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Participatory Communication Research Section

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Activist public relations in digital public space during the pandemic || Ethnographic study of the Portuguese International Feminist Strike 2021

Authors

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Abstract

Activists across the globe are employing digital media to cooperate on universal causes through hybrid dynamic processes—local–global, offline–online and personal–social—taking advantage of the potential of an unparalleled growing network environment in which new communication tools are being used and created by activist groups and public relations practitioners worldwide. Struggles for women’s rights and gender equality (goal 5 of the UN Sustainable Development Goals/2030 Agenda) are an example of a new culture and collective identity of protest that produces a sense of ‘imagined global community’, through which the experiences of different countries are contaminated and inspired. This varied cultural mixture inherent to the idea of globalization does not lead to homogenization—as can be seen from the diverse approaches and cleavages in contemporary feminism and women’s rights movements.

This paper begins with a literature review on the coexistence of “new” and “old” forms of activism during the pandemic and on the complex dynamics that exist within public relations, activism, and power. It then presents the case study and the methodological procedures followed to answer the research question on how activist groups used digital tools and public relations techniques to organize the “Online Demonstration of the International Feminist Strike 2021” in Portugal.

From a public relations critical perspective, this article investigates how the Portuguese organization of the “Online Demonstration of the International Feminist Strike 2021,” which took place on March 8 (International Women’s Day), fits the description of activist public relations toward social change, including both protest and dissent activities. The strike was planned by a collective platform of activists concerned with maintaining civic participation and mobilization in a context of social crisis and prophylactic isolation due to the COVID-19 pandemic. Through an ethnographic study conducted with UMAR (a Portuguese feminist organization founded in 1976), the article explores how activists function as intercultural intermediaries.

Inspired by the initiatives of international activist groups, the campaign to promote the International Feminist Strike—#IfWeStopTheWorldStops—sought to apply creative

methods for the active engagement of new publics. These activists were producers of social meanings, interfering in the power relations that are generated in the public space. They used instruments such as the creation of specific online events, the endorsement of public figures, a specific website, a demonstration kit that invited people to carry out various offline activities to be shared later on digital platforms, media relations techniques, language adaptations and other social mobilization efforts.

Submission ID

38

A participatory communication group identification model for rural left-behind women in Xingan County in the Post-COVID era: Based on a clique percolation method

Authors

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Abstract

Participatory communication is one of the multiple paradigms of development communication, and discourse power and constructiveness among different subjects are the core part of its research. However, previous studies have mostly focused on the participatory communication practices and reflections of different individuals and groups, and there is a lack of methodological research in this field. Therefore, this paper studies the formation and classification of participatory communication groups of rural left-behind women in Xingan County in the Post-COVID era from the perspective of identification mode, which has both methodological and practical value. Specifically, opinion polarization and health information anxiety are two prominent features of the Post-COVID era, and online and offline discourse become endogenous variables that profoundly affect the rights and interests of different subjects. In this process, the evolutionary game of a single subject gradually transitions to the clique percolation of multiple subjects, which involves the clique percolation method that focuses on the automatic detection of clusters of related nodes and their overlapping communities in large real-world graphs, i.e., a node may be subordinate to several communities, and the originally clear issue of participatory communication discourse of multiple subjects, facing the complexity of reality shows a weakness. This study adopts a modified clique percolation method by Baudin et al. (2021), which formalizes the notion of community as a maximal union of k -cliques that can be reached from each other through a series of adjacent k -cliques, where two cliques are

adjacent if and only if they overlap on $k-1$ nodes. The whole study process identifies and classifies and analyzes the evolution of participatory communication groups of Chinese rural left-behind women through data obtained from questionnaire surveys and agent-based simulations, and explores the gain effect and recognition accuracy of the improved algorithm by comparing the previous high memory-occupied clique percolation method, and then explores the structural issues of the protection of the rights and interests of rural left-behind women in less developed areas, which involve the formation of mutual aid networks and the concentration of group opinions are significant for the protection of participatory democratic rights and interests of this group.

Submission ID

187

Las TIC en la escuela primaria de las ruralidades. Una investigación acción-participativa en condiciones de pandemia

Authors

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Abstract

La investigación participativa resulta indispensable cuando los procesos críticos de la comunicación para el desarrollo demandan una articulación entre la generación de conocimiento sobre los modos, medios y géneros comunicacionales y la acción orientada a la solución de los problemas identificados por los destinatarios de la investigación.

La integración de las TIC (Tecnologías de la Información y la Comunicación) en la educación genera, a nivel nacional e internacional, consensos tan fuertes como los debates sostenidos sobre los particulares modos de una integración revalorizada durante las condiciones de la pandemia por Covid-19.

Escasas investigaciones focalizan la relación entre las TIC y las escuelas de las ruralidades de Argentina. Si pocos estudios se conocen sobre las invisibilizadas escuelas primarias, menos investigaciones indagan la integración de las TIC en estas instituciones. Por otra parte, la incorporación de las tecnologías digitales es limitada pues las políticas públicas oscilan entre la entrega masiva de computadoras sin contenido pedagógico ni formación para los docentes y las capacitaciones intensivas con orientación científico-tecnológica.

Nuestra investigación previa comprende una perspectiva ampliada del acceso a las TIC con una triangulación intra-metodológica basada en entrevistas semi-estructuradas complementadas con observaciones en terreno. Sus resultados destacan limitaciones sistémicas, institucionales e individuales para la integración de las TIC en las distintas

escuelas rurales: carencia de infraestructura, equipamiento y programas reducidos, ausencia de capacitación, falta de apoyo tecno-pedagógico, etc.

El equipo de investigadores universitarios recibió durante la investigación un pedido de apoyo de tres maestras rurales del sur de la provincia de Córdoba (Argentina) para profundizar la integración de las TIC en el trabajo escolar durante las complejas, dinámicas e inciertas condiciones de la pandemia que, por un lado, limitan la continuidad educativa en situación de presencialidad y, por otro lado, aumentan la importancia relativa de la computadora, las redes digitales y la telefonía móvil en las dimensiones pedagógica, organizativa, administrativa y comunitaria del trabajo de las maestras rurales.

La aceptación de esta demanda redefinió la estrategia de investigación en la conformación del grupo de trabajo, el problema, los objetivos y la metodología, entre otros aspectos, desde una orientación afín a la investigación participativa. La nueva situación requiere proyectos de investigación empírica articulados con una generación de conocimiento práctico pertinente a los problemas emergentes en la escuela rural.

La investigación actual comprende los siguientes objetivos acordados entre los miembros del equipo inter-institucional de investigación-acción participativa:

- Profundizar el reconocimiento de demandas de integración de las TIC en diálogo con las maestras de escuelas rurales incorporadas al equipo de trabajo.
- Discutir alternativas de integración de las TIC en escuelas rurales en términos de supuestos, antecedentes, encuadres, estrategias, resultados y pertinencia para futuras experiencias.
- Formular estrategias de integración de las TIC en las escuelas rurales pertinentes a las demandas relevadas en interacción con sus docentes.
- Implementar experiencias de integración de las TIC en escuelas rurales compatibles con las condiciones sanitarias y sociales de la pandemia.
- Evaluar la implementación de las experiencias de integración de las TIC en las escuelas.

La metodología de investigación-acción participativa comprende tres experiencias. Esta ponencia destaca los fundamentos, procedimientos, alcances y límites de la generación de conocimiento y la solución de problemas prácticos de una de las experiencias de integración de las TIC mediante estrategia de investigación participativa realizada durante el año 2021 en las tres escuelas.

Submission ID

276

Participation as notion and practice in popular communication: experiences in the Brazilian Amazon

Authors

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Abstract

In 2019, during the conference of the Brazilian association of communication research (Intercom), I organized a workshop with popular communicators working in several outlets around the city of Belém, Pará, in the Brazilian Amazon. The objective was to exchange with them about the findings of my doctoral research related to the notion and practice of participatory communication (Suzina, 2018; 2019). Around 20 communicators took part in three consecutive meetings, where we discussed the following issues, in relation to participation in communication: power asymmetries, digital disruption, dissonance, and the role of popular communication in the Amazon territory. The meetings were conducted using techniques from the method of Sociological Intervention (Cousin & Rui, 2011).

This communication draws upon the reflexivity of the participants of the workshop to describe tensions between the conceptual development and challenges experienced in the practice of participatory dynamics in popular communication. One of the main tensions emerged during the discussion about the relationship between popular and participatory, based on the concept of popular communication as the one “from the people, for the people and to the people” (Peruzzo, 1998). Participants of the workshop reflected upon the horizons of communication initiatives and concrete conditions that allow them to unfold (or not), naming financial instability, political threats, fragile regulations, different levels of citizen engagement and media literacy among the main obstacles. Particular aspects relating to the geographical situation of those practices also emerged, mainly the territorial dispersion of communities, and conflicts related to territorial and cultural disputes around indigenous lands and rights.

This communication will also reflect upon the questions raised by popular communications in the Amazon region regarding the affordances and limits of digital resources introduced as solutions in these initiatives. Aspects such as leadership and capacity of listening will be central in this discussion. The presentation will also include some brief reflections about the experience of mobilizing techniques of sociological intervention in the workshops, mainly discussing its potential for increasing participation in the debates.

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Submission ID

454

Lifeworld Colonization and Alienated Participation

Authors

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Abstract

A social crisis is unfolding in the United States. It can be seen in attitudes, beliefs, and actions among citizens actively rejecting democratic norms and institutions. (There are signs of this in other countries, too). It can be seen in disdain for social institutions, widespread belief in patent lies, and in implausible political conspiracies. A parallel crisis in political institutions has resulted. This can be seen in attacks on politicians, increasingly profound mistrust of government, and the U. S. capital during January 6, 2020.

