progress with global repercussions, and news media as sites for risk definition and, potentially, where 'reflexive modernization' narratives are expressed, questioning modern institutions and scientific practices. A content analysis of one year of coverage in four leading North American newspapers shows that in covering antibiotic resistance the press sometimes criticised modern medical and farming practices as well as insufficient regulation in the use of antibiotics. However, in most of the analysed sample, antibiotic resistance was communicated through inaccurate definitions and incomplete accounts of the causes, responsibility in managing the threat, preventive measures and populations at risk. The dailies broadly identified "general overuse" of antibiotics as the main cause of antibiotic resistance and seldom acknowledged key political and economic interests and activities that contribute to the spread of resistant bacteria. The newspapers suggested that the government and pharmaceutical industry should manage the risk, but mostly ignored other actors who can also contribute to improve antibiotic stewardship. Furthermore, when suggesting preventive measures, the newspapers focused on those that are out of the control individuals, such as limiting the use of antibiotics in farming, developing new antibiotics, and reducing prescriptions, thus leaving citizens disempowered regarding how to prevent a resistant infection. Saliently, half of the coverage did not mention any causes of antibiotic resistance, actors responsible for causing the threat, populations at risk, or preventive measures. These results not only show that the news media seldom act as sites for reflexive modernization but also have implications for the effective communication and public understanding of antibiotic resistance as a public health risk. First, inaccurate definitions of populations at risk can generate a false sense of security and the rejection of necessary policy changes. Second, oversimplified reporting of the causes and management of resistance could lead to the false conclusion that the risk can be eliminated with further scientific development instead of changes in policy and institutional practices. Finally, risk messages that do not address public concerns and explain how to avoid risky behaviour can lead to increased anxiety.

Id: 17648

Title: Opinion-makers amid ecological crisis: The political economy of climate change communication in global op-eds

Session Type: Individual submission

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Abstract: Climate change has emerged as one of the planet's most pressing issues—connecting humankind's relationship to the environment to broader narratives of ecological sustainability, shifting geopolitics based on weather events, and the intersection of human rights with environmental justice. Even as the scientific community has reached an overwhelming consensus on the existence of a changing climate (Oreskes, 2004), a myriad of voices continues to publicly debate both the scientific dimensions of climate change science as well as its political and public policy implications. This study offers an analysis of climate change opinions appearing from a multitude of organizational perspectives in the op-ed pages of leading international newspapers. It does so through a political economy of communication framework that examines the content of the op-ed pieces in relations to the behavior of the firms in the market.

Media op-eds are an important form of intellectual debate, in great part because they help to shape both public opinion and government policy (Kowalchuk & McLaughlin, 2009). There is also a growing call for the study of op-eds in the context of public diplomacy and international public relations (Golan, 2013). Op-eds in turn form a key part of the mass media's attention paid to climate change. Such coverage more generally facilitates relationships between scientists, politicians, and the public, and emerges as a "public arena" for topical debate (Boykoff & Boykoff, 2007). In particular, they take on importance as "press-sponsored dialogue" (Ciofalo-Traverso, 1994, p. 52) and as a forum for civic involvement and the potential improvement of community discourse (Rosen, 1993).

However, Ciofalo and Traverso's mid-1990s survey of newspaper editors found that op-ed pages were controlled by journalists, public figures, and "propagandists"; while Day and Golan's (2005) examination of op-ed articles about public issues found a lack of opinion diversity. Furthermore, such representations of science in the mass media rely on journalistic norms and established ideological cultures (Carvalho, 2007). Conventions such as personalization, dramatization, and novelty have led to "informationally deficient" coverage (Boykoff & Boykoff, 2007). The emphasis within news media coverage has been on human interest stories and "celebrity-focused entertainment style reporting" (Anderson, 2009, p. 178).

This paper examines the sources contributing to climate change op-eds, including individual writers, but also the organizations, national governments, corporations, and think tanks that support them. The study's sample consists of op-eds published during the past five years. This timeframe captures some of the most prominent climate change events of recent history: The re-election of Barack Obama in 2012; the Paris Agreement of 2015; the Obama Administration's rejection of the Keystone XL Pipeline in the United States; and the election of Donald Trump as U.S. president in 2016. Using the Lexis-Nexus database, the authors obtained and examined stories op-ed articles from prominent national newspapers from the United States and China.

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Id: 17666

Title: Issue emergence and public argument: Opinion coverage of fracking in Ohio

Session Type: Individual submission

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Abstract: Though oil and gas companies have been using horizontal hydraulic fracturing since the 1990s in some areas (Mazur, 2016), it did not emerge as an issue in Ohio until 2011 as first the Marcellus and then the Utica shale became of interest to oil and gas developers. Since this type of extraction activity began later in Ohio than in other states, such as Pennsylvania or Oklahoma, Ohio has had the benefit of learning from regulatory policies and missteps in other states. However, this did not keep the issue from becoming a controversial one.

At the start of 2012 Ohioans were conflicted about fracking—with most saying that they believed fracking would create jobs in the state and that their concerns about jobs outweighed concerns about the environment; but in the same poll a large majority (72%) also showed support for stopping fracking until its environmental impact was better understood (Quinnipiac, 2012). Polling data from the Pew Center shows that support for fracking has decreased since 2013, particularly in Midwestern states, moving from 55% (favor) / 32% oppose to 39% (favor) and 47% (oppose) (Drake, 2015).

Decreasing support for fracking in the Midwest can be attributed, in part, to perceptions of the risks posed by fracking. Since much of the public learns about risk through media coverage and there is evidence that those who get their news from newspapers are less likely to support fracking (Boudet et al., 2013) it is important to look at how newspapers cover this issue. In this paper I investigate how risk is articulated and responded to in opinion coverage (editorials, op-eds, and letters to the editor) in the Columbus Dispatch as fracking first emerged in 2011.

In the only other study to focus on newspaper opinion coverage of fracking at the state level Kroepsch (2016) found that spatial discourses were at the center of policy debate, given fracking operations' proximity to residential areas. In Ohio, spatial discourses were not primary in the opinion coverage. The results of this rhetorical analysis show that water pollution concerns were primary as fracking emerged as an issue in Ohio—specifically the potential chemical contamination of water. Other risks also emerged, but only the risk of water contamination was directly refuted by supporters of fracking. These findings suggest that it is necessary to look at state-level differences in media coverage, particularly for issues that are not governed by federal policy, in order to understand how various stakeholders in different states work to make sense of emergent environmental issues.

Id: 17671

Title: Persuasion through visual metaphors: an analysis of non-photographic resources in environmental documentaries

Session Type: Individual submission

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Abstract: It is well known that the environmental discourse is strongly metaphorical. Expressions such as “greenhouse gases”, “war against nature”, and a wide range of others are examples of how metaphor plays a key role in the environmental discursive formations. But environmental metaphors are not limited to the verbal ones. Images spread in visual and audiovisual genres often carry metaphorical senses, especially when they cross the photographic limits, being result of digital manipulation or animation techniques. Considering this fact, the present paper presents a study of the visual metaphors present in four documentary films that address the issue of industrial agriculture through an environmental perspective. In one hand, we discuss the status of this kind of images in the documentary films, regarding the fact that the use of digital manipulation has prompted an interrogation in the ontological properties of the photographic image. In the other hand, we examine the visual metaphors themselves, the construction of the senses and their relation to what we call an “anti-industrial agriculture discursive formation”. Our main concern is to discuss the role of visual metaphors in the visual construction of the environment and, more specifically, in the construction of the idea of a current environmental crisis. Our main theoretical and methodological background is discourse analysis (French school), since we turn to concepts such as discursive formation, interdiscursivity and intericonicity. We also work with theoretical approaches connected to ecocriticism and documentary film studies. The research corpus is composed by four documentary films: the Americans Food, Inc. and GMO OMG, the Brazilian O veneno está na mesa 2 and the French Bientôt dans vos assiettes. All the visual metaphors found in the films have evident persuasion functions, and some of them are used to overcome the filmic difficulty of “showing” to the spectators some invisible ecological problems like the toxicity of pesticides and herbicides or the growing resistance of weeds.

Id: 17729

Title: Comparative analysis of Irish and Uruguayan Third Level Media Students: New Media Affordances for Environmental Literacy

Session Type: Individual submission

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Abstract: When it comes to the environmental agenda, cultural artefacts such as literature and media texts have historically reflected and shaped the contested existing visions on the human-nature relationship (Hiltner, 2015; Parham, 2016), providing a space of commonality where meanings are negotiated with and within audiences. Given the long-term and worldwide impact of environmental crisis, which cannot be directly experienced, the media play an important part in informing the public about the topic (Höijer, 2010; Olausson, 2009; Čstman, 2013). As Beck points out when updating his diagnosis of environmental global risks (2009), communication and media activities play a role in this construction, (re) presenting the issues, channelling and disseminating voices on this shared topic, and framing it within a certain value system. The capability of the media to raise awareness and promote understanding of environmental challenges in particular leads to the notion of environmental literacy (Roth, 1992; Stibbe, 2009).

This paper draws on how the semi-peripheries of the world system (Wallerstein, 1979), connected by social networks of global online reach (Castells, 2013), can access contents that present this urgent conversation about the environmental challenges of development from different perspectives. The young public audience constituency is the most inserted in this form of media globalisation, protagonists of digital connectivity (Boyd & Ellison, 2008; Rust, 2016), and they are also the critical public for (re)-education, regarding the relationship between human and non-human nature (Čstman, 2013).

To explore these young people first-hand, recognizing their diversity as well as transcending the celebratory and apocalyptic interpretations of their consumption of new media, is a strategic focus. The objective of this study is to advance the understanding of the use of media by young people from two geopolitical regions, as they become informed and form a clear judgment about climate change alongside other environmental challenges. Specifically, exploring the under-researched question of what kind of role do online videos play in young university students' perception and evaluation of these issues across two semi-peripheral countries, namely Ireland and Uruguay. Three different aspects were assessed through self-report in the 15 items questionnaire of this exploratory study including: a) Type and extent of media consumption; b) Attitudes towards environmental protection and climate change as public issues; and c) Influences of media in knowledge and attitudes towards climate change.

The main findings include identifying video as a unifying category cutting through 'old' classifications of platforms and formats; reaffirming new media's centrality in their patterns of consumption, yet noting differences across countries between the expected role of media and media producers, while stressing the importance of western celebrities being influential voices across cultures with regards to environmental issues.

Id: 17752

Title: Framing Effects on Audience Segments: Confidence, Worry, and Information Sufficiency in the Context of Climate Change

Session Type: Individual submission

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Abstract: Segmentation analysis is a marketing tool that helps communicators target messages to specific audiences. Social marketers have used this tool to encourage positive change in beliefs, attitudes, and behaviors. These efforts include communicating about climate change (Wibeck, 2014), and recent applications of segmentation analysis have differentiated segments among publics in the United States, India, Australia, and Singapore (see Detenber, Rosenthal, Liao, & Ho, 2016). These segments differ in terms of belief that climate change is occurring, concern about its consequences, and motivation to do something about it, among other psychological and behavioral indicators.

The current study examines how segments of the Singapore public respond to messages that emphasize different levels of confidence in scientific understanding of climate change; it is a framing experiment that uses segment as a statistical covariate. The audience segmentation is based on previous analyses in other countries, but adds a more informational dimension. The segments of interest differ primarily in terms of negative affect and information sufficiency. Outcomes of interest include support for funding of climate change research, urgency of solutions, mitigation-related behavioral intention, and information seeking intention.

The theoretical bases of this study look to models of risk perception and risk information seeking and processing. Uncertainty is an important element of risk perception, and individuals tend to be more aversive to making decisions whose outcomes are difficult to predict (Conchar, Zinkhan, Peters, & Olavarrieta, 2004; Teigen & Brun, 1999) or beyond their control (McDaniels, Axelrod, Cavanagh, & Slovic, 1997). Uncertainty also affects feelings of information insufficiency, or individuals' beliefs that their current levels of knowledge are inadequate to pass confident judgment about an issue (Griffin, Dunwoody, & Neuwirth, 1999). Messages that emphasize or deemphasize

scientific confidence about climate change may have differential effects on worry and information insufficiency, particularly among different audience segments. Other potential outcomes include change in attitude and behavioral intention related to attenuating or avoiding the perceived risk of climate change.

The empirical component of this study will take place in February 2018. It will involve a repeated measures experiment using a Qualtrics-brokered online sample of 400 Singapore residents. Participants will complete the segmentation instrument and read two mock news stories about different aspects of climate change. The stories will differ in their presentation of scientific confidence (e.g., “99% of scientists agree” versus “not all scientists agree”). After reading each story, participants will complete measures of the dependent variables. Finally, participants will read a debriefing statement that describes the nature of the manipulation.

We expect to find that the effects of uncertainty interact with audience segment to produce different responses to messages about climate change. These outcomes can supplement models of risk information seeking and processing by showing experimentally the effects of audience predispositions. In addition, these outcomes may have practical significance by demonstrating effects of strategic messages on distinct audiences.

Id: 17807

Title: Communicating for Sustainable Consumption: Conceptual Explorations and a Research Agenda

Session Type: Individual submission

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Abstract: System theorist Niklas Luhmann once wrote that even the most threatening environmental problems will have no social effects unless they are addressed in communication. Communicating for sustainable consumption and production however is notoriously complex. While the importance of consumption and production for achieving sustainable development is widely shared and accepted, communication scholars and practitioners have struggled hard with the generic and systemic nature of sustainable consumption that makes it a seemingly fuzzy concept to communicate.

Communication of, about and for sustainable consumption is complicated by a number of characteristics: firstly, dominant framings that bear the tendency to reduce it to mere technological challenges or concerns of individual behavioral change. Communicating that this cannot be, and that sustainability challenges comprise social issues like inequality just as much as environmental challenges, has proved to be elusive. Secondly, promoting sustainable lifestyles is often seen as promoting individual behavioral changes, with little attention for the wider systemic aspects of such behavioral change. Thirdly, another challenge in communicating sustainable consumption is that many grassroots initiatives and local, regional, and country policies use different headings such as smart cities, sustainable transportation, slow food, dematerialization, and the circular economy in their efforts to promote sustainable consumption. This variety of labels creates obstacles for communicating an overarching and integrative conception of sustainable consumption and lifestyles and stimulating deliberation and exchange across these often only loosely connected social innovation niches.

In light of these obstacles, communication scholars and practitioners are challenged to find new ways and approaches to use the concept Sustainable Consumption as an umbrella term to create coherence between these initiatives. This presentation provides an exploration of the particular communication challenges associated with the concept of sustainable consumption and introduces an agenda for future research on communicating sustainable consumption for discussion. The research agenda emerged from an intensive one-year discussion process of an international group of scholars under the auspices of Future Earth, including also external validation and input through community forums (see <http://futureearth.org/communicating-sustainable-consumption-and-production>). With the presentation the working group aims to invite other communication scholars and facilitate discussion and collaboration on future research on communicating sustainable consumption.