Analyses of this crisis by political commentators in the media are fragmented. Some highlight the great number of citizens who clearly resent the increasing income gap between rich and poor. Some argue that citizens feel abandoned and ignored by the political class. Other analysts focus on people who see immigration patterns threatening to “replace” previously existing populations, i.e., themselves. Such citizens wonder what has happened to the world they once knew and fear a future in which they may have no place.

Notably, one cannot add political apathy to the list of symptoms of this crisis. Unhappy and angry citizens are not just rejecting politics as usual in the sense of pulling back from public life. On the contrary many of these citizens are more highly involved than ever before. They are voting earlier, attending more party meetings, joining demonstrations, speaking out. To use a word, they are participating. Is this participatory democracy? Participatory communication?

This paper treats the attitudes, beliefs, and actions comprising this crisis as indications of what Karl Marx called alienation. But it updates Marx’s treatment of this concept using Habermas’s theory of communicative action. Habermas’s diagnosis of post-industrial society attributes such problems to the fragmentation of collective consciousness and the disintegration of life-orienting traditions, of lifeworlds. The identity-sustaining content of lifeworlds is becoming dangerously impoverished. In rapidly changing “modern” societies the social lifeworld must be repaired on an ongoing basis through “interpretive

accomplishments” in the public sphere so that life sustaining values of the past can be productively hybridized with emerging values.

Habermas has referred to his reformulation of Marx’s concept as “linguistic alienation” because values and traditions, the lifeworld, are experienced through and embodied in language, language in the Heideggerian sense of language as the “house of being.” He argues that to be democratic, societies must evolve socially meaningful narratives that make sense to citizens and are satisfying to them. This assigns an additional role to communicative action in the public sphere, beyond the role related to strictly political talk. Rational discussion in the public sphere must also serve as the medium in which socially ontological narratives can be negotiated and reformulated.

This paper will describe the social problems comprising this crisis. It will review Marx’s theory of alienation. And it will use Habermas’s account of lifeworld rationalization and unbalanced development to redefine alienation. The various crisis elements will be explored as a product of “colonization of the internal lifeworld.” Implications of “alienated participation” for participatory communication theory will be explored. (500 words).

Submission ID

543

Geolocation as Anchor: Spatial Reconstruction and Mutual Interpretation of Culture under Triple Articulation

Authors

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Abstract

Geographic Information System (GIS) has been called into question since its inception. It is mainly criticized for the Inclusion and Exclusion Framework created by the new technology (Adam, 2009). This Framework may exclude the general public from using the GIS while serving as a powerful tool for the privileged class for monitoring and surveillance purposes (Pickles, 1995; Curry, 1998). In response to this technical exclusion, there is an appeal for the development of a Public Participation Geographic Information System (PPGIS). With the assistance of locative media, urban space has become a media interface that links reality and virtual space. (Li, 2019). The user-generated geolocation “sign-ins” (GLSI) via social media, as a “mediatized way of life”, has brought new ways of interaction and evolution to urban civilization.

On the theoretical ground of Triple Articulation, this research enquires the following question: how the media practice of GLSI realizes the articulations between personal

narrative, collective consensus, and public historical and cultural context? The research process is divided into two stages: online ethnography and focus group interviews. From December 2020 to May 2021, we observed and logged the geolocation positionings of certain users of WeChat and Weibo. Then, 24 GLIS practitioners were contacted to conduct a focused group interview, from which we obtained a 104,261-word interview draft. With the help of the software nvivo12, we coded and analyzed the interview materials, and concluded three main categories and 9 sub-categories for the triple articulation of user-generated geolocation.

In the conclusion, we discussed three main types of articulation, namely, the articulation between technology and information scene, the articulation between personal narrative and public space, and the articulation between the spatial self and offline practices. In the first articulation, geolocation, as a symbolic representation powered by technology, breaks through the one-dimensional constraint of traditional text and picture, and develops a multi-dimensional information scene with a spatiotemporal context. In the second articulation, locative media enables users to use geolocation to convey information, tell stories, and construct lives. Young users tend to use virtual locations (user-generated locations that exist in the imagination) to construct new hybrid spaces on social platforms, whereas elder users prefer to use physical locations to express actual demands. In the third articulation, it is discovered that there are two orientations when using locative media for spatial narrative: outward self-present and inward self-memory weaving. In a fast-paced society, GLSI has become a mediatized and eternal way to keep abreast with fleeting time.

We are delighted to find that GLSI increases human subjectivity and initiative in the face of technological hegemony. As local and traditional knowledge enters the digital database, it accelerates the reconstruction of a certain place under the joint forces of personal identity and collective memory. Geolocation and social media are creatively connected, increasing the diversity of participants in GLSI. In the meantime, user-generated GLSI has become a way to resist the geographical landscape or stereotypes reinforced by industrial production. Instead of using standardized names generated by GIS, GLSI practitioners use their own-created locations or latitude and longitude. Such an action frees media geography culture from pure economic value. It helps more people realize that a city owns not only iconic buildings like commercial streets and central squares, but also small shops and unnamed lawns and hills among the streets and alleys.

[Keywords] Articulation; Self-presentation; Space; Geolocation; Locative Media

Submission ID

619

The life and death of comments: Ethical inquiry of participatory media and the public sphere

Authors

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Abstract

The advent of digital media during the past two decades ushered in an unprecedented era of public participation in news gathering and distribution processes. Online comments, message boards, and public forums adjoined to news services and media platforms offered the ability of online readers to provide feedback to journalists and to engage with one another.

Reporters themselves have generally approved of reader engagement through online comments, with a majority feeling strongly that readers should be able to comment on stories (Nielsen, 2012). At their most efficient and democratic, online comments can foster strong communities that live up to the ideals of community journalism (Meyer & Carey, 2013). They also move stories toward audience-centric and popular discourses (Salgado, 2019; Galpin & Trenz, 2019).

Conceived as optimizing democratic participation and ethical discourses as part of a larger and more inclusive public sphere, online comments fostered a dynamic interplay between news producers and citizens. Scholars have found a number of positive attributes of online commenting in media stories. For example, frequent commenters have been linked to a greater degree of civility compared to infrequent commenters (Coe, Kenski, & Rains, 2014).

Over time, however, such forums became the focus of negative attention on the part of media organizations and scholars alike. Some discussions pointed to their negativity and their appeals to "Internet trolls", while others were seen as providing a forum for political conflict and even aggression based on hyper-partisanship. A number of studies have connected online comments to incivility and negativity (Waddell, 2018; Coe, Kenski, & Rains, 2014; Chen & Ng, 2016). This was especially true for interactive discussions focused on political and social topics. Incivility in public discussions has been connected to key contextual factors such as story topic and individuals quoted (Coe, Kenski, & Rains, 2014).

Citing this and other reasons, in recent years major media companies and news organizations have changed course on online comments or have moved in the opposite direction from them. *The New York Times* has moved to a tiered system of comments curated by editors and other readers. *The Seattle Times* has reduced the number of articles with comments, while *The Oregonian* has removed reader comments altogether. Digital news services like Yahoo! have also eliminated reader comments. They have been joined by major media outlets like *The Atlantic* and specialized publications such as *The*

Chronicle of Higher Education and *Inside Higher Education* in eliminating online comments altogether.

Drawing theoretically from Habermas's discourse ethics, this study examines the conflicts and tensions inherent in news outlets' message boards and public forums, and the potential ramifications of their closure. It situates news forums and message boards as an extension of citizen platforms in public media, such as pages dedicated to op-eds and letters to the editor. It also positions internet public discourses as a forum for civility versus incivility, but also for participation in democratic media versus uncivil disruptions of institutional narratives and prevailing political norms.

Submission ID

686

Collaborative fact-checking through participatory journalism, crowdsourcing, and gamification

Authors

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Abstract

This contribution will present the methodology and the results of an ongoing European project on the role of collaborative analysis in the exposure of disinformation. The project consists in the implementation of a crowdsourcing ecosystem where citizens can combat disinformation campaigns by participating in a game for good. The aim of this endeavour is to enhance fact-checking through the participation of different actors with different levels of responsibilities, forming communities of practice. These communities comprise professional journalists, experts, and ordinary citizens. The consortium consists of 3 internationally recognised universities, with complementary expertise in fact-checking education, 1 NGO, and 5 small-scale online media organisations, which are the ones that suffer the most from the lack of news verification resources. Universities are located in western, central and south-eastern Europe (France-Poland-Greece).

Citizen journalism has been investigated by leading researchers and journalists such as Mark Glaser, Joseph Lasica and Dan Gillmor, who refer to citizen journalists as "street people", "ordinary people" or "regular people", who carry out activities supporting news production through digital tools. Participatory journalism or cooperative journalism is also

identified as a new form of journalism facilitated by the use of digital technologies, among them social media and online platforms for collaboration between professional journalists and other audiences. There are several different ways of looking at collaborative journalism. We define it as the practice of pursuing journalistic endeavours using, among other things, audience engagement activities, collaborative data collection and sharing, and especially collaborative production and verification of news. Emerging research indicates that crowdsourcing is a promising approach for helping identifying misinformation, and Facebook has started to engage in related pilot studies. The role of gamification (i.e. the implementation of game design elements in real-world contexts for non-gaming purposes) in enhancing fact-checking and media literacy skills has also been under discussion over the last years. Our project builds upon these premises, and seeks to enhance media and information literacy empowering “people, communities and nations to participate in and contribute to global knowledge societies” (UNESCO, 2013).

The project is designed in accordance with the Connect/2020/5464403 EU call text, and directly aims to both support the EU strategy against disinformation and complement EDMO’s (European Digital Media Observatory) activities. It builds upon three complementary methodological approaches which are combined to deliver an innovative one: traditional fact-checking techniques, community building practices, gamification elements.

We believe that our submission will find its place in the Participatory Communication Research Section (PCR) focusing on the theory and practice of participatory communication. It corresponds more specifically to its n° 4 theme (Participation and sustainability challenges) which takes an interest in the role of the individual and collective agency in order to address, in a sustainable way, the challenges raised by contemporary societal dysfunctions.

Submission ID

765

Participatory communication for sustainable soil fertility management: unpacking the dialogue tactics of scientists and farmers in rural Ghana.

Authors

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Abstract

The importance of agriculture to human life and sustenance cannot be overemphasized. Yet, in Ghana, one of the greatest, often overlooked threats to continuous food production and food security is declining soil fertility levels. Despite the introduction of various soil fertility management practices, their adoption by rural farmers has not been encouraging.

Addressing the declining soil fertility menace requires farmers' understanding of its effects and consequences and consensus on the necessary response action(s). This paper argues that participatory communication is critical for finding common solutions between scientists and farmers to address soil fertility decline. It, therefore, focuses on exploring how scientists and farmers discuss the subject of soil fertility management and the conditions affecting such discussion or interactions. This is because these have implications for farmers' understanding and action on the subject matter. Using a grounded theory approach and collecting data through interviews, focus group discussions, observations, and reviews of transcripts of a radio programme, the study examined the dialogue used by farmers and scientists involved in a soil fertility management project in Ghana and the conditions which informed successful participatory communication or otherwise. The findings of this study showed that participatory communication leads to scientists' awareness of indigenous conversation or dialogue forms which improves communication competence when applied to soil fertility messaging. The study also showed that the outcomes of participatory communication are dependent on the salience of a number of factors in the reckoning of both scientists and farmers.

Keywords: participatory communication, dialogue, soil fertility management

Submission ID

912

Bridging Academia and Civil Society for Access and Inclusion: Insights from Action-Research Experiences

Authors

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Prof. José Carlos Neves - Lusófona University, CICANT

Abstract

Over the years, academia has had the role of leading the processes of research and development, generating evidence to inform social change. However, this same evidence does not always seem to make these processes effective, based on the premise that there is a gap between higher education institutions and the various civil society organizations. The present work aims to systematize a set of insights, originated through Participatory Action Research (PAR) experiences, developed between academia and civil society organizations. These are characterized by a multistakeholder vision of this connection, which includes professors, researchers, students, Non-Governmental Organizations (NGOs), and cultural institutions. In addition, these experiences have a specific focus on increasing access and accessibility of distinct cultural forms through interaction and playfulness.

In this context, three case studies are presented. First, a project where students from the Bachelor's Degree in Videogames developed educational games and tangible controllers, to support deaf children in the process of learning mathematics. Secondly, the development process of a tangible playful installation, that emerged from the need of a local museum to improve the engagement of the visitors with the presented artistic forms. And thirdly, a collaboration between the university and NGOs that support people with Intellectual Disability (ID), aimed at the development of accessible digital games for this population. These projects were developed from 2015 to 2022 and emerged from concrete problems experienced in the field by the different organizations.

Through participatory observation and critical analysis, it is possible to emphasize these practices as alternatives to bridge the above-discussed gap, by producing a reciprocal relationship between inclusion-driven and social change outcomes and the pedagogical value, as a central part in the learning process of higher education students. The results from these experiences also highlight how media research can simultaneously study the users' needs and produce innovation and change.

In the present work, the limitations imposed by the current pedagogical and institutional models in higher education are also explored, as well as the drivers and barriers experienced in the field, while addressing the specific sociocultural context where these case studies were developed.

Submission ID

920

Femitags para las multitudes conectadas en países de habla hispana: #NiUnaMenos, #Cuéntalo, #NiUnaMas.

Authors

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Dr. Jordi Morales i Gras - Universitat de Girona

Abstract

En los últimos años, las mujeres están tomando las calles y las redes en todo el mundo contra la violencia de género y los feminicidios. Esta nueva ola de reivindicaciones feministas se caracteriza por un uso intensivo de las redes digitales para sensibilizar y ampliar la participación. En esta investigación analizamos tres femitags (es decir, hashtags feministas) de Twitter que han sido relevantes en diferentes movilizaciones cruciales en América Latina y España. #NiUnaMenos comenzó en Argentina en 2015 y convocó a movilizaciones masivas contra los feminicidios. #Cuéntalo, #YoSíTeCreo y #NoEstásSola iniciados en España en 2018 por denuncia de abusos sexuales. #NiUnaMas se erigió en México entre 2019 y 2020 como el hashtag donde denunciar cada nuevo caso de violación o feminicidio. Cada femitag tiene su propio desencadenante

y propósito, y establece una conversación con otros hashtags, vinculando lo local y lo global en el internet de habla hispana.

Si bien las multitudes feministas utilizan una estrategia de “comunicación total” (Treré, 2014) que incluye no solo las redes sociales, sino los medios masivos, grafitis, volantes, performances, canciones, body paint y todo tipo de propaganda, la trazabilidad de la conversación en Twitter (Van Dijck, 2016) se convierte en una herramienta privilegiada para la investigación social. Los femitags elegidos están escritos principalmente en el Twitter en español y nos permiten trazar un arco temporal (es decir, de 2015 a 2020) de la ola de multitudes conectadas feministas. Todos los datos fueron recopilados con acceso académico a la API de Twitter durante diciembre de 2021.

Hemos optado por adoptar una estrategia de análisis inductiva en lugar de hipotético-deductiva. Las preguntas de investigación han sido las siguientes y se aplican por igual a las tres femitags: qué tipo de actores sociales han estado involucrados en la conversación; qué vínculos y sinergias se destacan entre ellos; cuál es el papel de los líderes de opinión, y qué hashtags y contenidos secundarios destacan en esas conversaciones.

Hemos encontrado que los actores más influyentes en los tres casos son circunstanciales, la estructura de la interacción tiende a la horizontalidad y se disemina a nivel transnacional, adquiriendo cada hashtag una función propia para las multitudes feministas. Los tres femitags sirven como caja de herramientas para la acción y la participación y construyen un archivo que documenta la sistemática violencia contra las mujeres. Además, todas las 3 conversaciones de estos femitags señalan que la violencia estructural contra las mujeres conduce al feminicidio.

Submission ID

986

New thinking strategies for epistemological symmetry: deconstructing economic development in ICT4D

Authors

Dr. Maria Touri - University of Leicester

Abstract

The paper explores the connection between ICTs and development in the context of current calls for epistemological symmetry in the field of development and social change (Santos, 2014; Tufte, 2017) and the need for recognition of alternative discourses and knowledges regarding the transformative role of ICTs. Such new knowledges are ever more pertinent in the current neo-globalization context where the Covid-19 pandemic has

resulted in the re-configuration of communication practices. The paper argues that the field of ICT4D needs new critical thinking strategies that will help deconstruct dominant measures and discourses of development - specifically economic indicators that underpin development agendas - and create discursive space for alternative narratives.

The theory and practice in ICT4D is characterised by a dominant economic logic that is emblematic of not just the institutionalised and managerial nature of development projects, but also of the power of dominant theories and terms around development that have delegitimised the heterogeneous ways in which people experience growth and the different knowledges of economic diversity that are anchored in these experiences (Escobar 1995). Drawing on the work of feminist economic geographers Julie Graham and Katherine Gibson, and their diverse economies framework (Gibson-Graham, 2006), the article introduces the 'reading for difference' thinking strategy, a practice that encourages a deconstructive reading of the world around us, especially the economy and economic growth, and can help unearth the important role of ICTs in what are often considered 'secondary' values and non-measurable results, such as communal interests and reciprocal transactions. The article then goes on to explore this thinking strategy in the context of agriculture and rural development where ICTs are predominantly associated with economic and quantifiable ends. It draws on a seven-year-long qualitative study conducted with a South Indian farmers' cooperative focusing on the various ways in which communication technologies have been embedded in their economic activities. The findings reveal an array of diverse enterprise, labour and transactional activities performed by the farmers with the help of communication technologies. These are activities that reflect informal, place-based forms of conduct; and although they proved crucial for the cooperative's sustainability – especially during the Covid-19 lockdowns - they remain hidden and theoretically undervalued. At the same time, the findings highlight how farmers' choices, transformation and sense-making of ICTs can bring to the surface new knowledges and theories about the different routes through which ICTs can contribute to economic outcomes. Ultimately, the article advocates the need to rethink how we theorise the role of ICTs in development, forsake *strong and grand* theories and mobilise a type of theorising that may be more localised in its reach and purview but also more open to innovative alternatives to the status quo and a plurality of narratives and credible experiences that will interrupt and transform the dominant discourses of development (Dutta et al, 2014; Manyozo 2017).

Submission ID

997

Communicative Injustice and Memory. Feminist Practices of Participation and Resistance.

Authors

Prof. Rebeca Padilla - Autonomous University of Aguascalientes

Abstract

The presence of citizens' voices is a key issue to guarantee the human right to participate in the construction of world narratives, identities, and democratic life (Couldry, 2010). However, historically, women, like other human groups, have faced a social structure where communicative injustice prevails. On the one hand, the right to a voice is recognized, but contradictorily, practices that discourage and deny women's expression exist, and even those that continue to exalt silence as a feminine virtue (Boyce, 2020).

The objective of this paper is to recover the memory of the women who have participated in the feminist movement in Aguascalientes, Mexico, to analyze the agency and practices of resistance that they have deployed to confront gender inequality in the public sphere, situate their messages and achieve social action to change women's situation in their society.