Id: 17808

Title: The Story of Storytelling Effects in Sustainability Communication: A Systematic Literature Review on the Evidence-Base

Session Type: Individual submission

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Abstract: Sustainable development is a notoriously complex concept that integrates different dimensions (e.g. planetary boundaries and socio-economic foundations), topics (e.g. climate change, poverty, consumption), scales (e.g. spatially and temporally), as well as different normative assumptions (e.g. weak vs. strong sustainability). With these features, sustainable development is often considered a concept too ubiquitous and elusive to address and convey in different communication venues like science communication. At the same time, acknowledging that sustainable development requires participation and deliberation, communication scholars and practitioners are called upon to develop approaches that enable a broader public engagement with sustainability as a guiding idea for the development of societies.

In the search for new and promising approaches to reach new audiences and social segments in sustainability communication, the storytelling approach has received growing attention in the past years. Although it is awarded high potential, so far there are only a few projects in the area of sustainability communication that integrate this approach in a systematic and sound manner. At the same time, despite a great deal of practical interest (for example in journalism, corporate and health communication), there is a paucity of empirical research substantiating the effectiveness of the storytelling approach.

This paper addresses this gap. It reports findings of a systematic literature review on empirical effects (both quantitative and qualitative) of storytelling reported in the peer-reviewed journal literature. From an initial database sample of N=596 papers, we excluded papers that were not

empirical, not studying storytelling as a communication approach and/or not exploring effects of this communication approach on individual recipients. Our final sample of remaining papers was analyzed for definitions of storytelling underpinning the use of the approach, description of the storytelling approach employed, target audiences, study designs and methodological approaches used, and effects reported.

Our review finds that empirical research on storytelling is scattered across a high number of different disciplines and based on diverse understandings of the approach itself. It is addressed most prominently in the fields of public health/medicine and education. Among the most commonly reported categories of effects are attentiveness, motivation as well as memorization. Based on our review, we present a typology of effects of storytelling and discuss its relevance for the field of sustainability communication. We conclude by offering a critical reflection of study designs and research approaches, and an agenda for future work in the field.

Id: 17819

Title: The Public Face of an Epidemic Risk. Personalization of the 2014-15 Ebola outbreak in Norwegian and Danish media

Session Type: Individual submission

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Abstract: Several studies explore press coverage of epidemics (e.g. Dudo, Dahlstrøm & Brossard, 2007; Fung, Namkoong & Brossard 2011; Hansen, 2009; Wallis & Nerlich, 2005) or the interplay between scientific expertise advice and media coverage (e.g. Nerlich & Halliday, 2007; Hornmoen, 2011) and between government information subsidies and news coverage of health crises (e.g. Curtin, 1999, Nucci, Cuite and Hallman, 2006; Turk 1985). However, little research has been conducted on how news media's modes of personalization frame cultural understandings of epidemic risks. This paper analyzes media coverage of the 2014-2015 Ebola outbreak in West Africa which the WHO in August 2014 declared as a Public Health Emergency of International Concern (PHEIC). We ask: how was the Ebola outbreak personalized in Norwegian and Danish media through coverage of infected victims when the outbreak was claimed to be an international health emergency? Global risks tend to be 'invisible' or intangible (Beck, 1992), and news media adapt and display risk messages depending on type of media and editorial assessments of what draws attention. News media's tendency to report news items through stories with elements of drama may lead to amplification of risks and to a selectivity bias in the aspects of risks that are reported on (Covello 2010; Hornmoen and Andersen, 2015; Janoske et al., 2012).

Our sample consists of news reports and commentaries in different media types. In Denmark: the online editions of Politiken (daily broadsheet), BT (daily tabloid) and DR (the Danish public broadcasting corporation), and in Norway: Aftenposten (daily subscription-based newspaper), Nettavisen (online newspaper) and NRK (the Norwegian public broadcasting corporation). The sample is selected from one week following WHO's declaration of a PHEIC, and one week following the evacuation of a Norwegian health worker, and one week following the evacuation of Danish health workers who were under suspicion of infection.

We draw on a "culturalist" tradition within media studies (e.g. Carey, 1989), a perspective that allows us to take into account how cultural contexts and politics frame the understanding of disease outbreaks such as Ebola. We also draw on theories that emphasize how there is a strong tendency to represent suffering in an in- and exclusion perspective (Chouliaraki 2008, Andersen 2016, Pantti et al. 2012).

Our analysis identifies frames and narratives applied in the sample during the selected period. We not only pay attention to how explicit meanings are expressed, but also to the presuppositions underlying the portrayals of the victims, their hospitalization, medical treatment and recovery. In closer readings of salient articles, we analyze "process and participant types" (Fairclough, 1995), focusing on which participants in these texts appear as active agents and which appear as objects or 'patients' (in a linguistic sense). We will also analyze visual framings of key participants, focusing on the types of motives that characterize the visualizations of individuals, how use of angles in the

pictures create relations of power between depicted persons and the observer, and the character of the interplay between visual and verbal representations.

Id: 17836

Title: Complicating Communications for Ecology

Session Type: Individual submission

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Abstract: Ecology, as the study of interrelationships among living beings and with their environment, tackles some of the most complex processes, patterns and networks confronting science. Since its emergence as a field in the last century, its mission has been to map and explain complexity in useful ways. It is no surprise then that Ecology has regularly been at the forefront of scientific endeavour to increase stakeholder engagement, knowledge exchange and impact on public and political decisions (Enquist et al. 2017). This endeavour necessarily involves crossing boundaries that, often by default through such things as career pressure and funding regimes, have increasingly fragmented methods, languages and locations. One way of thinking about this process is as ‘translation’, a fundamental concept to communications scholars and recently popular in Ecology and other sciences. Even in its most limited form – that is, translation between languages – it is too important a practice not to deliberately and wholeheartedly adopt. When applied to the ecological sciences in its broader form – that is, as translation of knowledge to facilitate or impede understanding and agreement (Waisbord 2016) – it is central to all our futures.

Our attempt here is to intervene in the ways communication is understood and applied conceptually and in practice as pressure mounts to better translate ecological science for those who make decisions about theirs and others’ future. We do this in the face of a notable and confusing failure; the current distressing state of the Great Barrier Reef is the case study on which we draw to illustrate our argument. Focusing on a recent special issue on ‘Translational Ecology’ in the influential *Frontiers in Ecology and the Environment*, the journal of the Ecological Society of America, we analyse how ‘communications’ is now commonly represented and understood in such discourses, arguing that oversimplification of such a complex set of practices risks the core missions of both Ecology and Environmental Communications. We conclude by outlining how complexities within communications can be usefully embraced by Ecology to enhance its capacity to translate its research in ways that matter.

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Id: 17880

Title: El meme en medio del desastre: 19S, sismo en Ciudad de México. Un análisis de proximidad espacio-temporal

Session Type: Individual submission

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Abstract: En casos de desastres naturales, las sociedades generan una urgencia y emociones derivadas del rompimiento con su vida cotidiana a causa de estos fenómenos que las amenazan. Esto se refleja constantemente en los medios conectivos y es así como, posterior a la búsqueda desmedida de información sobre el evento, se comienza a generar una necesidad de producción y replicación de memes en una práctica por recurrir al humor que ayude al regreso a la normalidad frente a un fenómeno natural que marca de manera socio-histórica a un territorio y a sus habitantes. Así, al volverse los desastres naturales focos de atención mediática y vivencial, permiten las consonancias afectivas, convirtiéndose en rituales de interacción que sacan a relucir el funcionamiento, bueno o malo, de las instituciones del Estado y de la sociedad ante la angustia, el dolor, así como el miedo.

Así, para este trabajo se entiende por meme aquellas imágenes yuxtapuestas y breves audiovisuales editados, con poco texto escrito, pero contundente, que lo vuelve rico intertextualmente. Prevalece en ellos el tono humorístico que va desde lo extraño a lo grotesco, pasando por la parodia e ironía. Estos, circulan y se crean gracias al Internet en redes, blogs y páginas web. Son compartidos por voluntad los prosumidores -mezcla entre productores y consumidores usuarios de Internet-, otorgándoles a estos últimos una capacidad de agencia en su replicación y edición. Asimismo, contienen eventos, iconos o fenómenos conocidos y experimentados popularmente, como puede ser un desastre natural.

En estos contextos el meme, gracias al humor, le permite a la gente hablar de política y de sus consonancias afectivas de manera sintética en estas situaciones de crisis. El meme ayuda psicológicamente en el proceso que una sociedad vive posterior a un desastre, ya que se vuelve una herramienta comunicativa, la cual le regresa al pueblo la voz de decir lo que está viviendo y pensando. Como estudio de caso se tomarán aquellos memes creados con respecto al sismo del 19 de septiembre de 2017 que se vivió en la Ciudad de México y que fue considerado como desastre, haciendo con dicho corpus un análisis de proximidad espacio-temporal cruzado con los efectos generados por los rituales de interacción propuestos por Randall Collins (2009).

Id: 17914

Title: An Experimental Study of Effective Strategies for Responding to Rumors about Risks

Session Type: Individual submission

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Abstract: Background and Purpose

When people hear about risks such as natural disasters, infectious diseases, terror, and radiation, they tend to spread rumors. Now that so many people use social media, risk communication experts worry that the ease of spreading rumors could aggravate public distrust in government efforts to deal with risks. This study's purpose is to examine which strategies are more effective for responding to risk-related rumors. Informed by research in rumor psychology and risk/crisis communication, it explores three questions. First, what effects do different types of risk rumors have on people's trust in the rumor, intention to disseminate the rumor, and compliance to government recommendations? The two types examined are "wedge-driving" rumors, which serve to reinforce differences between rival groups, and "bogey" rumors, which refer to feared outcomes. Second, what effects do different rumor response strategies have on gaining people's compliance and reducing their intention to disseminate rumors? Based on situational crisis communication theory, the three strategies examined are denying the rumor, refuting it, and attacking its source. Third, are there possible interaction effects between types of rumor and types of rumor response strategies?

Method

An online experiment will be conducted during February 2018. Two risk topics, radiation exposure and infectious disease, will be examined with a between-subjects design: 2 rumor types (wedge-driving, bogie) x 3 government response strategies (denial, refutation, attacking the source). About 80 people will be randomly assigned to each of the 12 total conditions, resulting in about 960 respondents for final analysis. A major research firm has been hired to conduct the experiment among a nationwide sample of South Koreans. So far, a pre-test has been completed to check manipulated messages for the two types of rumor, the three types of response strategies, and the strategies' effectiveness. (Due to small sample size, this pretest used a within-subject design.) Pre-test results are reported in this abstract, and the main study's results will be presented at the conference pending acceptance.

Results

Manipulation check was successful for both risk topics. Respondents accurately identified the wedge-driving and bogie rumors, as well as the response strategies of denial, refutation, and attacking the source. Independent samples t-test showed the following results: for radiation exposure, respondents expressed significantly greater tendency to disseminate the wedge-driving than the bogie rumor; for infectious disease, respondents expressed more trust in the bogie than the wedge-driving rumor. For both risk topics and either type of rumor, refutation was perceived to be the most trustworthy and effective strategy.

Discussion

This study provides practical guidelines for risk managers to choose a proper rumor response strategy by considering types of rumors and risk issues. Its theoretical contribution is to integrate concepts from the fields of rumor psychology and risk/crisis communication.

Id: 17915

Title: Framing the U.S. Environmental Policy Agenda: Barriers to Public Understanding

Session Type: Individual submission

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Abstract: Forty years ago, the United States led the world in the development of environmental policy regulation. Since then, as with many Great Society policies, environmental protection has been steadily discredited as a shared public value. Frequent instances of public spectacle, such as withdrawing from the Paris Agreement, make it tempting to view our increasingly wicked environment problems as results of the current political context rather than a sustained political effort. That would be wrong.

In the 1970s, the U.S. began protecting environmental resources due to overwhelming public pressure brought about in large part by news media coverage of national environmental crises (Andrews, 1999). Since then, opinion research argues that U.S. environmental protection policy has stagnated because of partisan politics and an ambivalent public (American Views on the Environment, 2006; American Climate Values, 2014). My paper argues that this is not the case; rather, U.S. environmental policy stagnates as the result of a bipartisan environmental policy agenda that, aided by media frames, undermines the public's environmental policy values and perpetuates an unsustainable environmental protection agenda.

Counter to the dominant media frames that portray the U.S. public as conflicted regarding environmental protection, research on the environmental values of Americans finds overwhelming public support for strong environmental protection a public priority (Kempton et al., 1995; Gruber, 2003; Pew Values Study, 2012). Building on this work, my content analyses illustrate how the news media's reliance on false dualisms, both in reporting and polling, perpetuates the appearance of conflict between environmental protection and the public's policy agenda. For example, my research finds that news media regularly only report the results of opinion polls that frame an issue as a choice between environmental protection and economic security. Worse than simplifying the public's policy agenda, this limited construct, persistent over decades, ensures that the public has a false understanding of its own environmental policy priorities and no understanding of its options.

Id: 17927

Title: [Panel] From Hiroshima to Fukushima: Redesigning Communication Processes for Nuclear Crisis, Panel Description

Session Type: Panel Submission

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Abstract: In the post-cold war era, Just War Theory still rationalizes nuclear civilization to permeate military and commercialized nuclear use. Global citizens have been under the threat of nuclear weapons and the risk associated with the nuclear industry, which keeps saying “atomic for peace”. We should understand that war with nuclear weapons or peace with nuclear power plants has the same potential to damage peoples’ lives and destroy the environment.

Japan is the only nation in the world that experienced both an atomic bomb tragedy and a nuclear power plant accident. Our experiences should be used to abolish nuclear weapons and power plants all over the world. However, the environment of nuclear power is complex and yet to be resolved. Nuclear deterrence has been sustained by public opinion since the tensions in international relations among countries/regions have occurred in the world. This also happens in Japan under the recent nuclear threat from North Korea. Mass media covers such news every day. As a result, it has got public attention on the national security issues of Japanese society. The government strengthens crisis communication by building a warning system nationwide, so Japanese citizens have insidiously accepted the threat of nuclear weapons rather than oppose it.

There is a fixed pattern of media representation related to maintaining nuclear power plants in society. Japanese news media has tended to cover the nuclear power issue within the context of political economy by certain codes, including use for peace and regional development for justifying nuclear power as national policy. Consequently, the issue has not been widely spread nationwide. Rather the scope of issues is limited and the area where the general public argues is narrowed down. It only tends to be localized through regional media, so that it is disconnected from the national level issue and does not promote a broader sense of discussion including the non-nuclear power movement.

After the dropping of atomic bombs in Hiroshima and Nagasaki, only survivors have told of the incidents. It is a matter of course. However, this has promoted privilege of survivors. This tragedy has not been told in other countries through various forms of media such as movies and novels. With the decline of the bomb survivors, we should consider not only how to preserve this collective memory for future generations, but also how to disseminate the stories to obtain international empathy among global citizens.

In order to achieve a world of non-nuclear civilization, our experiences have to be connected with collective memory. In this sense communications among global citizens will be a key. Rather than the political economy, more diverse perspectives and comprehensive processes should be considered. Thus, this panel will present various studies related to nuclear civilization including archives, education, storytelling by the young generation, and community-sustaining media, and

discuss how we might be able to redesign communication processes in global communities under the nuclear crisis.