The study was motivated by the concepts of "voice" from Couldry (2010) and "communicative injustice" from Boyce (2020) and methodologically assumed memory as an analytical tool. Tufte (2015) argues that it is particularly valuable to analyze the memory of groups that have mobilized, organized, and defended just causes to achieve social change. Feminism is one of the most relevant in recent history. Therefore, analyzing feminism's communication strategies contributes to our understanding of how to develop effective communication to achieve connectivity and involvement actions among citizens to strengthen their causes.

The methodology consisted of carrying out discussion groups with two groups of women, one of them integrated by outstanding pioneers and a second, integrated by feminists who are currently very active in the movement from different perspectives and tasks such as sexual education and reproductive health, community work, laws and public policies, art, and socio-digital networks, among others. A diachronic narrative was integrated from these conversations, identifying central events and practices of the feminist movement, distinguishing their main messages, the audiences they address, and their communication strategies.

The findings allow us to identify that, in the eighties, feminism was not a word that could be mentioned in the public sphere. Which is why, the first communication strategies said to be promoting women's self-esteem and health, and gradually feminist voices found legitimation in the public sphere. Currently, the movement's strategies and struggles are diversified in different veins of women's rights, and new generations have been strongly integrated. Despite the progress that activists have made, feminism now finds itself having to confront the far-right movement, which aims to delegitimize and deny women's rights and voices, with arguments that reveal that the foundations of a patriarchal, capitalist, and colonizing society are being threatened.

Submission ID

1026

Conceptualising South to South Media Activism: Dialogues, Memories and Territories

Authors

Dr. Andrea Medrado - University of Westminster

Dr. Isabella Rega - Bournemouth University

Abstract

In this paper, we analyse how communication scholars and practitioners, media activists, “artists,” and members of civil society - sharing their different resources and skillsets - can engage in participatory practices that challenge existing images of Global South communities by building South-to-South collaborations. We demonstrate the ways in which media activism (particularly digital activism) and activism can fight different forms of marginalisation in plural Global South contexts. We offer a thick description of media activist and activist initiatives in Latin America (Brazil) and Africa (Kenya), capturing moments when stories from the Souths intertwine, transform each other, and feature as tools for movement building.

Navigating between decolonial and intersectional approaches, and drawing from ethnographic observations and interviews with media activists in Brazil and Kenya, we propose a conceptualisation of South-to-South Media Activism that emphasises three elements: a) establishing (contradictory) dialogical spaces; b) mobilising memories and histories; c) reclaiming media territories. Embracing a South-to-South approach does not imply that this conceptualisation might *not* apply to Global North contexts. An important point is to acknowledge the Global South’s vast diversity and complexity. We do not wish to attribute a single essence to the South, treating it as a monolith. We agree with Moosavi in his acknowledgment that “those of us who are interested in intellectual decolonisation face a theoretical dilemma which has not been adequately resolved of needing to find a way of talking about the exclusion of the Global South without reinforcing the ontological premise that this exclusion is based upon” (2020, p. 13). At the same time, we confirm our search for a South-to-South understanding of plural media activisms that consider the contextual contingencies that affect marginalised peoples in diverse Global Souths. This stems from a desire to offer alternatives to models that are often based on Global North experiences but also, and more importantly, from a willingness to engage in dialogues. Such dialogues, as we suggested earlier, are driven by a desire to learn more about our erased shared stories and histories but are also permeated by contradictions. We believe that there is always, somewhere, a willingness to engage in dialogue about how we can create a better world.

Submission ID

1190

China as Method : Media Participation in Communication Practice**Authors**

Dr. Piyu Gong - Tianjin University of Finance and Economics

Abstract

As a Chinese word, participation first appeared in Chinese classical books "Book of Han" and "Records of the Three Kingdoms" nearly 2000 years ago. Participation here means to engage in or take part in an activity and most of the subjects of participation are people belonging to the power class. In modern China, people gradually come into contact with and understand the concepts of democracy and civil rights derived from western countries. At that time, creating the newspaper in the name of "reform", "revolution" and "national salvation" have become a typical form of media participation. These newspapers had played a great role in promoting the process of China's national and democratic revolution and most of the subjects of these newspapers are patriotic intellectuals. After the founding of the People's Republic of China, national independence has been completed and the country has generally entered a new period with economic construction as the main task. The media participation with the public as the main body is more presented in the form of "Readers' letters", which mainly reflects the problems encountered by the people in social life. In the Internet era, the empowerment of network technology has given the general public a broader space for expression. The subjects of media participation are more diverse, the forms of media participation are more diverse, and the influence of media participation is more in-depth. Just like Methodology of Chinese Learning, "China as method", advocated by Mizoguchi Yuzo, the famous Japanese sinologist and Chinese thought historian, this panel gathers seven papers to discuss the review of relevant literature on "media participation" in the Chinese context, the semantic change of "media participation" subjects, the presentation of different media participation practices and their impact on social change.

Submission ID

1490

MPS Paper - A review of media participation research in Chinese mainland: Based on data from China National Knowledge Infrastructure

Authors

Dr. Piyu Gong - Tianjin University of Finance and Economics

Abstract

China National Knowledge Infrastructure (CNKI) is the most abundant database in Chinese mainland. Taking media participation as the theme word, a total of 450 literature in CNKI is founded. The first published paper, talking about the importance of media as an independent subject to participate in advertising planning activities. (Huimin Yang 1993). After secondary identification, the earliest paper studying media participation in a substantive sense discussed the possibility and value of public participation from the perspective of improving business of media organization. (Hong Zhang 2000) .The preliminary findings of this study are as follows: firstly, Internet technology empowerment is the basic factor for the Chinese public to become the main body of media participation; secondly, the theme of media participation research is closely related to social changes and major social issues, mainly focusing on the discussion of the change of the relationship between the media and the audience in the Internet environment, the performance and value of media participation in public emergencies, the relationship between media participation and the change of social public opinion, public media literacy in the process of media participation, the value, ways and means of public media participation in the process of national governance. In general, media participation is not an important content of China's communication practice, but also gradually becomes an important academic concept, which is widely used in the research fields of politics, economy, culture and so on. It is worth mentioning that participation, as a sensitive concept, has similarities and differences in its connotation and extension in different cultural environments. In specific research, we should not only take into account the particularity of the local environment, but also consider the connotation of the concept of participation in the global sense. Only in this way can the research of media participation have more innovativeness, communication and sustainability.

Submission ID

1673

MPS Paper - Humanoid practice as a new form of media participation in China: A case study of AI sign-language presenters' communication at the 2022 Beijing Olympics

Authors

Dr. Yiming Chen - Jinan University

Abstract

Since China launched the first artificial intelligence (AI) synthetic news presenter in 2018, humanoid technology has been widely integrated into media practice, gradually forming a spectacle of digital culture. This study examines the AI presenters' participatory role in generating new forms of media production, distribution and consumption. It draws on the theoretical frameworks of post-human criticism, digital human identity, and human-machine interaction to understand the participatory practice of AI presenters. The study looks at the case of AI sign-language presenters who played a significant part in reporting the 2022 Beijing Olympics. Digital ethnographic method was used to observe their performance at the beginning, the middle, and the end of the games. The videos of the AI sign-language presenters have been widely distributed on social media. For this study, 28 of these videos were selected based on click rates, including clips of their stand-alone presentations and their interactions with human presenters. The audience's social media comments were also collected to understand the media consumption of the AI presenters and their social impact. By using discourse analysis, the study reveals two models of media participation for the AI presenters. The first one conveys a construct of embodiment in which the AI presenters essentially act like human beings; they participate in news delivery using gestures to help those who have hearing difficulties. The second model consists of the interaction between the human and the AI presenters, which can be seen as an attempt to establish an intelligent and professional image for the AI presenters. In this model, the human and the AI presenters work together to create a series of comic-dialogues about the Olympics that is meant to portray a cultural phenomenon of the new media carnival that is supported by AI technology. This study argues that although the use of AI has empowered hearing-impaired people, AI presenters still play a subordinate role compared to that of the human beings, who lead the production of content. The study thus suggests that AI technology should be given more agency in media participation. In turn, this also entails rethinking the human presenters' role and value.

Submission ID

1689

Participatory audiovisual methodology for reversing inequalities in young people

Authors

Ms. Mittzy Arciniega - Universitat Pompeu Fabra

Ms. María José Palacios - Universitat Pompeu Fabra

Ms. Mònica Figueras - Universitat Pompeu Fabra

Abstract

This paper aims to share the action-research experience of one of the case studies of the European H2020 project "Smooth Educational Spaces. Passing through Enclosures and Reversing Inequalities through Educational Commons" (SMOOTH) which aims to implement the methodology of "educational commons" to contribute to reverse social inequalities of children and young people.

The case study is carried out with young people aged 16 to 18 from the Asociación Educativa Integral del Raval (AEIRaval) in Barcelona and applies the participatory audiovisual methodology, framed in the "educational commons", with the aim of enhancing their participatory and collaborative skills and exploring their imaginary futures. AEIRaval is a non-profit association that develops socio-educational intervention programmes for children and young people from vulnerable groups and with greater difficulties for social inclusion in the Raval neighbourhood. El Raval is one of the neighbourhoods in Barcelona with the highest demand for social action, with 50% of its population of migrant origin, especially from countries such as Pakistan, the Philippines and Bangladesh. It also has a high rate of unemployment, which often leads to marginalisation.

The combination of the methodologies applied; on the one hand, the use of audiovisual participatory methodology and, on the other, Participatory Action Research (PAR), means that the groups to be investigated are no longer objects of study but become protagonists (Alberich, 2008). This is reinforced by the audiovisual component, as it allows young people not only to be the protagonists of their own story but also of its construction and production.

In this sense, the communication aims, on the one hand, to share the experience of the audiovisual methodology designed and implemented by the young people who will become co-researchers and, on the other hand, to investigate the potential and limitations of the "educational commons" methodology in working with young people in particularly vulnerable contexts.

Submission ID

1691

MPS Paper - Participation and Construction: Debating About Vegetarianism Among Chinese Netizen

Authors

Dr. Xiaochuan Yu - School of Journalism and communication, South China University of Technology

Ms. Xiaojing Huang - School of Journalism and communication, South China University of Technology

Abstract

1.Introduction

In recent years, vegetarianism has become a popular trend in Western countries, gradually evolving from a minority interest to a mainstream practice. While in China, the narratives about "vegetarianism" are presented in two ways. One is a historical behavior standard which is rooted in Buddhist culture, the other is a localized concept which is introduced from Western countries. When these two narratives confront each other on Chinese social platforms, they merge together to some extent, but at the same time, there exists a fierce collision. On November 25, 2021, the International Vegetarian Day, a video named The Vegetarian was posted by an actress Zhang Jingchu on Weibo. It has triggered a heated debate among netizen. In China, where harmony is high valued, it is unbelievable to have such fierce social confrontation over food choices. Research on this seemingly irrational social conflict is helpful to clarify Chinese public's attitudes, participation, interaction and conflicts concerning vegetarianism, and to understand how such conflicts will be resolved or released.

2.Research methods

This survey takes the video The Vegetarian and related comments on November 25, 2021 as a research sample. Based on the theory of participatory communication, this survey adopts the method of data statistics and analysis to explore the discussion of vegetarianism among Chinese netizen.

3.Findings and conclusions

The findings are as follows:

- Vegetarian dissemination represented by the video "The Vegetarian" is a vertical, top-down preaching dissemination. Influenced by commercial interests from plant-based meat companies, its purpose is to persuade and open up the vegetarian market. To resist Western hegemony, Chinese netizen are opposed to vegetarianism consciously or unconsciously .

- (2) On Weibo, netizen generally hold a negative attitude towards vegetarian food. While on WeChat, where middle-aged and elderly people gather, community relationships are closer, vegetarianism has gained more support and approval.
- Social media platforms provide conditions for participatory communication, which is more horizontal and demands equal communication. In the construction on the topic of vegetarianism, the participation and initiative of netizen are strong. However, there exists the trend of group polarization, which makes the voices different from the mainstream hard to be heard.

In conclusion, this study finds that participatory communication is important in the age of social media, while preaching dissemination is outdated. In the construction of the vegetarianism issue, Chinese netizen express their own opinions, and even raise criticisms and doubts about the communicators. Nowadays, information dissemination should be horizontal and interactive, and promote sustainable transformation and development of social issues in the process of participation and communication.

Submission ID

1712

MPS Paper - The Research on Users' Digital Heritage Protection of Social Media Platforms in Chinese context

Authors

Dr. Ruoxi Zhang - The Institute of Communication Studies, Communication University of China

Dr. Fan Zhang - The Institute of Communication Studies, Communication University of China

Abstract

1.Introduction

This paper aims to quest the following questions: (1) How do social media platforms in China carry out the protection of deceased's accounts and digital heritage? How is the implementation effect? (2) Subject responsibilities and power boundaries of social media platforms in the protection of users' digital heritage in Chinese context.

2.Research Methods

This paper adopts the method of comparative research and case study to compare the digital heritage measures of China's representative social media platforms (WeChat, Weibo, Douban, Bilibili, Douyin) from the aspects of terms of service, platform settings, privacy protection, etc. The rationality and completeness of the platform rules and service system will be reviewed in combination with the specific deceased accounts and their

retained user data, UGC, virtual properties, protection of network social capital, and inheritance status.

3. Findings and Conclusions

First of all, the measures and priorities taken by each platform are different. Generally, the protection of the deceased's accounts and digital heritage is stipulated in the following aspects: determining the rights of the deceased's close relatives, protecting the content of the deceased's accounts, logging in to the deceased's accounts, inheritance of properties in the deceased's accounts.

Secondly, these platforms have the following problems in the protection of deceased's accounts: unclear regulations on account ownership and usage rights, lack of protection measures for infringed deceased accounts, blank management of deceased's accounts without legacy contacts which are mostly close relatives, increased uncertainty to the protection of the deceased's accounts due to the instability of related terms.

Finally, complementary methods to platform protection include user-led digital wills, terminal-system-led digital heritage functions, and digital heritage services provided by professional third parties. Further exploration and practice by social media platforms and relevant parties are required to ensure that users make detailed arrangements for all their accounts and digital heritage before their death and therefore reduce the troubles and problems caused by that.

Submission ID

1714

MPS Paper - Analysis of communication strategies of Chinese environmental non-governmental organizations in the perspective of discourse institutionalism : take Green Stone as a case study

Authors

Prof. Qian Deng - Department of journalism and communication, School of Public Administration, Hohai University

Mr. Chengrui Wang - Department of journalism and communication, School of Public Administration, Hohai University

Abstract

This paper analyzes the communication strategies of Chinese environmental non-governmental organizations under institutional change, from the perspective of discursive institutionalism in the case of Green Stone. The following research questions are posed: What are the policies, programs and philosophies that Chinese environmental non-

governmental organization has developed during the process of institutional change? What discursive strategies has Chinese environmental non-governmental organization adopted in the new institutional environment? How have the new institutional changes triggered changes in the power relations of Chinese environmental non-governmental organization?

This Study takes Green Stone as a case, which is a environmental non-governmental organization in Nanjing China. Over the course of six months' study (from June to November in 2021), we used the methods of participatory observation, depth interview, etc. Based on qualitative research, the study found that at policies, since 2006, the Chinese government has undergone institutional changes from flexible management to tough regulation around chemical pollution control, forming an institutional design in which coercive tools are dominant, incentive tools are complementary, and social tools are on the rise. In the course of institutional change, Chinese environmental non-governmental organization has developed ideas such as localized development, process-based governance, rational communicability, and moderation in seeking cooperation with government at the programs and the philosophies.

Based on the ideas analysis, we focus on the process of how ideas are injected into practice through discourse. In the discourse production dimension, Chinese environmental non-governmental organization employs strategies to eliminate uncertainty, empathic mobilization and construct intertextuality with official environmental discourse. In the dimension of discourse practice, based on the Green Neighborhood Project, Green Stone has been practicing embedded coordination, embodying the inter-construction of discourse and practice.

For Chinese environmental non-governmental organizations, the new institutional provision has brought about changes in ideas, discourse and discourse strategies, and can be seen as an extension of China's push to modernize its environmental governance system. While the mandatory institutional provision encourages social forces to participate in environmental governance, on the another level it exacerbates the pressure on environmental non-governmental organizations to survive, which in turn reflects the shaping of ideas and discourse on the institution. We need to situate the communication strategies of Chinese environmental non-governmental organizations in the context of emerging institutional changes and power relations, in order to consider theoretical issues of environmental communication in accordance with the Chinese experience.

Submission ID

1722

MPS Paper - User Participation or Citizen Participation? The articulation of audiences in Chinese Communication Research (2012-2021)

Authors

Prof. Guiquan Xu - School of Communication and Design, Sun Yat-sen University, Guangzhou

Abstract

In my previous works (Xu, 2013; 2014), I have argued that the signifier 'audience' has developed as complicated concepts of "people·consumer·citizen" in Chinese communication research from 1978 to 2011. Along this line, this paper attempts to examine the further development of the articulations of audiences in China's changing societal context from 2012 to 2021.

Since 2012, China's government stressed 'the modernization of state governance system and capability' as the aim of deepening the reform as a whole. Also, the year of 2012 was a turning point for the crisis of traditional journalism. From then on, media convergence has been treated as a critical strategy of saving the journalism, and also a crucial part of state governance. Under this background, more and more media practitioner and researchers began to consider the audiences as 'users', which means they are no longer passive receivers or consumers, but active 'prosumer' or 'participants' in the digital media environment. In the public sphere, on the one hand, the rapid development of digital media empowers the audience to be participatory citizens in civic life; on the other hand, the discourse of state governance re-stresses the idea of 'people-centeredness', which reflects the resurgence of propaganda and 'public opinion guidance' in the age of media convergence. Within this context, the articulations of people, citizens and users and specifically explored in five analytical discourses of Chinese audience research.

It was concluded that the articulation of audiences was primarily focused on 'user participation' in Chinese communication research in the past 10 years. However, the richness of the meanings of 'citizen participation' seems underdeveloped in this period. It was suggested that the three dimension of audiences---'people', 'citizen' and 'user' --- could be further interpreted in future studies.

Submission ID

1729

MPS Paper - Social Change, Identity Reconstruction and Media Use: A Study Based on the Life Course of a Folk Yue Opera Actress

Authors

Prof. Runjue Wang - The National Centre for Communication Innovation Studies, Communication University of China

Ms. Anyi Xin - The Institute of Communication Studies, Communication University of China

Abstract

1. Introduction

Yue Opera is the second most traditional opera in China, whose rise and fall is closely linked with the traditional culture, local customs, and economic development in China. Since the reform and opening-up, the folk Yue Opera troupe has sought for living space in the process of industrialization, urbanization and rural modernization. Many actresses in Yue Opera also experienced the adjustment and reconstruction of their own identity. This study focuses on the identity changes of actresses in Yue Opera in the process of social changes in China, and it explores the following three questions: (1) How do the social identity of actresses change? (2) How do they achieve the integration of their cultural identity, social identity, and family identity in the process of personal life course? (3) What role does media use play in the process of identity construction?

2. Research methods

This article adopts Mengyao's life course, who was born in the 1960s and worked as a folk opera actress. Over the course of seven months' study (from May to December in 2021), we used the methods of participatory observation, depth interview, etc. This study aims to interpret the changes of female identity in the process of social change, industry rise and fall, family life and individual growth, and the significance of media use in the process of change, reconstruction, and adjustment of female identity.