Id: 17929

Title: Comparative Research on Archive and Exhibition Design and Production with Respect to Nuclear Disasters as Media for Communicating Historical Facts

Session Type: Panel Submission

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Abstract: This research is aimed at analyzing archive and exhibition design and productions with respect to nuclear disasters.

I draw on concepts from content analysis methods of media studies and employ fieldwork and comparative analysis of archives and exhibitions related to nuclear disasters. In particular, this study focuses on the research archives and exhibitions of the Hiroshima Peace Memorial Museum and Park, Nagasaki Atomic Bomb Museum and Peace Park, and Ukrainian National Chernobyl Museum and Chernobyl nuclear power plants. These three areas have a different archive and exhibition methodologies as media for communicating historical facts related to nuclear power. I then compare these methodologies with other historical heritage sites and museums exhibiting controversial historical event, such as Auschwitz-Birkenau State Museum, which preserves and reconstructs historical buildings and places as they were; Ruhr Museum and Zollverein Coal Mine Industrial Complex in Essen, where the archives and exhibition includes a history of forced labor and Nazi collaboration; the International Slavery Museum in Liverpool, where archives and exhibitions include a history of the slave trade; and the United States Holocaust Memorial Museum, where archives and exhibitions include politically controversial facts.

These museums are very important cases to consider designing archives and exhibition related to nuclear disasters for communicating negative historical events; I would also like to highlight some important problems for discussion of controversial history. For example, information disclosure related to nuclear disasters tends to have political divisions. Generally speaking, when we talk about nuclear disaster, we need to pay tribute to victims. However, the budgets are usually limited, and drawing a line for victims with a degree of injury or damages is very difficult. Therefore, it is very important that archives and exhibitions related to nuclear disasters should be arenas for discussion, disagreement, and opinion that bring to light controversial historical events based on interdisciplinary research.

Id: 17930

Title: Co-creating a life digital story of an atomic bomb microcephaly patient in Hiroshima

Session Type: Panel Submission

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Abstract: In Hiroshima, it is urgent to inherit individual memories over the atomic bomb tragedy as the victims get old and pass away. There are digital archives that collect victims' photos, essays on the incident, and video testimonies, and store them in museums and online sites. However, such inheritance researches and activities are mostly focused on archiving. Now, we should consider who receives the experiences of victims and how. Receiving victims' experiences is not easy. Since the tragedy happened more than 70 years ago, it is difficult to imagine what exactly happened and have a sense of reality, especially for the young generation. To share the sense of ownership of History, it is not enough to passively sit back and watch testimonies on computer screens.

In this paper, I discuss an action research of a collaborative Digital Storytelling workshop conducted by me and a colleague Akiko Ogawa. In the workshop, participants made short slide shows about the life story of Mrs. Yoshimoto, who is an atomic bomb microcephaly patient in Hiroshima. Atomic bomb microcephaly is the symptom name attached to a person born with a physical/intellectual disorder because of his or her mother's exposure to the radiation near a hypocenter at the beginning of pregnancy.

Digital Storytelling is the self-narrative media practice about ordinary people's thoughts, memories, and experiences (Hartley and McWilliam, 2009). It started in California, U.S., in the 1990s and spread worldwide. Generally, the storytellers make video clips of a few minutes by editing photos, motion pictures, and their own narrations. We employed the self-narrative media form but arranged the production process in a collaborative way.

This two-day intensive workshop was conducted in May 20-21, 2017, participated by not only Mrs. Yoshimoto but also university students who became the co-creators. Twelve university students who attended from Hiroshima and Nagoya were divided into four groups of three people each, and they listened to her talks carefully. After that, each group wrote a script speculating about what kind of episodes and images should be used to represent her thoughts. After getting her approval, they recorded her narrations, and edited photos and voice-overs. Four digital stories were completed and uploaded to a website (<http://mediaconte.net/hiroshima/>).

By reviewing this workshop and analyzing their works, I examined what the youth discovered, and discussed the way and meaning of sharing victims' memories. The purposes of our program are to support a vulnerable victim to express his or her thoughts and to deepen young students' understanding of the actual life of a survivor. In this workshop, through the story co-creation activity, students successfully gave meaning to others' experiences and made sense of them. Making a story is an act of making meaning. Such activities facilitate people to understand others from their standpoint. Co-creation of digital stories provided the opportunity for the youth to realize what harm the atomic bomb had caused and the importance of life.

Id: 17931

Title: The Role of Community Media under Nuclear Emergency Conditions in Fukushima

Session Type: Panel Submission

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Abstract: It has been seven years since the Great East Japan Earthquakes and nuclear disaster hit the coast of Fukushima. As soon as the levels of radioactive pollution were deemed to have declined to acceptable levels, the evacuation orders were lifted one after another. However, due to fear of nuclear contamination and other personal reasons, few residents have decided to move back to their home, while others have decided to settle themselves in new communities. In addition, the amount of compensation received by families has divided residents. The residents' different support networks, their work situations and their attitudes towards nuclear contamination also have prevented people, who once lived in close-knit communities, from fully communicating with their friends and neighbors.

Community radios, both pre-existing ones along with temporary disaster FMs throughout the tsunami affected area, were expected to circulate the required information on evacuation, reconstruction, and everyday life soon after the disaster, as well as to encourage and unite people who were struggling to survive. The effort and contribution made by these stations have attracted the attention of numerous media researchers, who analyzed the roles and experiences of community radio during and after the disaster. Terada(2017) classified research on the disaster and community radio into six types: 1) organizational and operational differences between the community radio and the temporary emergency radio, 2) the description of practices of coastal disaster stations, 3) how outside radio stations helped to launch temporary radios, 4) the introduction of a framework of financial support, like the Japan Society and other private corporations, 5) problems in changing the temporary station to permanent ones, 6) the status of temporary emergency radio due to prolonged disaster conditions.

Despite the amount of research on community radio after the disaster, little has been focused on the effect of the nuclear disaster on these stations and listeners in Fukushima, and how the community radios have dealt with those problems. Matsuura (2017) interviewed community broadcasters in and outside of the disaster area, who broadcast to the community in which the nuclear power plants are located, and concluded that it has been quite difficult for most community stations to deal with the issues around nuclear energy. She pointed out two main reasons why they do not deal with this in their programs; they prevent conflicts among listeners and most listeners had never thought of raising the question on the radio.

How have the community radio presenters tried to deal with the problems, which threaten their communities? How have they encouraged listeners not to dwell on the differing effects of the disaster? In this presentation, by considering the interviews conducted with three community station masters in Fukushima, we will explore the possibilities and the limits of the role of smaller community media under nuclear emergency conditions.

Id: 17933

Title: How Can We Utilize Lessons from the Past': The Nuclear Power Discourse in U.S. and Japanese Education

Session Type: Panel Submission

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Abstract: This study assesses past studies and discourses on the historical justification of Hiroshima and Nagasaki bombings to guide consideration of problems existing in the current discussion of nuclear power-related issues.

There are always two sides to the use of the nuclear power, for or against, but they are usually complex. A personal anecdote may illustrate an example of such a justification. When I was in the US college history class, I had a hard time making headway as a Japanese when a majority of students' attitudes was that the dropping the atomic bomb was justified as only way to end the war. Yet, they were permitted to argue without historical material on the discussions leading to the decision to bomb. Still today, opinions are divided about the use of nuclear power as well, while there are fewer rational public discussions. The notable example recently is the use of nuclear energy for civilian use. It is painful to touch upon a controversial issue, and there is no bad or good answer here. Nonetheless, the debate over nuclear power is more crucial than ever. Considering current states of the risk, the discussion of nuclear power is an important one, scientifically, politically, and economically.

The purpose here is to guide the identification of common ground for productive conversations, discussions, and communications of the controversial social debate about the nuclear power use, in academic fields of humanity. In order to do so, this study analyzes the past discussions and arguments to consider the way to communicate sensitive social issues about atomic power. This study especially focuses on reviewing previous literature and studies in education to reevaluate what has been said so far in the U.S and Japan. Both countries have different experiences and attitudes towards the use of nuclear energy. For instances, discussing the use of nuclear energy for civilian use is one of the sensitive social issues in Japan as it is the only country experienced the atomic bomb and nuclear disaster. On the U.S. side, the nuclear power debate concerns the controversial too, but their attitudes towards the issues are definitely different from the Japanese one and tend to pragmatic orientation. As previously mentioned personal anecdote exemplified, there are some people in the U.S. believe that the use of nuclear power would be justifiable if it is necessary regardless of the purposes.

The question is how we should touch the controversial issues related to the usage of nuclear power. There, communication becomes essential. Revisiting the previous discourses can help us utilize lesson from the past and encourages us to conduct more rational dialogue regardless of positions and views concerning nuclear-related issues.

Id: 17965

Title: Ministers, hacks and handlers - the competition to frame climate change

Session Type: Individual submission

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Abstract: Media coverage of climate change has attracted much scholarly attention, because the extent of such coverage has an agenda-setting effect, and because the ways in which the coverage is framed can influence public perception of, and engagement with the issue. However, certain gaps in our understanding of the processes whereby such coverage is produced remain. The competition among strategic actors to influence media framing strategies is poorly understood, and the perspectives of journalists and editors is largely absent from the literature. With a view to advancing our understanding of the “frame competition” around climate change, and to presenting the perspectives of journalists regarding climate change as a journalistic topic, this work presents an in-depth case history of media coverage of climate change in Ireland from 2007-2016. Firstly, the extent of media attention for climate change is established, and the way in which such coverage is framed is also examined. Through a series of semi-structured interviews, including rare and privileged access to government ministers, their media advisors and journalists and editors, the contest to establish a dominant framing is uncovered.

Id: 18000

Title: Connecting to Nature through tech' The case of the iNaturalist app

Session Type: Individual submission

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Abstract: Even though technology has become a constant presence in our everyday lives, intermediating our relationships with others and ourselves, something that remains less explored is the role that new communication technologies play in our connection with the natural environment and other species. In light of a recent explosion of mobile apps that are described as tools to help people find nature and identify it, and share and enjoy the wildlife they encounter (Brigida, 2011), an important question remains unanswered: What does it mean for people to interact with the natural environment using a mobile phone? Moreover, considering that every conception of nature, from Garden of Eden to Spaceship Earth to Gaia is an artifact (Deese, 2009), what understanding of "Nature" is being constructed through these practices?

Following an approach informed by media studies on wildlife photography and film, and science and technology studies, as well as borrowing from citizen science literature and environmental studies, this paper argues that these mobile applications sit at a tension: on the one hand, they can ignite interest in nature but, at the same time, they can also have the effect of further distancing individuals from it by reinforcing the human/nature divide that characterizes Western thought, and enthroning an epistemology of the natural environment that is particular to the natural sciences (Haraway, 1991). Furthermore, while its use might make people more attuned to the vibrant matter around them, it can also perpetuate the conceptualization of nature as a spectacular commodity, a shimmering image meant to be consumed (Helmreich, 2011).

To study the phenomenon empirically, this original research explores people's concrete experiences of mobile-mediated nature by focusing on a particular popular platform, the iNaturalist app, which aims "to connect people to nature," meaning "getting people to feel that the non-human world has personal significance, and is worth protecting" (iNaturalist, 2016). However, their secondary goal is "generating scientifically valuable biodiversity data from these personal encounters," which they believe can be achieved simultaneously with their primary goal in a self-reinforcing logic. Using traditional ethnographic methods (participant observation and semi-structured interviews with users, as well as content analysis of the iNaturalist site), this paper analyzes how this app is shaping people's conceptions of animals and the natural environment in the context of the Los Angeles area, and how those can be characterized. Lastly, it discusses the implications that these practices can have for environmental sustainability.

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Id: 18021

Title: Stop the frack! How successful public relations activities of a local environmental action group prevented hydraulic fracturing at the Baltic Sea.

Session Type: Individual submission

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Abstract: The paper presents findings of a content analysis of the public relations (PR) activities of an environmental action group against hydraulic fracturing (fracking) in Germany and analyzes how the mass media covered their activities nationwide.

In the months between January and June 2016, a community driven protest group located at the Baltic Sea, Germany, successfully prevented the installation of hydraulic fracturing in a region, where energy production was largely invisible until 2011 (Wodridge, 2018), using methods of public protest and grassroots PR.

In general, public acceptance is crucial for the implementation of new energy technologies (Costa et al., 2017). PR activities of both corporate and environmental activists play a significant role in shaping the public discourse. Supporters promote fracking as a sustainable, flexible, and affordable technological revolution (Gong, 2018), while opponents, point to the ecological, financial, and even social risks for communities and the resources on which they depend (Short & Szolucha, 2017). Studies identified the public discussion as an interpretive policy issue (Dodge & Metze, 2017), often with a lack of congruence of both experts and civic opposition (Pearson & Lynch-Wood, 2017), and an unbalanced reporting in the media (Author, 2016). Especially non-governmental organizations (NGOs), social movements and environmental action groups employ new strategies (Thrall et al., 2014) and a diversity of communicative tactics (Jeppesen et al., 2014) to gain attention (Skillington, 2016). The use of social media platforms is crucial when it comes to internal organization and winning public support (Cmeciu & Coman, 2016). Sometimes these action groups are deeply entangled with the media (Benford & Snow 2000). However, there is a lack of research concerning the mechanisms of how non-profit environmental groups reach their goals in such a short timespan. In light of this, our research questions asked:

RQ1: How did the environmental action group in focus raised the attention of the media and the community?

RQ2: How did the media covered the topic?

We used the framework of Moscovici's (1973) Social Representations Theory (SRT) because related studies demonstrated their value in terms of its contribution to a better understanding of socio-technical change (Höijer, 2011; Upham et al., 2015). A qualitative content analyses of all print, TV, and radio broadcast coverage on the issue (N=45) was combined with personal interviews of members of the action group. Findings show that the corporates activities were seen as a major threat to the community and to the eco-friendly image of the region. Second, the group successfully established a negative symbolic coping of this threat through their social-media activities that fostered the community's social identity. Third, with guerilla communication activities, the group raised media attention and stirred fears with the corporates stakeholder. The

media reports about their activities had a significant influence on the company's decision to stop their fracking activities.

The paper contributes to research on non-profit organizations in the field of environmental communications. The paper demonstrates how SRT can be used to analyze non-profit PR activities and addresses practical recommendations for other non-profit organizations.

Id: 18059

Title: Are Hospitals our friends? A study on the role of hospital organizations' facebook in periods of public health alert

Session Type: Individual submission

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Abstract: On January 15, 2016, the Portuguese Directorate-General of Health (DGS) issued the first press release on a potential outbreak of the Zika virus in Portugal, which was amplified in various media. Although Portugal is a low-risk country, on January 28 there were already 6 confirmed cases, all imported from South America.

Public health issues, especially if associated with emergencies such as pandemics, are the subject of great media attention. Often treated in a sensationalist way, news about diseases, outbreaks and epidemics have the power to induce information-seeking behaviours - about symptoms, treatments, cases, deaths - in both mainstream and online media. In addition to traditional media, websites, blogs, and social media are today an important source of information. However, several studies have shown that individuals often question the quality of shared information online and the credibility of those who argue in health forums (e.g., Eastin 2001, Craigie et al 2002, Griffiths & Christensen 2000).