3. Findings and conclusions

By reviewing Mengyao's life course, this study finds that social changes have reduced the living space of folk Yue opera troupe and profoundly changed the mode of economic development in Jiangsu and Zhejiang province. In this process, Mengyao's self-identity and living environment changed, which also affected the relationship between herself and the macro society. The study finds:

(1) Mengyao experienced multiple identity changes in her life, including cultural identity, social identity, and family identity. Self-identity at different stages is influenced by personal factors, social networks economic circumstances, etc.

(2) Influenced by her cultural identity and early social identity, Yue Opera has always been an important content of Mengyao's media consumption. Therefore, media use played a comforting role in the transformation of her identities and a companion role in other identities.

(3) The use of social media plays a connecting role in Mengyao's search for a new identity and maintenance of the original social group. She has confirmed her identity as a hotel operator and hotel cleaner at different stages by joining some chat groups. She also kept in touch with her former friendships which reflects her nostalgia for her past status as a Yue Opera actress.

(4) Mengyao's identity construction and media use reflect her initiative. Media use is of great value to women's choice, adjustment, and confirmation of their identity.

Submission ID

1731

"Why We Fight but Failed" : An analysis of the discourse about the "Anti-996 Movement" on Chinese social media platforms

Authors

Mr. Xuanbo Liu - tsinghua

Ms. Fangyu Dong - tsinghua

Abstract

The "996" work schedule refers to illegal overtime work from 9 a.m. to 9 p.m. for six days a week, and it has become increasingly common, especially among the Chinese Internet industry. Working in a company that encourages a "996" work schedule means workers must work at least 60 hours a week. This schedule throws severe violations of the Labor Law, but it is difficult for individuals to change or resist. Some Chinese programmers launched the "anti-996" movement on GitHub in 2019, which quickly led to extensive discussion on popular Chinese social media platforms. That provided an opportunity to examine how contemporary Chinese workers perceive their labor.

This study attempts to answer how Chinese high-tech workers perceive the relationship between their labor, companies, workers in other industries, and themselves. We conducted a critical discourse analysis of nearly 300 posts related to the "996" work schedule, and the anti-996 movement collected from Zhihu, Douban, and Pulse, three platforms commonly used by high-tech digital workers in China. We analyzed their thematic, rhetorical, semantic relations, intertextuality, and other main findings are as follows.

The study demonstrated social media's potential in the internet resistance movement. Digital workers mainly speak about their relationship with companies and their views on

the "Anti-996" resistance movement from three perspectives. From a legal standpoint, workers believe that social status affects the fairness of justice and that the rights and interests of citizens guaranteed by law are difficult to achieve in reality. From the Marxist perspective, workers believe that capitalists are gaining more and more power in China and should be restricted from the socialist party. From a historical perspective, China has a tradition of respecting "skilled workers." In contrast, programmers, as the new generation of "skilled workers," have inherited the spirit of openness and freedom of the Internet; it is unacceptable to be reduced to the "slaves" of large technology companies for them.

Nevertheless, some problems should be highlighted. High-tech digital workers' expression illustrates their special status in China. They are not unskilled or cheap laborers and therefore do not share the same values as many Chinese workers in poor labor conditions. It does not remain easy to organize them together. At the same time, some tech workers try to use the dominant Chinese discourse - Marxist philosophy - against large tech companies, but that also questions the validity of the state discourse, which is subject to censorship.

The high-tech digital workers launched this online movement through their ICT skills but ultimately failed to find practical discursive resources and practices. This case also provides new questions for further studies of digital social movements: How do fragmented digital platforms organize larger social groups? How can labor groups that lack digital skills participate in online social movements? Can workers organize online movements against capital on digital platforms controlled by large corporations?

Submission ID

1789

Re-orienting Participatory Action Research in a Neo-globalised World: A methodological example of a heritage project in Mpumalanga, South Africa

Authors

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Dr. Mary Elizabeth Lange - University of KwaZulu-Natal, Centre for Communication, Media and Society. ARROWSA.

Mr. JP Celliers - Lydenburg Museum, Mpumalanga

Dr. Julie Grant - University of Johannesburg, Centre for Communication and Media

Abstract

In our neo-globalised world, many international development institutions and national governments have responded to cultural pluralisation by placing cultural practices, cultural

life and material culture at the heart of their goals. Conceptualising development beyond economic growth encouraged global and local policymakers and development organisations to consider how participation, identity, heritage, cultural sites and cultural expressions function as drivers and enablers in development strategies. Although employing these culture-centred participatory development discourses, many of the UN's early post-millennial conventions, strategies and resulting literature was confined to descriptively outlining culture's positive contributions to safeguarding heritage as means of symbolic cultural endurance that ensures heritage visibility, maintenance and management. The more recent emphasis on political empathy; simply explained as the efforts to understand the perspectives, experiences and motivations of another, is where this paper's case study is located. The National Heritage Council-funded project moves beyond the aim of symbolic cultural endurance that may be 'frozen in time'. Traditionally, rock art interpretation was from a single perspective, usually shamanism, and subsumed diversity within a unified (often Western) theory. Action and the particularity of place and people's experiences is this project's focus as it operationalise all forms of knowledge in the inclusion of diverse African languages in the readings of engravings across time and cultures in Mashishing, Mpumalanga South Africa. The multivocal oral reception project included skills transference workshops and the creation of an educational booklet for schools, a tourism brochure and documentary video for the popular dissemination of research findings.

Participatory Action Research (PAR) was employed to explore these cultural identities and identification processes from precolonial to contemporary times. However, when Covid-19 hit, the world was simultaneously more connected, but socially distanced. How could a PAR heritage project with a team of interdisciplinary academics, heritage practitioners in different parts of South Africa; and local as well as indigenous peoples (from different cultures and language groups) actually work under these circumstances? Communication changed from interpersonal dialogue in the field, to digital communication to facilitate the intercultural readings and co-authored project outputs. This paper will share the adapted Covid-19 responsive PAR methodology to account for the projects' collaborative design, the forms of communication involved in the implementation, the structures that needed to be negotiated with flexibility, the opportunities, the difficulties faced and how they were overcome.

Submission ID

2003

Video-cartas participativas: diálogo y reflexión para aproximar en la cuarentena

Authors

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Ms. Patricia Borges - Universidade Federal do Rio de Janeiro

Ms. Viviane Souza - Universidade Federal do Rio de Janeiro

Abstract

El video participativo puede ser definido como una metodología de producción audiovisual centrada en la construcción comunitaria y participativa, que permite un proceso de reflexión acerca de problemáticas actuales y sobre el propio qué hacer audiovisual y participativo (Johansson et al., 1999). Las cartas son instrumentos de intercambio que acompañan el desarrollo de la escritura y remiten a la intimidad de quien escribe y del interlocutor, revelando percepciones y sentimientos. Las video-cartas son 'cartas audiovisuales', inicialmente introducidas por Daniel Díez, uno de los creadores de la TV Serrana (Cuba). Para Díez (2013,), a través del video se posibilita un encuentro entre comunidades y, por medio de la imagen, se muestran los modos de vida particulares. En el Proyecto de Extensión universitaria "Comunicación, educación y re-existencias", desarrollado en la Universidad Federal de Río de Janeiro (Brazil) nos propusimos establecer el encuentro entre las video-cartas y el video participativo. Así, nos indagamos ¿cómo las video-cartas pueden ser una forma participativa y dialógica de reflexión en un contexto de alejamiento forzado? La metodología utilizada en el estudio pasa por la revisión de literatura sobre video participativo, video-cartas; la reflexión sobre las cartas en procesos y contextos comunicativo-educativos y el análisis de la puesta en práctica de una video-carta direccionada a otro proyecto de extensión, el Colectivo Magnífica Mundi, de la Universidad Federal de Goiás (Brazil). Los resultados iniciales, de este proceso en desarrollo, nos demuestran que las video-cartas, realizadas de forma participativa, pueden contribuir para la construcción de redes de solidaridad en situaciones de aislamiento social. La construcción colaborativa del guión y las discusiones en torno a la obra ayudaron a profundizar lazos afectivos y redes de solidaridad que empezaron en la pandemia, tanto entre los remitentes como entre los destinatarios de la carta. Junto a los resultados prácticos, también observamos como la movilización de conceptos de Díez (2013) acerca del trabajo horizontal que presupone la realización de una video-carta se muestra pertinente a los lineamientos del video participativo. Esperamos que la creación de estos vínculos se pueda averiguar in locu, de forma presencial en un futuro encuentro entre los remitentes y los destinatarios de la video carta. De esta manera también se podrá reflexionar sobre la naturaleza de la creación de vínculos a través de la "vieja" forma epistolar y las "nuevas" formas facilitadas por el Internet.

Submission ID

2015

Participación ciudadana y tecnologías digitales: entre las grietas del estado y la transformación de la política

Authors

Dr. Gabriel Kaplún - Universidad de la República

Prof. Martín Martínez Puga - Universidad de la República

Abstract

Compartiremos resultados preliminares de un proyecto de investigación-acción sobre participación ciudadana en políticas públicas y herramientas digitales (2019-22). El equipo de trabajo interdisciplinario reunió investigadores con formación en sociología, ciencia política, ingeniería informática y comunicación y trabajó en convenio y en conjunto con un organismo público de referencia en esta temática, la Agencia para el Gobierno Electrónico y la Sociedad de la Información y el Conocimiento.

El foco de nuestro trabajo son los ámbitos y procesos participativos generados por iniciativa estatal para la generación de propuestas, el debate, diseño, implementación, seguimiento y evaluación de políticas públicas. Incluye experiencias muy diversas tales como presupuestos participativos, consultas públicas, juicios ciudadanos, grupos representativos permanentes, plataformas de ideas ciudadanas y diversas combinaciones entre estas y otras formas de participación.