In this paper we assume that hospital organizations, given the nature of their mission in society, are a reliable source of health information. Therefore, that it is expected to hospitals to produce quality content, both in relation to health issues in general, as in relation to issues of emergency in public health, as the Zika virus. According to the World Health Organization (WHO) survey, in 2015, in the European Union, health organizations in 81% of Member States used social media to promote integrated health messages in public health campaigns, and in about half of the countries, it was used to make emergency announcements. In this context, the hypothesis that guided our study is that Portuguese hospitals follow this European tendency, using Facebook to communicate and interact with its patients and followers on issues of health in general, and on the subject of the Zika virus in particular.

This paper is divided into two main parts, literature review and empirical application. Firstly, based on health communication literature, we discuss the trends and challenges faced by hospital organizations in the management of communication in social networks. In the empirical part, through the content analysis of the posts and interaction in the Facebook pages of 29 hospital organizations, in the course of the outbreak Zika in Portugal, it is discussed the potential of digital networks, in period of public health alert.

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Id: 18066

Title: Uses of social media during the 2017 flood in Makurdi, Nigeria: Implications for environmental sustainability

Session Type: Individual submission

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Abstract: Floods affected significant parts of Makurdi between August/September 2017 and caused a humanitarian crisis due to the number of people displaced, property destroyed, livelihoods lost and farm lands submerged in water. This disaster questioned the environment/sustainability policies of the government as well as the Corporate Social Responsibility (CSR) of big businesses (cement factory, brewery, telecommunication, petroleum marketing, banking, etc) located in the state because Makurdi was flooded back in 2012 as well, has poor drainage and is located on the banks of the River Benue. Given this scenario, the study interrogated the uses of social media (Facebook and WhatsApp) by Makurdi residents during the flood. Using face to face interviews (qualitative approach) with 236 purposively selected social media users in Makurdi, the study found that: a significant number of respondents used social media to send (or post) pictures/videos about the destruction and human suffering caused by the disaster; kept in touch with friends and family; issued cautionary messages; questioned the charity of churches/religious organizations; shared/analyzed responses by government officials about the disaster; criticized government action/inaction, spread news about relief efforts; commented on activities at the camp for Internally Displaced Persons (IDP) and; posted updates about the current flood situation. The nature of social media enabled users to generate and share significant amounts of content (still pictures, videos, texts and voice messages) about the disaster thus supporting the concept of active participation in the dissemination of information, as opposed to being passive recipients. Furthermore, with relative “anonymity” on social media, users expressed themselves without fear and as the “fifth estate of the realm” (via social media) were critical of government, with the power to “hold government accountable to the people” regarding environmental sustainability. Finally, social media enabled ordinary people generate and distribute content, which drew attention and “set the agenda” on issues which may never have been heard in the mainstream news media.

Id: 18115

Title: Applying the Theory of Planned Behavior: Predictors of public Genetically Modified Foods (GMF) consuming intentions in China

Session Type: Individual submission

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Abstract: Genetically modified foods (GMF) is a byproduct of advances in biotechnology for the past decades. Currently, China is one of the leading countries in research and development on agricultural biotechnology. Despite advances in domestic GMF research, demand for such products in China is poor. Based on a survey of more than 9,000 online users in China, 87% were unwilling to buy GMF due to safety and ecological concerns (Wu, Lyu, & Wu, 2015). Although several studies have investigated the attitude and behavior toward consuming GMF in China (e.g., Zhang et al., 2016), few has approached it from a health and science communication perspective. Incorporating communication factors into the Theory of Planned Behavior (TPB), this study aims to examine the influence of TPB variables (i.e., attitude, subjective norms, perceived behavioral control), and communication factors (i.e., media attention, interpersonal discussion, and elaboration) on public intentions to consume GMF in China.

Self-reported online survey was employed as the data collection method. All variables were measured by adapting previous studies' instruments. Survey data was gathered in three universities in the southwest of China during early October, 2017. After a few rounds of snowballing recruitment processes, the survey collected 467 valid respondents. The average age of the respondents is 20.69 years old ($M=20.69$, $SD=4.02$), and majority of them are female (61.0%).

Hierarchical regression analysis indicates that attitude, subjective norm, and perceived behavioral control are positively associated with GMF consuming intentions. They suggest that Chinese people are more likely to intent to consume GMF if they hold a positive attitude toward it, perceive a favorable subjective norm, and feel it is within their control. The influence of media attention and interpersonal discussion on GMF consuming intentions was moderated by elaborative processing. That is, among individuals with high media attention, those who engage in high news elaboration were less willing to consume GMF than those who engage in low news elaboration, whereas the difference was negligible among those with low media attention. Moreover, among individuals who engage in high levels of interpersonal discussion, those who engage in high elaboration were more likely to intent to consume GMF than those who engage in low elaboration.

As one of the first studies to investigate the public behavioral intention toward GMF from a health and science communication perspective, the findings of this study could enhance our understanding about factors affecting people's intention to consume GMF, especially in the context of China. Since GMF has been spread in many countries such as United States and Indonesia, the results can also shed light on the understanding public intention to consume GMF in other context. Besides,

using GMF as a context, this study attempts to make a significant contribution to the existing science and health communication literature. Practically, the findings of this study may benefit the development of strategies to promote GMF consumption.

Id: 18138

Title: (Re)storying Sustainability The use of Story Cubes in narrative inquiries to (re)imagine sustainability

Session Type: Individual submission

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Abstract: To understand environmental communication in a broad sense as all processes of communication for sustainable development, there is the need for a methodological openness and innovation and, therefore, a mean to systematically gather, analyse and represent peoples personal stories. Narratives offer storied ways of knowing and communicating (Hinchman & Hinchman, 1997), and, thus, have always been a key feature in media and communication research. In our contribution, a new version of a “narrative inquiry“ is introduced to capture reflexions on experiences of sustainability over time. We perceive storytelling as an action (Pileggi & Morgan, 2017). Using Rory’s Story Cubes® (dices with pictograms) we stimulated 35 interviewees from various cultural backgrounds (Asian, European, Anglo-American) to “story” sustainability related life events into order and meaning. Our evaluation of the interviews focused on the story as a whole, which was then linked to the individual biographical background to understand motives and moral frameworks for (un)sustainable behaviour.

In our project and contribution, storytelling as a method is conceptualized as a co-construction of meaning between the researcher and the participants. However, so far, mostly photographs have received the greatest attention in image-based social research as a visual medium (Proser, 1998; Bryman, 2016). Our new approach of using story cubes as “visual material” is linked to a general post-modern, social constructivist research approach. This concept goes back to a feminist research tradition, in particular to Pink (2001), drawing attention to a reflexive position on power and equality of positions, which entails attention on the impact of the researcher as well as on what the visuals incentives reveal. .

With this specific form of a narrative inquiry, we go beyond existing (auto)ethnography a genre of autobiographical writing (Scott-Hoy, 2002, 276). By linking the story back to the individual biography and enabling a process of reflection within the interview, we seek to undermine not only

the dominance of social acceptable or desirable positions but as well the bias of dominant paradigms and established definitions of sustainability in general.

Furthermore, we want to point out and emphasize that storytelling as an innovative research method and supported with visual materials like story cubes constitutes research as a dynamic process of interaction and “reflexive conversation”. Therefore, it represents sustainable communication itself.

To sum it up: The narrative knowledge constructed through stories helps to make sense of the ambiguity and complexity of human lives facing challenging environmental issues like climate change and sustainability as a socio-political concept and individual mind-set. Narrative analyses are not new – but combining it with the “how” a story is told as well as the “storied biography”, we can work out communicative patterns as well as contradictions within sustainability communication.

For the conference, we want to put this innovative form of a narrative inquiry up for discussion: We believe that stories firstly help to (re)imagine sustainability and, secondly, represent sustainability communication as critical thinking and process of reflecting on contradictions.

Id: 18140

Title: How can we tell an inconvenient truth? How PR-people, journalists, v-/blogger and instagrainer describe their contribution to sustainable development in the climate crisis

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Abstract: In today's media society, sustainability has established as socio-political concept as well as moral framework; nevertheless, we seem to just begin to get to grips with the gravity of the challenge of communicating sustainability – or communication for sustainable development. To understand sustainability communication from a transdisciplinary point of view (Godemann & Michelsen, 2011; Allen, 2016) in an evolving online atmosphere, we need critical methods involving future methods like intervention research (Lerchesteher & Krainer, 2016) and story tracking with narrative interviews (Brodschöll, 2003; Weder, 2018). In particular, because the concept of sustainability itself is marked by emotion, insecurity and an increasing complexity, mainly because of hegemonic (corporate) voices and related communication products like advertisements. In our empirical studies we asked various communicators, PR-professionals, journalists, v-/blogger and instagrainer in Central Europe (n = 25 in 2009; n = 25 in 2017) to tell the stories they relate to sustainable development and discuss the potential and barriers in communicating about and for sustainable development – in particular in public media. There are several contradictions, that could be worked out, like economic interests of media corporations which stand against the concept of sustainability; the same problems were articulated concerning the short-term orientation of the media vs the long-term perspective of sustainable development. As well, the interviewed communicators are confronted with “active passivity” and ignorance of the public when it comes to climate change as sustainability related issue. In principle, it seems to be virtually impossible to communicate about an inconvenient truth. By knowing about the selectivity of the interviewed communicators as the major limitation of our study, the sustainability issue seems to challenge communicators from PR professionals to instagrainers. It not only marks a new type of “content” that has to be communicated. Much more, sustainability is a complex socio-political concept, an intrinsic social value and as such “not made for public media”. However, in the opposite to journalists, which feel “trapped” in the media logic as described above, blogger, vlogger and instagrainer realize that with their sustainability communication and by offering reflexivity on existing paradoxes and contradictions they contribute to sustainable development as well.

Id: 18170

Title: Community action for sustainable environmental management: framing the mediated discourse of Umuganda in Rwanda

Session Type: Individual submission

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Abstract: In the East African region, Rwanda is a key player in environment management. Appropriate legal, policy and institutional frameworks are in place positioning the protection and management of environment and natural resources as one of the pillars of the country's 2020 Vision. Existing institutional frameworks allow for effective cascading of environmental policies and responsibilities from the national to the grassroots level.

A notable effort in environmental protection and management in Rwanda is the Umuganda (community action) which dates back to the colonial period. Umuganda is a celebrated site of discourse offering an insight into how home-grown initiatives can effectively generate narratives in support of campaigns aimed at mitigating environmental risks and fostering unity and justice in community development. The monthly community activity receives appreciable news media attention partly because of its ability to marshal human and institutional action for a common good and partly due to the profile of participants and messages communicated during the Umuganda Day. Due to its perceived success in mobilizing action for environmental sustainability and the greater goal of building a cohesive society, the Umuganda initiative has been hailed as a first for Rwanda and efforts are already being seen in 'exporting' it to neighbouring countries, for example Uganda and Kenya especially during Rwandan events celebrated by Rwandans in the diaspora as well as during peace-keeping efforts by Rwandan soldiers.

This study seeks to unpack the Umuganda phenomenon as represented by the news media in Rwanda. Departing from the news media framing, agenda-setting and social mobilization theoretical perspectives, I argue that the frames presented in the mainstream print media stories on Umuganda and its environmental management efforts can have positive implications for environment protection and management campaigns. The rhetoric resident in messages communicated during the community work no doubt presents a fertile ground for analyzing thematic frames that set an agenda for a positive approach to environmental protection and management through concerted efforts by those mostly affected by the potential risks of inaction. The overriding question is: how does social mobilization through Umuganda afford the potentiality of environmental consciousness through news media messages and opinions of Rwandans and other players in the initiative? To respond to this question, the way the Day is positioned in media discourse and contributions of different voices in the execution of the environment management tasks during this Day are critical.

Besides, how news media frames the initiative and its perceived success may coincidentally position Rwanda as an environmentally-responsive nation and example to emulate. It may also present an opportunity for research on community mobilizing as a form of environment communication endearing environmental consciousness among members of a society.

Id: 18175

Title: Climate Change, Communication and Culture: Debate, Discourse and Emerging Realities

Session Type: Individual submission

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Abstract: In an age of accelerating climate change, the impacts of which are largely experienced locally, mediated information and explanations about the environmental phenomenon are communicated to global publics in large part through expanding media spheres that reach across the world. Social and cultural constructions of climate change, therefore, have significant import for global (and local) public understanding of experiences and probabilities. And yet little is known of the constructions of such interfaces of mediated discourses with powerful institutions, actors, and citizens.

Our research applies a cultural and comparative lens to examine journalistic discourses about climate change and its related concepts; we ask how these are communicated and explained to global publics -- and explore their influence on local audiences. This research is part of a larger work that examines narratives of climate denial and those of intractable realities, mediatized migration as climate refugees increase in number when lands become untenable for human survival, local media coverage of climate change impacts, institutional and organizational variables that operate to keep climate discourses out of public view, and factors that impact the production of media messages that accurately inform public understanding of the deep challenges and potential solutions to resiliency in the face of climate change.

Our research indicates that current adherence to elite lines of debate surrounding climate change exacerbate gaps in public understanding and that current news reporting must dramatically change in order to examine solutions to current and future problems. In addition, our work suggests that journalism education must also change in order to inform climate change newsroom entrepreneurs who adequately understand the issues, science and urgency behind the global environmental phenomenon. Innovative journalistic practices that promote production of compelling multimedia news stories to reach and capture global publics need to more accurately convey and contextualize

complex environmental phenomena. The conclusions pose challenges for news production routines that often fail to address emerging realities of migration and abandonment in critical narratives, and also interrogate discursive practices that portray concepts such as resiliency, adaptation and migration in mediated arenas controlled by commercial and corporate media conglomerates that depend on advertising from real estate, automobile, construction, fossil fuel, transportation and other industries that generate high carbon footprints.

Id: 18179

Title: The view of nature and environment of Japanese youth: Exploring the audience frame and narrative for environmental issues in Japan

Session Type: Individual submission

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Abstract: The purpose of this study is to discuss the view of nature and environment of Japanese youth and explore the audience frame and narrative for environmental issues in Japan. Also, with the results, the author tries to reconsider the media frame and narrative for the environmental media coverage. The National Institute for Environmental Studies(2016) in Japan conducted a nationwide opinion survey about environmental issues in 2016 and reported 39.6 percent of the respondents answered that journalists and pundits in mass media are the most trustworthy sources for environmental issues. Comparing to that only 11.2 percent of the respondents answered blogs and social networking sites written by scientists and scholars of universities and research institutes are the most trustworthy source for the environment issues, mass media still has its important role to inform the environmental issues to the public. Kawabata (2015) reviewed survey and research results about Japanese view of nature and environment and proposed the new frames for the content analysis of the media coverage about environmental issues in Japan. According to Scheufele (1999), media frame is the interpreted selection from the mass media, and audience frame is a version of reality built from personal experience, and interaction with their peers. Therefore, not only media frame but also audience frame should be examined in the frame analysis. Also, some media frame researchers mentioned that cultural factors should be more considered in the analysis. Xie (2015) argued many issue-specific frames underscored the necessity to offer a culturally situated and diversified picture of climate change communication. In this study, the author conducted the depth interviews of Japanese university students and explored their view, personal experience and interaction with their peers about nature and environment in detail. With the result, the author analyzed the audience frames of Japanese youth for the nature and environment and compared them to the media frames including those proposed by Kawabata (2015). In conclusion, the author discussed the media frame and narrative for nature and environmental issues in Japan with consideration for cultural factors for further research.

Id: 18218

Title: Media Analysis of Hydro-Policies for Climate Resilience in Israel: Depoliticisation Desalination Discourse (1989-2016)

Session Type: Individual submission

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Abstract: This paper uses a climate-resilience perspective to analyze contesting discourses over 'sustainable' hydro-policies in Israeli newspapers, showing how a climate-resilience perspective contributes to our understanding of processes of depoliticization of environmental risk by the news.

Originating from ecology, the resilience approach is a way of conceptualizing and analyzing systems and communities' reaction to and ability to recover from external shocks and disturbances. Resilience research asks: how does a community cope with environmental stress and how does this stress cause change? Recently, critical ecological resilience has started addressing its political aspects and discursive elements, by not only studying resilient 'from/to what' but also 'by/for whom'? This paper incorporates these questions into communication studies, asking: how is this process mediated? Or, what is the media's role in shaping debates and discourses about climate resilience and sustainability?

Utilising a climate resilience perspective, this presentation will introduce initial findings from a longitudinal analyses of newspapers coverage of droughts in Israel during 1989-2016, through discourse analysis of hundreds of articles published in Yediot-Aharonot (the most popular daily paper) and Haaretz (an elite broadsheet). The time period analysed includes the long droughts of 1999-2001, 2004-2011 and 2014-2017, which brought Israel to develop its large-scale seawater desalination operation - nowadays contributing 80% of Israel's domestic water consumption (~40% of total consumption). During these drought years, desalination was presented in the news and by governmentally sponsored television advertisements as the leading solution to the country's water crisis and for achieving climate-resilience for water sources. Yet, desalination is regarded within academic and professional debate as a "game-changer" of the hydro-political landscape: besides promising a steady water supply, it has long-term implications including environmental, health, economic, political and geopolitical (Feitelson & Rosenthal, 2012; Swyngedouw & Williams, 2016). Given the complex implications of large-scale desalination, it is questionable whether it is a sustainable solution for climate change induced water scarcity.

By using the climate-resilience perspective to explore Israeli news discourse of Hydro-policies, this paper asks what kind of resilience to the effects of climate change derives from desalination, and what was media's role in the policy debate leading to its implementation? How were the competing environmental, economic and (geo)political aspects of desalination presented in news discourse? More specifically, which elements of the coverage contribute to depoliticisation of competing

voices and policies? How did the Israeli newspapers cover the causes and implications of these droughts and their solutions changed over the years?

Preliminary results indicate that four competing discourse-coalitions were presented in the press: Nationalistic-Agricultural, Economic, Environmental and Local-Social, each offering different paradigms for understanding the origins of water scarcity and possible solution for it. Integrating insights from political geography (Swyngedouw, 2015) with critical writing on ecological-resilience (Matyas & Pelling, 2015; McGreavy, 2015) to analyse Israeli news discourse of water scarcity and hydro-policies, this paper joins with calls for the politicization of environmental communication news research (Maesele, 2015; Maesele & Ræijmaekers, 2017) while introducing the analytical perspective of climate-resilience.

Id: 18241

Title: Reimagining Sustainable Water Consumption: discourse analysis of eight television infomercial campaigns from Israel (2008-2018)

Session Type: Individual submission

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Abstract: This paper asks, what can we learn about changes in sustainable water discourses by comparing the changes in strategic (national) campaigns aiming at reducing water consumption over the years?

The reality and threats of climate change has led to public awareness campaigns, in the form of advertisements, television infomercials and public education operations, aiming to change attitudes and behaviours of water consumption. These strategic campaigns range from focusing on drinking water quality or pollution, legislation and infrastructures, water management by the suppliers and more. They often focus on attitudes, behaviours and perceptions at the level of the households and aimed at more knowledgeable consumption (Herve-Bazin 2014). This is particularly the case in arid countries or regions with underdeveloped infrastructure, where campaigns tend to target reducing consumption and promoting more sustainable water usage.

Researchers have shown that a wide range of cultural representations of water are deployed in such campaigns (e.g. seed growth, rituals or medical use) and shown how these can influence behaviours (Moser et al. 2005), and people's capacity to interpret other related environmental issues (De Vanssay 2003). Being aimed at a broad audience, these campaigns can be seen to reflect what was considered by their producers (i.e PR agencies and water suppliers) as the most effective ways to raise awareness about water sustainability and reduce consumption at a given time. What can we learn from these campaigns about how sustainability has been re-imagined along the years?

This paper is comparing 22 television infomercials from eight separate campaigns, produced by the Israel Water Authority (IWA) during a period of 11 years (2008-2018). These campaigns have been supported by other means, such as: price raise and introducing fines, door-to-door canvassing and outdoor advertising. During this period the Eastern Mediterranean region suffered the longest and driest drought of the past 900 years (Cook et.al 2016), and Israel specifically experienced two long draughts in 2004-2011 and 2014-2017. By using critical discourse analysis (textual and visual) we identified the main messages from each campaign and the discursive strategies that were used in order to promote sustainable consumption, asking how the concept of sustainability changed between each campaign. By looking at specific symbols, we gain an insight into reasons used for justifying 'why we should be sustainable'.

Preliminary results indicate that a variety of competing strategies were used by the IWA: fear and hope, bio-centric and anthropocentric, legalistic and economic. Different discourses have been

presented in order to reason sustainability, mainly nationalistic, religious, economic and anthropocentric. Our findings shows that while the first campaign (2008) started by talking about climate-change, newer campaigns did not connect local water stress to global climate-change; while the last (2017) used only bio-centric discourse.

The paper's contribution to knowledge is twofold: 1) it contributes to empirical research on areas that have been understudied: visual environmental communication (Hansen & Machin, 2015) and environmental communication in non-western counties such as Israel; 2) by offering a longitudinal method for mapping the significant variations over time of environmental and sustainability discourses at a national level.

Id: 18263

Title: Diálogo de saberes entre los actores ambientales de los territorios y los actores de la producción académica.

Session Type: Individual submission

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Abstract: El proyecto Comunicación y medio ambiente: una mirada geopolítica de la producción en un campo de investigación, parte de un proceso de investigación de 9 años, se planteó con el objetivo de integrar los conocimientos de los actores clave de la producción académica y los gestores ambientales en los territorios de estudio, generando un espacio de discusión permanente sobre el campo de la comunicación y el medio ambiente en Latinoamérica.

Una de las preguntas clave fue sobre los ejes temáticos que se identifican en la relación comunicación y medio ambiente en América Latina, en la interacción academia y gestores ambientales. Para abordarlo, se realizaron las siguientes actividades:

- Taller en el XIII Congreso de ALAIC: comunicación y medio ambiente: discursos, encuentros y desencuentros.
- Taller en la BUAP – México. para compartir con los integrantes de la Red de Estudios en Comunicación Ambiental y Participación social.
- Coloquio en la Universidad Iberoamericana de Puebla (México) a realizar un conversatorio sobre las investigaciones realizadas.
- Coloquio en CIESPAL Quito: Diálogo de saberes en Comunicación y medio ambiente: una mirada geopolítica de la producción en un campo de investigación.

Espacios de encuentro entre investigadores y gestores, para taller analizar con carácter crítico el enfoque de la academia en Latinoamérica en las temáticas, aproximaciones e incidencia en las problemáticas ambientales de la región y la construcción del conocimiento situado, evaluar qué tanto se han abierto espacios para otros saberes, cuáles son las motivaciones al elegir trabajar temas ambientales, la incidencia en la transformación de políticas o elementos culturales que aporten a la solución de las mismas.

Se contó con la participación de investigadores de Costa Rica, Perú, Ecuador, Bolivia, México y Colombia; con los cuales se compartieron las categorías trabajadas en nuestro proceso de investigación, concluyendo que funcionan para los problemas ambientales encontrados en estos países; la fisura en la relación ser humano naturaleza, la negación o falta de análisis de los factores políticos y económicos que influyen en la crisis ambiental, el consumismo y la invisibilización de procesos de consumo consciente que se une además a la manipulación de la responsabilidad social ambiental de las grandes empresas; lo anterior finalmente propicia que la ciudadanía esté mal informada y realice acciones paleativas considerandolas suficientes para evitar el aumento de su huella ecológica en el planeta. Por estas razones también se concluye la necesidad de seguir

trabajando desde la educomunicación ambiental pero aumentar los procesos que procuren el cambio consciente de hábitos en pro de una ciudadanía ambiental.

El Grupo de Trabajo de Medio Ambiente, Ciencia y Comunicación de Riesgos plantea debatir sobre los roles de comunicación con los medios en crisis y desastres ambientales y el activismo medioambiental y científico y nuevos medios, entre otros; a los cuales esta investigación y las anteriores con experiencias sociales, aportan desde el diálogo de saberes que permite generar estrategias para Reimaginar la sostenibilidad, desde lo propuesto por las comunidades y lo reflexionado y propiciado por la academia.

Id: 18346

Title: Environmental Journalism in the perspective of communicational ecosystems: alternative reflections for sustainable life

Session Type: Individual submission

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Abstract: This paper proposes a reflection on a new journalistic doing and the role of environmental journalism in the perspective of Communicational Ecosystems. It also emphasizes the urgency of a sustainable society, using the ancestral knowledge of the first people who lived in the country – the indigenous people from Brazil.

The processes of extractive exploitation and the mercantilist mode of production practiced for centuries have taken to a predatory exploitation of the natural resources that remains until today causing scarcity, too much environmental degradation and several negative consequences including global warming. There is a necessity of a fairer and more balanced way of living - with sustainable development, as was defined in the Brundtland Report (1987), "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs". We present a reflection about the learning which is possible to have from the experiences of these people who for generations have been developing a harmonious relationship with nature. Before the arrival of the European colonizer, the natives already inhabited the Brazilian lands and lived in perfect harmony with nature and the environment. It was the native people who helped the Europeans at the time of the discovery of Brazil to survive in the jungle, taught about botany, zoology, reuse of food, medicinal plants among many others ancestral knowledges. It was during the incursion of the white man looking for wood, coal, etc., that Brazilian forests began to be destroyed. Félix Émile Taunay (1759-1881), French artist, in a time that painting also represented daily life and people's reality, made harsh environmental criticism on his canvas "View of a virgin forest that is being reduced to coal" (1843). The devastation of nature was already observed in the 19th century. From this fact we highlight the importance of environmental journalism and its social role helping to make people well-informed for their own well being and also to the whole world. According to Cox (2013), one of the strongest standards of a democratic society is transparency, citizens have the right to know important information for their lives. Internationally, this principle was applied to environmental concerns at the United Nations Conference on Environment and Development since 1992.

Endeavouring to follow the transparency in the communicational processes and understanding the Amazon as lush, plural and infinitely diverse ecosystem, not only in biodiversity but mainly socioculturally, some researchers from Universidade Federal do Amazonas have developed an

approach to understand, to make research, and to know the communicational processes from the Amazon respecting and understanding all its complexities and singularities. The Communicational Ecosystems have this approach: understanding the environment, nature, society, ancestral knowledge, technological tools and all the infinity systems that make a web which influences and are influenced. This perspective proposes an interaction of knowledges which are interconnected and also make environmental communication more efficient, helping people to be well-informed and prepared for living and acting in a better world.

Id: 18371

Title: Enemies at the Gateway: Regional Populist Discourse Coalitions and the Fight Against Oil Pipelines on Canada's West Coast

Session Type: Individual submission

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Abstract: Canadian climate and energy politics are at an impasse. Even while the current findings of climate science make clear the need to rapidly transition off fossil fuels, various corporate, civil society, media and state actors forcefully advocate for new pipeline and tanker projects to diversify export markets and accommodate massive planned increases in oil and gas production. In recent years two of these – Enbridge's now-defunct Northern Gateway and Kinder Morgan's still-active Transmountain Expansion – have proposed to link Alberta's carbon intensive oil sands industry to global markets via British Columbia's ecologically fragile coastal lands and waters.

Advocates for such projects have tended to frame them – and Canada's fossil fuel industry more broadly – as serving the national economic interest. Yet over the past decade, these nationalist discourses have been challenged by British Columbia-based "discourse coalitions" comprised of environmentalists, First Nations, and politicians united in their opposition to new pipeline and tanker projects on Canada's West Coast. These actors have leveraged the place-based identities of regional publics to highlight the profoundly inequitable distribution of project benefits – mostly accruing to corporate and state actors outside the region – and the economic and ecological risks associated with a pipeline or tanker spill – mostly absorbed by local communities located along the proposed project routes. The result has been the emergence of a powerful "regional populist" discourse framing new oil and gas projects as an attack on regional publics by powerful "foreign" (i.e. out-of-province) elites.

This paper explores the emergence of anti-extractivist discourse coalitions opposed to new oil pipeline and tanker projects on Canada's West Coast. It explains how the actors in these coalitions collectively developed "regional populist" social movement frames informed by a shared dependence on healthy local ecosystems to counter nationalist arguments favoring extractivist expansion. It grounds its analysis in scholarship on the political economy of Canada's oil and gas industry, discourse coalitions and social movement framing in environmental politics, contemporary populist ideology and politics, and the relation between Indigenous place-based ontologies and decolonial politics. It builds its argument around a discourse analysis of 323 communication materials – including blog posts, press releases, research reports, and newspaper op-eds – created by

six BC-based ENGO's, First Nations organizations, and political parties organizing against the Northern Gateway project proposal between 2010 and 2014. It draws on this analysis to explain how these actors' collective deployment of regional populist frames ultimately contributed to Gateway's defeat in 2016. Finally, it ends with some thoughts on the future of regional populist framing in environmental organizing, as actors in the anti-Gateway coalition move on from challenging individual projects towards advocating for federal policy to secure a national transition off fossil fuels.

Id: 18374

Title: Ideas, inspiration, imagination: The mediatization of home renovation

Session Type: Individual submission

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Abstract: Understanding the context in which people transform their homes during renovation creates opportunities for crucial reductions in carbon emissions across the residential housing sector. A substantial body of literature across multiple disciplines conceptualizes homes as being spatially and materially constructed through the performance of everyday practices, but less is known about how homes are reimagined and reconfigured through the reflexive practices of home renovation. Emerging literature suggests that media play a significant role in shaping renovation practices; however, more scholarship is required to further understand this dynamic and generate substantive actions that might reduce the carbon emissions of homes.

Based on in-depth interviews and renovation tours with 22 home renovators across Victoria, Australia, this paper discusses the distinct practice found in the study and referred to as ‘doing research’ by the study participants. Defined by the renovators as the search for inspiration and ideas occurring across the phases of renovation, they overwhelmingly identified media activities such as searching the internet, looking at particular websites and apps, consulting magazines, and watching renovation television shows, as the primary components of this activity.