Aquí focalizaremos en tres aspectos que surgen del proyecto:

1. Las funciones que pueden cumplir las herramientas digitales en los procesos participativos. Identificamos más de cincuenta “casos de uso”, que agrupamos en nueve conjuntos de funcionalidades: facilitadores de la participación, participación individual, interacción colectiva, moderación, gestión del conocimiento, gestión de tareas, comunicación y difusión, soporte audiovisual, facilidades técnicas.
2. Las oportunidades que puede generar la incorporación de herramientas digitales en el diseño e implementación de procesos participativos. En este sentido surgen posibilidades de incrementar los niveles de participación hacia un mayor poder de la ciudadanía, pero también riesgos de acentuar el carácter simbólico, manipulador o aplacador de la participación. Hay además riesgos frecuentes de que las herramientas digitales sean poco o nada utilizadas, por factores culturales, políticos o de diseño de los procesos.
3. Los efectos concretos de esta incorporación en algunos procesos tipo, a partir de casos piloto iniciados en 2021. Se trata de tres casos bien diferentes en cuanto a temáticas, actores involucrados y características de los procesos: una consulta pública sobre cambios en una norma legal de telecomunicaciones, un conjunto de ámbitos de participación ciudadana en la gestión del agua y un proceso participativo para la elaboración de un Plan Nacional de Derechos Humanos.

Aunque el contexto sanitario de la pandemia y el cambio político producido en Uruguay en 2020 podían tener -y efectivamente tuvieron- una incidencia negativa en el desarrollo de estos procesos, algunas características del diseño y la incorporación de las herramientas digitales tuvieron también efectos bien valorados por algunos de los actores participantes. Entre ellas: la posibilidad de repensar -y a veces rediseñar- los procesos participativos ya instalados; la mayor visibilidad y transparencia de los procesos; las posibilidades de participación individual y de interacción colectiva más allá de los espacios presenciales y sincrónicos; el estímulo al debate interno para acordar posiciones colectivas de actores sociales, activando su vida organizacional.

Estos aspectos pueden considerarse logros menores, y muy lejos de un horizonte de cambio político hacia una democracia participativa, pero también pueden ser leídos -y vividos- como oportunidades de abrir grietas en el Estado, mantener vivas las potencialidades de participación ciudadana en contextos más favorables y facilitar las condiciones para la construcción de esos contextos.

Submission ID

2058

Towards an EU model of participatory democracy: theoretical foundation and values therein

Authors

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Mr. Giordano Zambelli - Vrije Universiteit Brussel

Dr. Luciano Morganti - Vrije Universiteit Brussel

Abstract

This article aims to present a reflection on the specific model of participatory democracy in the context of the multilevel governance structure of the European Union (EU). It proposes a combination of theoretical and empirical analysis of the participatory practices in the EU, to contribute to the discussion about the nature of participation in the European democracy, its venues and the values therein. The main research question (RQ) that it aims to answer is: **Is there a model of participatory democracy that is specific to the EU integration process?** The study relies on literature review as well as on text analysis of EU policies enabling the democratic participation of citizens. Specifically, comparing different schools of thought, this contribution identifies the theoretical backbones of participatory practices in the EU multi-level governance structure and answers the main research question by looking at the theoretical foundations and values of participatory democracy in the EU.

The participatory turn in the European policy-making process is linked to the necessity of gaining more legitimacy and citizen's support, to overcome the democratic deficit of the

Union and to advance European integration (Psygkas, 2017; Vesnic-Alujevic, & Nacarino, 2012). European participation remains, however, an under-theorized topic with divergent scholarly interpretations.

This article strives, firstly, for a deeper understanding of how the emergence of participatory practices, in the specific context of the EU multilevel governance structure, could be explained through different theoretical lenses: What models of participation could exist in the EU, according to different political science theories? (sub-RQ1). Starting from the field of knowledge of international relations, which theorizes about the process of European integration (McCormick, 2017; Warren, 2009; Pollack, 2005), the article aims to address how different approaches to European integration have shaped not only a *sui generis*, multi-level, model of governance but also specific participatory practices to enhance citizen's engagement in policy-making in the EU.

Secondly, specific principles and values related to participatory practices, as implied by theories, will be put forward and critically discussed. These would be presented drawing a parallel with the values and principles that enable democratic participation in the EU, as derived from the EU Treaties, to answer the sub-RQ2: What values are at the core of European participatory democracy? The paper would make an attempt to identify, within the Treaties, some of the values that have contributed to the enforcement of participatory democracy. To our knowledge, this would represent the first try to systemize the participatory implications of the foundational legal framework of the EU to outline some core links between the values and their practical applications, at a policy level.

Lastly, building on the previous discussion about theoretical approaches and values-driven participation, a first outline of the specific EU participatory model will be presented.

Submission ID

2104

Social entities stimulating participation: Investigating the digital means of participatory museums worldwide in the era of neo-globalization

Authors

Prof. Jing Xin - Central China Normal University

Ms. Lina Pan - Central China Normal University

Abstract

In the face of the closure of the physical sites caused by the COVID-19 epidemic, an increasing number of museums worldwide have employed social media to engage users, which marks a shift towards participatory museums online. Among various orientations of participation, such as social, sightseeing, learning, interest and reverence, the social-

oriented participation has gained growing importance. It emphasizes that one can share, create and connect with each other online around collections in museums. Despite the continuous interest and demands being placed on participatory museums, there has been little supporting analysis.

This study investigates the content published by 10 famous museums (namely, Louvre Museum, Metropolitan Museum of Art, British Museum, Museum of Modern Art, Getty Museum, Victoria and Albert Museum, Van Gogh Museum, National Palace Museum, National Museum of China, and Sanxingdui Museum) on their social media (namely, Facebook, Twitter, Instagram, YouTube, TikTok, Sina Weibo, and We Chat) as well as the interaction that those posts generated over more than 10 months. This study reveals a range of initiatives that demonstrate how participatory communication via social media can be integrated into museum practices.

This study finds that making good use of various social entities can significantly contribute to social participation of online museums. To be specific, social entities in this article refer to both objects and people within the museum sector. Objects that possess rarity, aesthetics, situation and daily life stimulate high participation; celebrities in the collection, museum professionals, as well as enthusiastic and creative museum audience are also important stimulus for participation. The social participation online not only activates the communication of museums in the public's daily life, but also promotes the shift of audience's role, from cultural onlookers to cultural participants.

These findings support the claim of "museums as agents of social inclusion", and further indicate that museums on social media platforms can serve as novel spaces for people's daily connection and intercultural communication in the era of neo-globalization. The range of posts, projects and activities offered by online museums are driven less by a desire to educate or to share authority, and more by a concern on social participation with diverse communities of interest and plural perspectives on the objects, people and stories presented within it.

Submission ID

2158

Community radio, 'NGOisation' and Marginality

Authors

Mr. Arun John - University of Hyderabad

Abstract

There are close to 340 operational community radio stations in India operated by Non-Governmental Organizations, State Agricultural Universities, Krishi Vigyan Kendras and Educational institutions (Ministry of Information and Broadcasting, 2021). Though the license holders are different, the stations primarily work on empowering the marginalized

communities through democratic dialogue and giving voice to the voiceless among prominent functions the sector aims at.

As part of my doctoral research, I did extensive field work at two community radio stations in South India. One of the stations is a rural community radio station which works for the empowerment of the native tribals, spatially marginalised who have been victims of systemic biases and discrimination throughout history. The station adopts a rights-based approach to the emancipation of the tribal population with a vision of bringing them on par with the mainstream communities of the locale. The existing marginality is reinforced on the lines of caste, gender and tribal identities.

The other station works for the empowerment of sexual minorities, people living with HIV, differently-abled people, dalits and ethnic minorities among others in an urban milieu. In urban spaces, societal marginality creates fissures which further generate heterogeneity within the community of a community radio station. The station follows an advocacy model of development.

Although community media considers itself to be an agent of change and socially more inclusive as opposed to mainstream media, the segregation of community on defined lines leads to reinforcement of marginality. The idea of inclusion itself is at many levels defined by the societal inequalities and organizing the marginalised so as to further the cause of the medium in itself. A significant reason as to why this happens is because of the NGOisation of the sector. This 'NGOisation' has significant implications for how community radio stations are able to engage with and serve their own local communities and the issues important to them (Pavarala, 2015).

The research employs a multiple case study approach, drawing on ethnographic research conducted at two community radio stations in South India: one urban station and one rural station. The paper critically engages with the idea of marginality and the representations of the same within the structures of state, civil society and the community itself. The study also argues that the NGOisation is reasonable given the restrictive nature of the field and the policy hurdles which enable/disable the course of the field.

For the purpose of my study, I employed an ethnographic method. This method provides scope to understand the dynamics and nuances of the community. "Ethnography sets aside the notion that behaviour is rule governed or motivated by shared values and expectations, and maintains that social structures are socially produced, sustained and experienced" (Bosch, 2003:40).

Submission ID

2291

Teens and misinformation on social media: Opportunity or deterrence for participation?

Authors

Dr. Florence Namasinga Selnes - Oslo Metropolitan University

Abstract

This paper interrogates the participatory practices of teenagers in social media spaces. Drawing on focus group discussions and interviews with Norwegian teenagers in addition to discourse analysis of a teenage Television series “*Lik Meg*”, I examine what characterizes young people’s conversations in social media and the implications thereof for their participation in these digital media spaces. The paper problematizes the opportunities and/or challenges that the misinformation phenomena represent to young people’s participation in social media spaces. I ponder on questions such as: Does the pervasiveness of misinformation in social media encourage or discourage teens from participating in some social media platforms? Does it encourage them to actively use the platforms to debunk (or not) misinformation? It also reflects on whether the pervasiveness of misinformation has a bearing on young people’s use (of) and participation social media spaces. Does the prevalence (or the lack of it) of misinformation in social media networks have a bearing on Norwegian teens’ participation in these spaces? How are Norwegian teens contributing to debate/discourse on misinformation in social media?