Drawing on Giddens’ and Burkitt’s late modern conceptual framing of life politics and reflexivity, I examine the dynamic between media and imagination in the context of searching for inspiration and ideas during home renovation. Observing the curative impact this dynamic has on the spatial and material outcomes of home renovations, such as the rise of butler’s pantries and multiplication of bathrooms, I argue that such practices, having become part of the broader logic of media, have been mediatized (as per the meta process described by Couldry, and Schulz). Tempting as it may be to implicate home renovator’s media-based inspiration and idea seeking as the primary cause of increasing carbon emissions in renovated homes, this paper suggests doing so would limit opportunities for change. Rather, my research reveals how the media-imagination dynamic shapes existing meanings and skills associated with everyday practices, the performance of home renovation, and the life politics of home renovators.

Based on my research, I argue that transforming renovation practices to decrease carbon emissions would require media and communications that address the needs and concerns of renovators’ future imagined practices, build competence in ecologically sustainable renovation, and support key meanings of the home as a commodity on which the household depends.

Id: 18405

Title: Data Desires in Environmental Movements

Session Type: Individual submission

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Abstract: In this paper, I examine how residents living in oil pipeline conflict areas take pleasure in engaging in media production and generating ‘data’ (in the form of documentary films, citizen science, online comments) about oil and oil pipelines. I argue that pleasure of data and media production is directly connected to the pleasure of producing a sense of ‘selfhood’ and political subjectivity in environmental movements. The paper takes up contrasting ideas of ‘pleasure’ and ‘desire’ in the work of Gilles Deleuze (1997), where pleasure is associated with “a craving of individuation in light of this chaos,” while desire speaks to the “unlimited postponement of the event from being summarized” (p. 53). I argue that as a material and chaotic event, oil and oil pipelines affect a problematic, namely an abundance of representations that attempt to articulate what oil is and does, a problematic that appears to be ‘solved’ through ‘a subject’/pleasure coming into being through data practices that help ‘make sense of’ or ‘summarize’ the event.

Drawing on research with 30 residents living in oil pipeline conflict areas in British Columbia, Canada, I demonstrate analysis of ‘data desires’ by focusing on three specific examples from participants’ media practices in relation to Enbridge’s Northern Gateway Oil Pipeline and Kinder Morgan’s Trans Mountain pipeline expansion project: monitorial news practices and contributions to online comments, production of environmental documentaries, and production of data through citizen science. I develop the concept ‘data desires,’ as a way to think about pleasure beyond an individual affect, and towards a force of ongoing social production (Deleuze & Guattari, 1987). Data desires is a mode of examining how ‘data’ and ‘subjectivity’ co-emerge in relation to material forces and how people take pleasure in their subjectification through ‘knowing’ and creating ‘meaning’ out of material events which are uncertain, chaotic or have chaotic affects (Guattari, 1995). This paper contributes to the intersections of a focus on pleasure (Craig, 2016) and affect (Lockwood, 2016) in environmental communication research, critical data studies (Winiecki, 2004; Lupton, 2016), and a new materialism turn in media studies (Parikka, 2012, 2015).

Id: 18435

Title: Mass Media Reportage and the propagation of fears: A case study of Vanguard's coverage of the 2014 Ebola Virus Disease Outbreak in Nigeria.

Session Type: Individual submission

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Abstract: This paper, drawing on the mass media's communicative power and role in organising and determining the flow of ideas and news, brings to the fore the need for a more conscious and careful approach in the mass media's coverage of epidemics if the excessive fears and panic that accompanies most outbreak of viral and infectious diseases must be reduced. This is hinged against the backdrop of existing literature that asserts that the mass media has severally been linked to the generation and propagation of fears during different episodes of social unrest, and on the gruesome nature of deaths caused by outbreaks of infectious diseases such as the Ebola Virus Disease (EVD) (Nicholas & O'Malley, 2013; Goode & Ben-Yehuda, 2011). The EVD outbreak in Nigeria was first recorded in Lagos state (a state with air, land and sea ports of entry and a population of over 21 million) and is the first recorded EVD outbreak through air travel. This led to high restrictions in flights as fears escalated in many countries as a result of the viral disease outbreak (Fasina, et al., 2014).

Using Vanguard, a print medium organisation in Nigeria as case study, this paper presents an analysis and discussion of Vanguard's coverage of the 2014 EVD outbreak in Nigeria. The news stories and editorials between the months of July and October 2014 are presented as time frame being the time from the start of the EVD outbreak in Nigeria until the time World Health Organisation (WHO) declared the country free of EVD. As theoretical framework, this paper draws on the normative theories of the media as posited by Christians et al., (2009) and the agenda-setting function of the media as originally coined by McCombs & Shaw (1972). These theoretical postulations are drawn on to highlight the unique platform and power the mass media holds in creating awareness, steering attention to issues, persuading, shaping beliefs, actions and reactions of the consumers of disseminated messages and information. Consequently, this paper, embedded within the qualitative medium of enquiry, underscores the dire need for effective communication that entails a proactive and in-depth reporting by the mass media during epidemic episodes if the fears and anxieties that characterise most outbreaks of viral and infectious diseases must be lessened.

Id: 18512

Title: The Construction of Public opinion on Environmental Issues: Restricting People's Thought to "do our bits'

Session Type: Individual submission

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Abstract: This study analyzes the framing of media reporting of opinion polls on the environment in order to show the media's role in the construction of public opinion on environmental issues.

Previous analyses of media communication on environmental issues have overlooked the role of poll results and their reporting. Opinion polls are an important tool for communication on environmental issues. Their results are an indicator of people's opinions and are often used by activists for lobbying purposes. However, polls do not simply report ground truth about public opinion; they include their own aspects of discourse and framing, and these problematic aspects can frame and restrict people's thoughts on a subject.

Media reporting frames environmental issues both as a social problem and as an environmental problem. This means that media has a role in the construction of public opinion on environmental issues; although people hold a range of diverse opinions, media reporting of opinion polls selects and emphasizes specific results, framing specific ways of thinking as "standardized public opinion".

The mass media constructs and frames public opinion on two levels; through the framing of the polls themselves and through the subsequent reporting of poll results. This study analyzes both of these levels to show the media's role in public opinion construction on environmental issues.

The first subject of analysis are polls on environmental issues conducted by the Japanese national media. Japanese media organizations conduct their own polling in-house. This study focuses on three major broadsheet newspapers: Asahi Shimbun, Yomiuri Shimbun, and Mainichi Shimbun. The second subject of analysis is a corpus of articles reporting on poll results. The polls and articles are gathered from each national newspaper's digital archive for a time period from 1988 to 2010, using the search keywords 'public opinion (世論:yoron)' and 'environment (環境:kankyo).'

This study analyzes problematic aspects of the media polls by content analysis of the questions and answer options of the polls, then analyzes the headlines and subheadings of the articles reporting the polls' results. These two analyses reveal which ways of thinking about environmental issues are selected and emphasized by Japanese newspapers.

The results show that Japanese national media select and emphasize pro-environmental behavior within the home and promote individualization of responsibility on environmental problems, while on the other hand excluding political and social activities, avoiding framing in terms of institutional

solutions. Media polls on environmental problems ask more about everyday life (29.7%) than about policies (17.8%), and focus on individual pro-environmental behavior. Moreover, in reporting polls' results, the Japanese national media emphasize risk perception (24.2%) and pro-environmental behavior (23.1%), focusing on saving energy and recycling. In framing the opinion poll results, Japanese newspapers use "Japanese" or "citizen" to imply that the Japanese people as a whole think or feel the same way on these issues.

These results show that the Japanese national media legitimate individual behavior in the home and restrict people's thought to "do our bits" solutions, marginalizing political actions and institutional approaches to environmental issues.

Id: 18529

Title: Environmental Realities: A Comparative Analysis of Climate Change Coverage in Leading Philippine Newspapers

Session Type: Individual submission

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Abstract: Climate change is one of the most prevailing issues in the current times, directly imposing great impacts to human life and society. This has become a common topic among debates and discourses and stirred interests among scholars. With issues pointing towards climactic information, media seemed to play the most significant role in addressing this gap. With its interpretative and surveillance functions, media is responsible in covering and representing environment and climate change, as a way in creating public awareness regarding this issue. There is an immense foreign studies and literature tackling this global environmental concern, but seemingly, not in the case of the Philippines, where climate change appeared to be constrained as a scientific and academic term rather than as a communal theme for public rhetoric despite the country being part of the Vulnerable 20. This inadequacy has motivated the researcher to embark on an exploration of climate change coverage in leading online Philippine broadsheets. Drawing inspiration from previous studies, the researcher examined how Philippine online news media cover climate change in its daily issues by determining its frequency, focus, scope of the issue and resolution, framing valence, coverage frame, source of information, article and image types and newspaper section. This content analysis compared daily coverage of online news portals (Philippine Daily Inquirer, Manila Bulletin and Philippine Star) on climate change and climactic science-related issues from 2015-2016. The results indicated that there was a relative increase on climate change coverage by the media in a span of two years. Environmental frames, government sources, the Paris Agreement, the news section, and wired photos were the dominant themes that emerged during the coding process, which reflects and resonates similar findings of research inquiries on climate change coverage. Moreover, the results revealed how media framed the Paris Climate Agreement as a possible solution to end climate change through the reduction of carbon emissions and greenhouse gases. The extensive coverage and reportage of the Paris Accord by the Philippine media had increased its salience and importance in countering the effects and impacts of climate change. This too, created among publics the needed awareness on the benefits that this climate pact leads to and the realisation that climate change is inevitable and real. Media framed and mainstreamed climate change and the climate deal on its daily online publications both as a controversial global environmental issue and as the best climactic resolution respectively.

Id: 18553

Title: Reimagining sustainability: A critical interrogation of stakeholder metaphors about the Alberta oil sands

Session Type: Individual submission

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Abstract: This discussion investigates the following research questions: 1) how are the mass media and other dominant discursive communities (business, not for profit, the and government) understanding and experiencing the Alberta oil sands via different sustainability metaphors and, 2) what specific metaphors offer the most promise for reimagining sustainability? This exploratory study is based on the data generated from 13 semi-structured interviews, drawn from a purposive non-probability sample, conducted with industry, NGOs, journalists and government respondents.

In the last decade industry has made a concrete effort to include discussions about oil sands in the context of a wider sustainability lens within their discursive imaginary; put differently, they have replaced the idea of corporate social responsibility with social, economic and environmental concerns (Paskey, Steward & Williams, 2013). Consequently, this paper considers the discursive choices of various stakeholder groups associated with sustainability in the context of Canada being a “petro-state” (Niforuk, 2013) subject to the neo-liberal pressures of petro-capitalism.

As a general research subject the oil sands have received international media attention not only because of their value to countries around the world but also because of present plans to expand their availability through the construction of pipelines and subsequent surges of activism related to these activities. While the notion of sustainability has been discussed marginally in scientific and technical disciplines (see for example Halog & Chan, 2008; Harris & Khare, 2002; Spaling et al., 2010) a gap exists in the area of environmental communications in the context of this controversial and complex issue.

Discussions of sustainability metaphors more broadly are becoming increasingly available, highlighting the power of language to define the context of debates for key stakeholders. For example, Larsons (2011) suggests there is a great deal of urgency in examining the social context of the environmental metaphors (for example the Earth as a goddess metaphor versus the Earth as a machine metaphor). Moreover, Milne, Kearins, & Walton (2006) have looked at the problematic nature of the sustainability as journey metaphor in business dialogues since it rarely articulates the destination of industry thus often promoting a “business as usual” approach to respecting the environment. Studies such as this serve as useful tools to help situate this investigation in a body of existing scholarship and provide a useful departure point for conceptualizing a wider discursive space for the understanding of this resource and a broader discussion of what it means to re-imagine sustainability.

Id: 18557

Title: Articulating 'environment': A discourse-theoretical analysis of the Belgian public debate on nuclear power on the occasion of the Fukushima nuclear disaster.

Session Type: Individual submission

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Abstract: International reactions to the nuclear disaster at Fukushima (11 March 2011) diverged greatly. While some countries decided to accelerate their phase-out, others explicitly reaffirmed their commitment to the industry. In Belgium, contrary to what many might have expected, the nuclear disaster did not endanger the embattled nuclear industry. Here, the nuclear industry proved remarkably resilient, given the controversy again stirring the public debate. Why did the Fukushima disaster not provoke more than an uproar in the public debate?

This resilience can be interpreted as a successful discursive adaptation on the part of the nuclear promoters to changing socio-political contexts. Prior to the Fukushima disaster, the issue of climate change had already ascended to the top of the international political agenda. This had provided the nuclear industry with an opportunity to emphasize the technology's low-carbon qualities, and thus label it as 'environment-friendly' (e.g. Bickerstaff, Lorenzoni, Pidgeon, Poortinga, & Simmons, 2008; Doyle, 2011). This put the environmental movement in an awkward position, as the nuclear industry – their age-old nemesis – partly adopted their language. This makes it relevant to investigate this public debate, identify the discourses circulating in it and to look at how they interacted.

In this paper, I aim to identify the discourses on nuclear power that circulated in the Belgian public debate on the occasion of the nuclear disaster at Fukushima. More specifically, I will look at how notions of 'the environment' have been articulated within these discourses. For this purpose, I use discourse-theoretical analysis (DTA) (Carpentier & De Cleen, 2007), a methodology which combines theoretical concepts of Laclau and Mouffe's (1985) discourse theory with more methodological guidelines of critical discourse analysis (e.g. Fairclough, 1992; Wodak & Meyer, 2009) and qualitative content analysis (Charmaz, 2006). DTA approaches the public debate as a struggle between competing discourses. It provides the tools to reconstruct competing 'problem definitions' of the nuclear energy issue; as discursive structures, organized around central signifiers. It highlights their articulation to broader, ideological conceptions on the relationship between society and the environment. And it makes it possible to look at how these competing problem definitions interact with each other.

The analysis will be conducted on the coverage of four Belgian broad sheet newspaper (De Standaard, De Morgen, Le Soir and La Libre Belgique), the communications of the umbrella organizations of the Belgian environmental movement and the communications of the utility companies on the occasion of the Fukushima nuclear disaster. My preliminary findings suggest that

the discourse of the Belgian nuclear promoters manages to attenuate the threat posed by the disaster by presenting climate change as a more pressing and overruling issue.

Id: 18576

Title: Motivation, Perceived Efficacy and Pro-environmental Behavioral Intentions: A Case of Ant Forest Use

Session Type: Individual submission

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Abstract: Social media provide more opportunities for individuals to engage in environment issues. The emergence of the “Ant Forest”, which is a social media application for virtual tree planting, appears to offer a platform for individuals’ online environmental involvement. Prior studies had investigated and supported the effects of mass media use such as media attention to environmental news on individuals’ pro-environmental behaviors, while few studies have focused on individuals’ social media use for environmental engagement and using motivation in particular. To address this research gap, the present study aimed to explore the role of the Ant Forest use in promoting individuals’ offline pro-environmental behaviors. Although there are a number of studies examining the psychological determinants for environmental behavior outcomes, the research considering both psychological factors and communication factors is limited. Thus, this study attempted to incorporate theory of use and gratification with social cognition theory, which helped us to have a better understanding of the underlying process of the effects of the Ant Forest use on pro-environmental behaviors. More specifically, this study primarily explored young people’s motivations for using the Ant Forest, and then examined how these motivations influence individuals’ intentions to adapt two type of pro-environment behaviors-personal pro-environmental behaviors and environmental civic engagement. The role of self-efficacy and response efficacy in the relationships also examined.

An online survey of Ant Forest young users in the age between 18 to 35 (N = 123) were conducted in November 2017 in mainland China. A factor analysis indicated that motivations for using Ant Forest include two theoretical constructs-social interaction and value realization. The results of regression analysis showed that participants’ using motivation of value realization, self-efficacy and response efficacy were positively related to pro-environmental behaviors intentions, and participants’ using motivation of social interaction and response efficacy were significant predictors of intentions to environmental civic engagement. Furthermore, results also revealed that self-efficacy plays as a mediator in the relationship between using motivation of value realization and pro-environmental behavioral intentions.

These findings hold implications both for theoretical and practical developments. In theoretical dimension, focusing on the online environmental involvement on social media provides new evidences to the effects of new media use on motivating individual's environmental responsible behaviors. Based on the self-efficacy and response efficacy theory, we can help a better understanding of the underlying process of individual environmental behaviors. In practical dimension, the findings can contribute to design social media affordance to motivate public environmental actions.

Id: 18589

Title: Manufacture of uncertainty, PR practices and demobilization: constraints for the process of public formation

Session Type: Individual submission

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Abstract: In the last few decades, several authors have denounced the existence of a 'web of denial' aimed to create doubts about the existence of anthropogenic global warming (Gelbspan, 2004; Hoggan, 2009; Oreskes and Conway, 2010; Washington and Cook, 2011). Captained by a vast number of ideological think tanks, front groups, and faux-grassroots movements (Silva, 2017), this web of denial has systematically employed PR campaigns capable of mudding the waters on the issue of climate change, challenging the scientific consensus about the theme on the public sphere. Even though we understand the general outline of that phenomenon, the communicative logics by which it operates to manufacture uncertainty (Proctor, 2008; Michaels, 2008) are largely unknown. Here I show how the PR discourses employed by those groups create constraints for the process of public formation and movement, resulting in what can be called a demobilization process. I anchor my reflection on two main theoretical bases. First, on the Critical Public Relations perspective, whose main task is to investigate how PR practices impact the social process of meaning creation and the power struggles in modern society. Second, on a Deweyian concept of public (Dewey, 1954; Blumer, 1978; Grunig, 1997; Quéré, 2003), in which I explore the Henriques' (2010) notion of 'conditions of collectivization' as a general framework for public formation and action. Such thought focuses on how four conditions are perceived: (a) the concreteness of a problem, (b) the public character of the problem, (c) the viability of solutions for the problem, and (d) the moral aspect of the problem. I argue that the same conditions envisioned by Henriques, but in an inverse polarity, can help us understand certain PR practices whose main purpose is the creation of hindrances in that process of public formation. Empirically, this essay analyzes a series of discourses posted on the Heartland Institute website from 1998 to 2016 about the anthropogenic global warming, showing how the Henriques' conditions consist of a useful analytical tool to further explore the communicative practices involved in the manufacture of doubt about climate change. Even more, the results reveal how the cacophony of contradictory positions adopted by the group to suggest the non-existence of scientific consensus further limits the public formation and movement, creating a climate of general uncertainty in which is hard for a person to form an opinion on the subject. I anticipate this essay as an essential step for closing the bridge between communication studies (especially in the field of Public Relations), the understanding of scientific controversies, and the agnotology notion of the strategic creation of doubt (Proctor, 2008). In that sense, it contributes to the knowledge of how interest groups employ PR practices to influence scientific controversies, and how those same strategies work based on a demobilization process. Furthermore, it provides a unique look at the actions of an ideological think tank, a specific and contemporary kind of organization actively engaged in the shaping the public debate (Rich, 2011; Mayer, 2016; Silva, 2017) and often ignored by communication studies.

Id: 18696

Title: Buzz Words: Beekeeper Communication Habits and Implications for Hive Health

Session Type: Individual submission

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Abstract: Invasive varroa mites have been implicated as one factor in Bee Colony Collapse Disorder. Professional beekeepers and many hobbyists routinely treat their colonies to reduce the threats associated with varroa mite infestation. However, natural beekeepers, also known as “bee havers,” often do not treat their hives. This has implications for the health of surrounding hives, as healthy bees often invade hives that have been decimated by the varroa mites, unwittingly transporting the pests who climb aboard their bodies to their own hives.

Effectively communicating the risks of some beekeeping practices is critical to entomologists who wish to protect honeybee populations. However, little was known about communication and media habits of beekeepers. Guided by the research question, “What is the relationship between communications behaviors and beekeeping practices among beekeepers,” the current study employed informant interviews to examine beekeeping culture. Specifically, the study sought insights into the types of communications used by all three kinds of beekeepers, in order to identify 1) most utilized channels of communication, 2) opinion leaders in the beekeeping community and 3) sources of information and disinformation among beekeepers.

Findings indicate three distinct communications groupings among beekeepers: socials, world-savers and experts. Socials and world-savers are exclusively hobbyists, sharply distinguished by their motives for beekeeping, their media habits, and their trusted sources for beekeeping information. Experts were distinguished by their heavy reliance on scientific and corporate communications. They were likely to be opinion leaders and early adopters of technological solutions to beekeeping problems. All professionals in our sample were communication “experts,” as were some of the long-term hobbyists.

Communications groups differed with regard to their relative reliance on legacy and non-traditional media. And perhaps surprisingly for humans engaged with social animals, interpersonal communications were only favored by two of the three groups. The findings have implications for scientists trying to engage beekeepers and promote behavior change. Findings indicate traditional routes such as university extension may fail to reach the very beekeepers most at risk for spreading varroa mites.

Id: 18711

Title: Climate Realities and Discourses: Articulating Global Environmental Change in Tribal India

Session Type: Individual submission

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Abstract: Early this year NASA (2018) announced that 2017 was the second-warmest year on record. There is no doubt that as global temperatures rise the world's indigenous (tribal) peoples, who exhibit a strong inter-dependence with their natural environment, will witness greater risk, such as diminishing food supplies "as native species are lost due to climate change" (Baer, 2012). For Odisha's tribal people, climate change has and will continue to increase their vulnerability, with the risk of loss of indigenous species (food and medicine), risks of water shortage, heat waves and droughts.

While the term 'climate change' encompasses long-term impacts, global environmental change leads to "pressing" issues which are more immediate than climate change, such as "deforestation, soil erosion, soil contamination, water and air pollution, and changing ecologies of parasites and disease vectors" (Fiske, Crate, Crumley, Galvin, Lazrus, Lucero, Oliver-Smith, Orlove, Strauss and Wilk, 2014). Baer and Singer (2014) point out that although 'climate change' and 'global warming' are commonly used, neither term "quite captures what is happening in the world around us." Interviews with the hill-tribe, the Kutia Kondh of the state of Odisha, India, reveal similar conceptions of climate change: an articulation of constantly-changing environments, uncertainty, unpredictable weather such as erratic rains, and the social and economic vulnerabilities that have increasingly become the norm.

Thaker and Leiserowitz (2011) have argued that there has been a shift in climate change discourses in India, "from a frame that externalized" climate change, to a "co-benefits' approach" that "aligns climate change with domestic priorities of poverty alleviation and economic growth." While the Odisha government's climate change action plan (2015) recognises the impact of climate change on its indigenous (tribal) populations, adaptation and mitigation measures are not clearly chalked out, and an emphasis on resource-extraction continues to drive most government discourses.

In just 10 years the number of MOUs signed between the Odisha government and various foreign corporations over access to the state's mineral resources (located in tribal areas) has tripled, largely disregarding tribal self-determination and existing laws supporting tribal rights (land rights, for instance). Such reforms (manifested in resource-extraction development models) have social (physical, cultural and spiritual dislocation) and ecological (pollution of rivers, resources) implications for tribal peoples.

For tribal peoples, climate vulnerability is not standalone and resilience can be reduced due to other socio-cultural, economic and environmental causes. Deforestation, both externally and internally

negotiated, can impact access to food, alter the natural environment, as well as social and economic realities. Mining projects can, not only carry the visible cost of displacement and habitat destruction, but also the subtleties and unexpressed effects of increased heat, pollution, and impacted well-being.

This paper, drawing from ethnographic fieldwork and discourse analyses, examines the following: (i) tribal narratives of (global) environmental change, (ii) the 'meaning' of climate change and conceptions within tribal India, and (iii) media and political discourses of climate change and adaptation in the state, particularly as they relate to tribal realities.

Id: 18781

Title: Public participation in the construction of environmental knowledge: Connecting citizen science to citizen journalism in the case of Taiwan

Session Type: Individual submission

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Abstract: In the process of modernization, technologies have created many uncertain risks and led human beings into a self-confrontation risk society. Many risk accidents occurred not only in a limited area, but spread across national or regional boundaries. Such examples included nuclear plant accidents in Chernobyl in 1986 and Fukushima in 2011. In the face of changeable and uncertainties of environmental risks, depending on scientific experts' solutions might not sufficiently respond to needs of local communities. More and more scholars stressed the importance of local experience and lay knowledge, and then propose to add opportunities of public participation in the construction of local environmental knowledge.

In particular, citizen science is a fast-evolving field of participatory science, which applies lay knowledge in the construction of environmental knowledge and creates a public sphere between experts and lay-experts. In some cases of citizen-driven social and ecological justice initiatives, lay people in local communities played the active role in wider processes of knowledge dissemination. For example, citizen science activities in response to the Fukushima accident were not alone. Lay people as citizen journalists utilized new communication technologies to report what they witnessed. It seems that citizen science and citizen journalism had an inexplicit relationship. However, few studies paid attention to the connection between citizen science and citizen journalism.

The aim of this study was to discuss the application of citizen science and citizen journalism to local construction of environmental knowledge, drawing the case of a wetland in Taiwan. Gao-Mei wetland, based in the suburb of Taichung city, are full of ecological resources. In recent years, Gao-Mei wetland was inclined to tourism and commercialization, while it might result in crisis of biodiversity over there. Research questions were asked: How did local people apply citizen science to conserve biodiversity? How did local people disseminate environmental knowledge from citizen science activities? What contents did local people report relevant issues on the wetland? Research methods employed included: 'secondary analysis' of publicity materials, such as news coverage, booklets and relevant official documents; 'text analysis' of video clips reporting relevant issues on the wetland, which were produced by citizen journalists on the most prestigious platform of citizen journalism in Taiwan; 'in-depth interview' with 8 citizen journalists who produced those clips and other 15 local people.

This study found that some local people collaborated with environmental NGOs to make such efforts as ecological monitoring, investigating, as well as environment education in local

communities. In particular, eliminating exotic species from the wetland has become a feature of citizen science activities. This was a representation of 'contextual knowledge' by citizen actively 'learning through doing'. However, the majority of citizen journalists' reports focus on personal feelings of sightseeing tour. The attitude of consumption resulted in 'decontextualized knowledge'. Therefore, this study argued that citizen journalism should include more possibilities on public participation in citizen science and enhance public awareness of environmental risks. The impact of connecting citizen science and citizen journalism on environmental risk governance was further required.

Id: 18877

Title: The medialized science and the scientised media: explore Chinese media coverage on climate change

Session Type: Individual submission

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Abstract: Climate change has been on the political agenda for over three decades and has become “a deeply contested area [with] considerable competition among (and between) scientists, industry, policymakers and non-governmental organizations (NGOs), each of whom is likely to be actively seeking to establish their particular perspectives on the issues” (Anderson, 2009, p. 166). While unlike its description as an issue of intense public debate in western media outlets, Chinese media seems to speak with one voice and the dissent can hardly be seen in the public sphere.

This study aims to examine the coverage of climate change on China’s media by using Weingart’s medialization of science as a theoretical framework (Weingart 2002, 2012). Later on, scholars diagnosed three basic and widely agreed dimensions in the media’s coverage of science, i.e., extensiveness, pluralization, and controversy to further distinguish whether medialization is universal or only applies to a few research fields (Schäfer, 2009; Rodder & Schäfer 2010).

Methodologically, this study focused on Chinese print media and collected news coverage on climate change from four newspapers: People’s Daily, Science and Technology Daily, The Beijing News and Southern Metropolis Daily. An amount of 401 pieces of news stories were selected over a six-year period between January 1, 2011 and December 31, 2016 and were analyzed via quantitative content analysis and qualitative textual analysis.

Findings are that media coverage on climate change is a case of partial medialization, more specifically, coverage on this issue is quite extensive, somewhat pluralistic and not controversial. In addition, significant differences in coverage can be seen over time and correspond to studies describing “issue attention cycles” (e.g., Lehman-Wilzig & Cohen-Avigdor, 2004). It’s noteworthy that articles on climate change are mostly present in the international section of four newspapers and government officials are the most news sources compared to other actors such as scientists, NGOs and the public. By using these official quotations, the climate change issue in China finds its legitimacy and as a result, its media coverage is shown to be scientised.

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Id: 18892

Title: Keeping it real. Lessons on implementing sustainable consumption policy at a local level

Session Type: Individual submission

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Abstract: Technology often receives undue credit for behavioral change. As smart meters and other smart energy technology roll out, expectations in policy circles are that they will lead to the adoption of sustainable energy consumption patterns among residential users (see for instance European Commission 2014).

When does use of an energy monitor lead to a sustainable lifestyle? This paper presents the preliminary results of a local politically-endorsed smart energy project with 145 households in Brussels, Belgium. The aim of the project is to help citizens reduce their electricity consumption at home through use of an energy monitor, knowledge exchange and gamification (engagement) techniques. Building on insights from literature on behavioral change (see for instance Steg & Vlek 2009) and human-technology interfaces (see for instance Meijer, Grimmelikhuijsen & Brandsma 2012) we have sought to embed the energy monitor in an information-rich, community-centered and enabling environment. We hypothesize that the technology will provide participants with insight into their consumption patterns, but will not lead to sustainable lifestyle changes in or of itself.

In addition to the use of the energy monitor, participants receive practical tips on sustainable living and recommendations on upcoming local events. We also encourage exchanges between participants through workshops, co-organized with local government officials. Participants can compare their consumption with similar households and sign up to complete challenges, thereby competing in a friendly manner with their fellow citizens to reduce their electricity consumption. Through an online survey and focus groups, project participants are asked to identify which of these measures play a role in adopting a sustainable lifestyle, and to rank how important they are. We seek to test whether these factors complement (or even override) the use of the energy monitor in inciting behavioral change.

Our preliminary results show that the energy monitor's ability to incite a sustainable lifestyle is highly dependent on the user. For less tech-savvy participants, the technology has even served as a barrier to change, especially when installation and use are perceived as being complex. Further, on par with (or more important than) offering the energy monitor, being embedded in the local community has been crucial to receiving positive results in the project. Collaboration with local government and social services has built trust with participants and has allowed us to provide a more extended (and tailored) offering of information and events to help citizens in reducing their electricity consumption.

This paper contributes to the conference theme by discussing the opportunities and challenges of use of technology in implementing sustainable development goals, and its relation to other contextual factors.

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Id: 18895

Title: How environmental issues are changing the existing models of the media and professionalism for journalists in China

Session Type: Individual submission

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Abstract: China's environment has experienced unprecedented degradation in the past decade, which has significant consequences for both Asia and the rest of the world. The deterioration of the physical environment has been caused by the urbanisation and modernisation projects of the Chinese authorities over the last few decades. With the current hegemonic discourse of modernisation in the Chinese society, as well as the new administration of President Xi Jinping, environmental journalists are facing more difficulties in telling the truth to the public regarding pollution and other environmental issues.

This paper, for the first time, points out that the Chinese government itself is altering the existing media model, driven by the unprecedented environmental issues. Many scholars previously argued that state control over the Chinese media is widely accepted as an essentially different model of the media to the media models prevalent in the democracies in the west (Tong, 2011; Zhao, 2000; Tong and Sparks, 2009; Li, 2010; Brady, 2006). However, this model is not working as efficiently as it did previously. More specifically, the existing, preconceived view of the model of state control of journalism in China no longer accurately reflects how Chinese media mechanisms currently work in China and how the power holders can affect the quality and reporting style of environmental communication in the country.

With the increased visibility of environmental issues, this model is not only becoming inaccurate but the government itself is in retreat by allowing the model to develop in a new direction. Because the environmental issues are inescapable and cannot be concealed, the political constraints on reporting it are changing. Due to the deterioration of the physical environment, journalists and the public are circumventing the state's control mechanisms. More specifically, the state no longer has complete control of the media, but it has to allow more stories to be published where there is clear public interest in them.

This research is based on field research involving in-depth, semi-structured interviews with Chinese environmental journalists and media leaders in Beijing, which the researcher conducted in 2014 via face-to-face, in-depth interviews. Other interviewees, giving a total of 41 sources, also included media academics (both Chinese & Western ones), foreign environmental correspondents and their Chinese news assistants, and press officers from foreign embassies based in Beijing, in order to develop a balanced picture. The researcher also conducted participant observation in a significant newsroom for 6 months to obtain inside stories with 'thicker description'.

The paper will argue that environmental reporting in China raises questions about models of professionalism in the media and will demonstrate what tactics and strategies the environmental journalists deploy in their reporting to disclose environmental issues, and how this is pushing the boundaries of state control of the media in China.

Id: 18925

Title: Strong signals vs weak signals in sustainability issues

Session Type: Individual submission

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Abstract: Through fifteen years of communication research on sustainability and the environment, I often ran into issues of the strong signals vs weak signals without finding some truly communicative responses to what represent for me a major issue in sustainability . Weak signals have often been analysed as a research question for intelligence and information systems, which are one of the major themes made by management sciences, since the 90's, especially in the early 2000's following the terrorist attacks.

Ansoff (1975) was one of the first to describe this information in anticipation of weak signals and defines them as imperfect information which does not allow to understand, or even to glimpse the scope of sometimes threatening events. Marie Laure Caron Fasan says that: "The weak signal is an informative product that keeps hard and who has a lifetime limited to the announcement of the event it has." (Caron-Fasan, 2001 : 4) . She states that they are qualitative rather than quantitative, time limited and quickly outdated informations. They are uncertain, vague and fragmentary; little significant taken individually, ambiguous and subject to multiple (or no) interpretations of the actors involved. Lesca (2001) specifies they are drowned and scattered, not expected, unfamiliar and no repetitive . They are hardly understandable and detectable. In a more recent article, Camille Alloing and Nicolas Moinel (2016) underline the anxiety-provoking character from a focus on weak signals: they represent a risk, and from the early 2000s, many companies have set up intelligence devices to pick them up, with very little success.

I propose in this communication to transpose this research question into an info-communicational approach and on environmental issues. In a first part, I present the theoretical framework of the notion of weak signal. In a second part, I qualify weak signals through four environmental study cases. This article will present primary results, based on semiotic and content analysis in four studycases (air pollution, water crises, open data and microsensors). On the one side we analyse how do weak signal express themselves and on the other side we study corporate responses especially those focused on public commitment. We include a wide variety of documents, from mockumentaries to digital viral marketing campaigns. We will thus question the public commitment.

Keywords : weak signals, communication, environmental issues, circulation

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Id: 18987

Title: Unplugging ICTs: analysis of good practices focused on decreasing technological impact on environment

Session Type: Individual submission

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Abstract: Reimagining sustainability in a changing world is a thought-provoking motto for an international conference. Consequently, this paper aims to present some initiatives to approach an environmental risk that has remained partially unnoticed not only at the macro social and political levels but also in our daily lives and habits. The current networked knowledge society is built upon a solid and expanding material infrastructure, based on a continuous exploration and development of informatics and telecommunications. Economic support to technological innovation has remained as a priority in world-leading economies, fostering an entrepreneurial approach that has reached diverse stages. At the same time, massive consumption is presented as a way to provide wider access to the benefits of post-industrial societies.

There is a conflictive relation between ecology and technology that requires critical research to make the existing contradictions between societies based on continuous growth and natural signals of natural limits visible and more present in the public arena. The growing environmental impact of technological usage is still a hidden topic within the Academe, but a big portion of human activities are linked to a permanent dependence towards ICT, with devices like computers, smartphones or tablets as our basic tools to develop our daily activities. The advantages of this revolution are somehow visible in terms of information access and communication exchanges, but its environmental costs seem to stay away from our minds when it comes to evaluate our carbon print. In fact, technological development is, most of the times, presented as an effective solution to reduce the negative impacts on natural environments, as far as they are connected to a reduction of conventional CO₂ emissions.

Looking at a future where the hypothesis of an involution in terms of ICT usage seem unrealistic, there is an urgent need to track the environmental impact of digital technologies, in terms of their

production, their global consumption and their main output: a growing amount of e-waste unequally distributed worldwide. Consequently, this paper aims to shed light upon some initiatives that work with the goal of, first, raising awareness about the size of this problem and, second, to reduce the impact. Among these projects, we will complete a case-study approach on the e-Trash Transparency Project (www.ban.org/trash-transparency) and the Electronics Take Back Coalition (www.electronicstakeback.com)

The e-Trash Transparency Project is developed by Basel Action Network (BAN) and it was designed to keep track of old computer and other informatics devices, identifying how these products expand their life, and their emissions, after being initially discarded by their first-hand users. Electronics Take Back rely on green design and recycling policies, advocating for an extended responsibility of the electronics' producer. The identification and analysis of good practices in this specific area of environmental action aspires to increase the attention of scholars, leading to a closer critical look about the consequences of the current habits regarding ICT consumption.

Id: 19038

Title: Envisioning content analysis as distributed discourse through mapping

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Abstract: Quantitative content analysis is a useful tool to study society through the context of media events (Riffe, Lacy, & Fico, 2014), as it reveals discourse that can influence support for social movements and the diffusion of innovation (Strodthoff, Hawkins, & Schoenfeld, 1985) through processes such as agenda setting, priming, or framing (e.g., Scheufele and Tewksbury, 2007). However useful, content analysis typically focuses solely on temporal changes in news coverage (e.g., Brossard, Shanahan, & McComas, 2004). When the method does consider spatial changes, it often focuses on frame use across newspapers or nations (e.g., Feucht & Zander, 2016). The present research advocates for a new spatial emphasis that positions content analysis more centrally as a tool for data visualization. Newspapers already serve as a rich repository of location data, whether embedded in datelines or feature content. When paired with traditional (i.e., human-generated) or computer automated coding schemes, these location data can be leveraged to display the distribution of frames across geographic space. Static maps or animations can reveal, for example, whether conversations of environmental risk are concentrated in one or more local communities, an important consideration given the effect of news story proximity (non/local) and framing on reader awareness and recall (e.g., DeLung, Magee, DeLauder, & Maiorescu, 2012;

Donnelly, 2005) By operationalizing media data this way, we are better equipped to compare communication variables with other spatial data critical for gauging sustainability, including biophysical indicators for ecosystem health. As members of a large, federally funded interdisciplinary research team, we face the challenging task of linking social and physical science data. Arguing that this new utilization of content analysis follows a recent trend treating media as a source of big data (e.g., Sui & Goodchild, 2011), we will present an exploratory case study that considers the role of local newspaper media in shaping and distributing the risk-benefit discourse surrounding sustainable development of marine aquaculture (e.g., shellfish and finfish cultivation) in Maine. Our presentation will address quantitative and qualitative applications for incorporating geolocation data in content analysis, as well as the challenges associated with levels of measurement, scaling, and resulting data interpretation.

Id: 19046

Title: Communicating Environmental Citizenship and Corporate Social Responsibility in Neoliberal South Korea: An analysis of media discourse of the single-use plastic

Session Type: Individual submission

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Abstract: This paper attempts to explore ways of raising public awareness and understanding of the single-use plastic problem, and thus of promoting environment-friendly practices by the public as well as corporates. In neoliberal South Korea where consumption seems to take a prior position as a virtue to show off a person's wealth and social position, the concepts of environmental citizenship and corporate social responsibility are marginalized in a way. My pilot study of news reports on an environmental issue for the last 10 years shows the media reports focused mainly on air pollution but rarely dealt with the disposable plastic problems like single-use plastic products. Since July 2017, the use of micro-plastic (including micro beads) in cosmetics and toothpaste products was banned. However, the other single-use plastic products are free from any regulation except small amount of charge for plastic bags to consumers. In this sense, my research has significance in that it explores useful ways of communicating environmental citizenship and corporate social responsibility by the media and the NGO's campaign.

Drawn on theoretical discussions of environmental citizenship (Dobson and Bell 2006; Hobson 2013; Scerri 2013) and critiques of the 'neoliberal citizen-subject' model (Dimick 2014; Harvey 2007), the research strives to argue responsibilities and subsequent practices for protecting environment are demanded both on citizen and corporate levels. For this, the research methods are twofold. Firstly the study analyzes media discourse of an environment issue with a focus on the single-use plastic problem in the last 10 years. Secondly in order to examine the ways, in which the Greenpeace Korea has conducted a pro-environment campaign, I will carry out in-depth interview with the campaign manager about their actions with an impact on the public policy, and examine their website for other detailed actions. Thirdly I will analyze the SNS communication (Facebook) in order to investigate public response to the Greenpeace campaign and public understanding of the single-use plastic issue as well as environment in general.

In so doing, the research aims to offer some suggestions for effective, feasible ways of raising public awareness and understanding of the single-use plastic problem and urgency of actions, and for facilitating the everyday practices of the public as well as the corporate social responsibility.

Id: 19125

Title: The construction of the scientific truth about the cladogram of the dinosaurs, as a result of the media coverage around Matthew Baron's modification proposal published in Nature in March, 2017

Session Type: Individual submission

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Abstract: On March 22, 2017, in Nature, the prestigious British scientific journal, were published the results of a controversial study presented by paleontologist Matthew G. Baron and his team of researchers, which questioned the basic genealogical tree of the dinosaurs, that for more than 130 years had been printed both in scientific textbooks, as in visual guides for amateurs and children's books. The cladogram of the dinosaurs, that is, the taxonomic structures under which they are classified and related to each other, would not only represent a change in the universal canon of these ancestral beings, but would also propose new ways of understanding modern birds as heirs of the dinosaurs par excellence.

Given the disruptive potential of this research, mass media from around the world spread the most critical and relevant aspects of Baron's discoveries, suggesting that the most basic knowledge of dinosaurs was about to change substantially. Even when skeptical positions were considered, mass media emphasized the complexity of the work published in Nature.

In December of 2017, when interviewing the Mexican paleontologist Héctor Rivera-Silva in relation to the aforementioned scientific and media event, it was discovered that following the publication of Nature in March 2017, a series of paleontological research works began to emerge to prevent the modifications to the cladogram proposed by Baron, downplaying importance and significance to his article. For renowned scientists like Hector Rivera-Silva, Baron's contribution had been null, because his idea had been widely refuted. However, these subversive positions had not been addressed by the media, which could suggest that the public could have been left with a radically different idea to what paleontologists had as valid and updated information.

What is the truth of scientific knowledge, where the information considered "correct" is known by a few specialists in the subject, while an extensive public did not obtain updates of the existing controversy among paleontologists? What is the responsibility of the media in the construction of the "scientific knowledge" of the public ?, What aspects of public interest are present in the revolution of the cladogram of the dinosaurs? These and other questions will be discussed, not only from the perspective of science communication, but also through the perspective of Science and Technology Studies (STS). Here, the position of Bruno Latour (1986) in relation to the construction of the scientific fact will take special importance.

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Id: 19138

Title: Climate Change Communication Research: What is Known, What is Not Known, What is Missing, What is Needed

Session Type: Individual submission

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Abstract: Climate change is the biggest threat yet, one could easily argue, to the sustainability of human civilization itself - if not to human life more generally. Many scholars around the world have been inspired to do research in the area of climate change communication, producing large numbers of insightful studies. Yet, when we consider this work as a whole, there are major gaps. We have many excellent studies about the psychological responses of individuals to different types of messages, but few definitive conclusions from those studies that can guide practice or politics in a meaningful way. We know in a general way that communication in this area is somehow distorted, but it is hard to articulate exactly the nature of that distortion. Institutional influences on media accounts of climate are still under-researched. This can be conceptualized as a unit-of-analysis problem: We have a lot of studies of individuals, often based on experimental or survey research, but not enough about institutions, their ideologies, and their influences, studies that often require more qualitative approaches. This is not just an issue of understanding organizations that want us to question the existence of climate change, however. We also need more studies of organizations working to take action against it, so as to understand their successes and failures, and these are even more rare. Despite the significant outpouring of research effort in the general area of climate communication, does this work clarify the nature of the problem in ways that can influence either understanding or practice in a constructive direction? More importantly, are there other approaches that we are overlooking? This discussion will begin to suggest some answers to these extremely important questions.

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Title: Roundtable: The Past and Future of Environment, Science & Risk Communication

Session Type: Individual submission

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Abstract: The Environment, Science & Risk Communication Working Group (WG) was founded by Anders Hansen at the 1988 IAMCR conference in Barcelona. Today, the WG is celebrating its 30th anniversary. It is also celebrating the fact that Environment, Science & Risk Communication issues and concerns have increasingly been taken over by other sections and working groups, which is indicative of their ever growing importance. At Eugene, Oregon, it is time to take stock of the situation, both in terms of the issues we face, and in terms of the state of the field. During this roundtable, we will reflect on the past 30 years of Environment, Science and Risk Communication research, and on the future, with a focus on the challenges in the decades ahead. For that reason, we are inviting seminal scholars who have been active in the field since the start of the WG.

Roundtable Chairs:

Pieter Maesele, University of Antwerp
Joana Diaz-Pont, Autonomous University of Barcelona
Kerrie Foxwell-Norton, Griffith University
Maitreyee Mishra, Heidelberg University and Manipal University