Young people were behind the most popular fake news stories during the US elections in 2016. The popularity of the stories was measured in terms of shares, reactions, and comments on Facebook (Silverman 2016; Silverman & Alexander 2016). While the teenagers’ motive was to generate money, they actively participated in generating (mis)information that saturated election discourse and possibly contributed to tilting the election in Donald Trump’s favor. Analyses of fake news in reference to Macedonian teenagers rarely problematized such cases as a form of youth participation in digital spaces it[FNS1] can be relevant to problematize and theorize about youth participation vis-a-viz fake news and misinformation on social media. Scholarly discourse comprises acceptable and unacceptable forms of participation by users of social media. The dark participation perspective focuses on the negative side of citizen engagement in social media exemplified by trolling, bullying, misinformation, disinformation and hate speech. The Macedonian youth appropriation of digital media to generate and spread fake news through social media illustrates what Quandt (2018) calls the “bleak flip side” of participation in online spaces. But what can we learn from young people’s engagement in social media? Do they consider certain pieces of (mis)communication in their social media spaces problematic or not? Preliminary findings show that teens’ engage with misinformation in social media spaces on their own terms basing on individual gains as opposed to societal expectations.

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Submission ID

2326

TikTok and playful activism: the case of the Israeli-Palestinian conflict

Authors

Dr. Laura Cervi - Autonomous University of Barcelona

Mr. Tom Divon - The Hebrew University of Jerusalem

Abstract

ICTs are changing how both citizens and activists alike collaborate and engage in political action (Gerbaudo, 2012). Acknowledging that each social medium is a unique socio-technological environment, displaying particular affordances that shape its dynamics of communicative practices and social interactions, this paper problematizes the challenges and possibilities that digital technologies represent to participation focusing on TikTok, the newest and most popular social network among Gen Zers.

The social network, widely known for its entertainment videos, is increasingly becoming a place for political discussion and grassroots activism.

Following the perspective of radical democracy (Laclau and Mouffe, 1985; Mouffe, 2005) and aligning with Calafell's call to a "performative turn" (2021), the paper aims at disclosing how the affordances of this platform (wide and easy choice of professional effects, templetability, entertainment and virality) shape and engender a new form of video activism, that we will define "playful activism", which expands the repertoire of what it means to be "politically active", based on the individual expression of personal action frames that coexist or sometimes replace collective action frames (Bennett, 2013), placing value on those creative social media skillsets young people feel confident in (Cervi, 2021).

The use of social media platforms has influenced both Palestinian and Israeli activism to such an extent that some scholars consider social media as a new "war zone" (Li and Prasad, 2018, p. 13) in the Israeli-Palestinian conflict.

Accordingly, this paper presents an inductive, multimodal discourse analysis of 500 TikTok videos posted under the two most viral antagonistic hashtags, #freepalestine, and #standwithisrael, during the escalation of violence between Palestinians and Israelis in May 2021, unfolding how young Palestinians use playful performances to spread their political messages among peers, fostering the humanization of Palestinian suffering to

build solidarity networks, while Israeli activist tend to spread a more classic nationalistic content.

In both cases, driven by the platforms' culture of imitation and competition, playful activism enables the participation of ordinary users in emerging social-political events through memetic templates of content creation, encouraging users' soft performances that make democratic participation more accessible to the Gen Z audience.

Submission ID

2373

Children, young people and participation in and through the media: A systematic literature review

Authors

Dr. Diana Pinto - University of Minho, CECS

Prof. Sara Pereira - University of Minho, CECS

Prof. Conceição Costa - Universidade Lusófona - CICANT

Dr. Carolina Jardim - University of Minho, CECS

Abstract

In the last decades, research has demonstrated an increased interest in youngsters' relationship with the media. Concurrently, the rapid development of technology has facilitated the increased use of media devices among children and adolescents. However, the literature has focused significantly more on children's media uses and practices than on their participation in and through the media, expression, and creation. Among the exceptions, some research claims that children engage in various forms of media participation or production (films, videos), such as interactions (e.g., discussions, sharing) concerning politics, activism, and support to causes or organisations. These studies point out that participation can promote media and digital literacy and social inclusion, as some youngsters use media for cultural expression and production, valuing the opportunity to express their voices and see their work recognized. However, other studies suggest that production levels of young people are modest and tend to be "informal, spontaneous, poorly structured, unplanned, and oriented to (...) friends, but also family (e.g., Pereira, 2021, p. 41). Those results highlight the need to promote opportunities for children's expression as stated by the United Nations Convention on the Rights of the Child, which stands for the right of media participation that legitimizes children's ability to express themselves and the relevance of their agency and voice in research. In the context of this study, two main approaches to participation are debated: a sociological and a political studies approach (Carpentier, 2016).

Considering the importance of the child's right to participation and aiming to explore what has been studied about children, young people, participation, and media, a systematic literature review (SLR) was conducted on "Communication Abstracts" – the leading database in the Communication area - for the last five years (2017-2022). The selected formula is based on combinations of a set of relevant keywords inspired by the existing literature and the study purposes. Following the PRISMA - Preferred Reporting Items for Systematic Reviews and Meta-Analyses - 2020 (Page et al., 2021) statement checklist, only scientific articles published in peer-reviewed journals, as well as including children as research subjects, were considered. After applying the database filters, 577 papers were identified and the process of finding among these records the eligible papers is in progress. The eligible papers will be analyzed quantitatively and qualitatively (via Microsoft Excel and NVivo) and categorized according to: participants; methodologies; main study dimensions; conceptualizations of participation, major results and research geographies. With this SLR, it is expected to obtain a research overview on what is being studied about youth participation and expression in and through the media.

This study is being developed within the ongoing research project "bYou – Study of the experiences and expressions of children and young people about the media" [PTDC/COM-OUT/3004/2020], funded by the Portuguese Foundation, whose main goal is to understand children's media experiences of a sample of almost 1400 Portuguese youngsters from 11 to 18 years old, giving them the opportunity to express their voices and their opinions about their lives, of which the media are a significant part.

Submission ID

2432

Community-led HIV interventions in South Africa: Participation and power contestations

Authors

Mr. Mkhonzeni Lanceotte Gumede - Centre for Communication, Media and Society, University of KwaZulu-Natal

Abstract

Community-led interventions are key to meaningful and sustainable HIV programming and ending the HIV epidemic by 2030. Studies in different contexts across the globe have demonstrated that community-led interventions effectively reach populations that may be missed by conventional mass-mediated HIV and AIDS programmes. Despite these gains, little is known about the peculiarities of how community-led interventions are managed, in particular, the management of power relations amongst different stakeholders and how participatory theory is applied to promote community leadership in their implementation, especially externally-initiated community-led interventions.

This study explores community participation in community-led interventions, using the Woza Asibonisane Community Responses Project (WACRP) implemented by The Valley Trust in informal settlements and rural areas in KwaZulu-Natal, South Africa. It investigates lessons learnt from community-led AIDS interventions in a South African context, the strategies employed to amplify community voices in their implementation, and how power relations amongst different stakeholders can be managed in order to understand how community-led interventions can be improved in the ongoing fight against HIV and AIDS.

Postcolonial theory conceptually guides this study. Related to this are empowerment and participation theories that provide the key constructs that undergird the conceptual framework, with a particular focus on the Communication for Participatory Communication model (Kincaid and Figueroa, 2009).

Semi-structured interviews with 12 participants involved in the WACRP entrench the study in an interpretivist paradigm with a critical theory perspective. The study's qualitative relationality situates it in transformative research - not only in terms of its subject matter but also in how it was conducted and written up, placing community voices as the central focus. Data was transcribed and analysed using Braun and Clarke's Reflexive Thematic Analysis where themes were interpreted through the lenses of participatory communication theory.

Results show that in the WACRP, the control of the decision making processes resided with the funders, leaving communities as spectators occupying the peripheral seat away from the decision table. People know what participation should look like but those with power (in this case, the funders) decide how participation is done and who is able to participate. There is evidence that WACRP adopted a participatory posture to co-opt communities into an already predetermined agenda where participatory methodologies were applied to legitimise the funders' decisions. There is a need for the reorientation of the practice of participatory communication within the context of neo-globalisation to ensure that the gap between theory and practice is minimised.

Keywords: Community voice, Community-led interventions, Empowerment, HIV/AIDS, Participation.

Submission ID

2435

MPS Overview - The Artist and Social Change: Challenges in Urban Contexts

Authors

Prof. Susan Drucker - Hofstra University

Abstract

There is a growing awareness of art's capacity to contribute to urban vitality, conviviality, and participation. Even when designed for distribution over digital networks, artistic expression occurs in particular places and is often conceived as a response to local conditions. No longer content with simply 'representing' the city, artists are increasingly asked to 'activate' it. Visiting a museum has been recognized as cultural participation. Community media provide outlets for visual artists, sound artists, and musicians. Changemakers often emerge from the arts community.

The Artist and Urban Participation will explore the role of the arts community in the process of articulation and performance of change. Topics including how contemporary urban artists 'communicate' and how they invite participation and civic engagement. How can community media arts projects enhance participatory communication in cities? Does public art contribute to the communicative city? How is the city experienced through art? Does artistic expression function as a form of underground expression? Can art in the city provide a means of communication for the marginalized or oppressed? Can cities use participatory mechanisms to produce art projects? This session explores the relationship between urban media, community media and urban participation.

Submission ID

2447

MPS Paper - Cities and All That Jazz

Authors

Prof. Cees Hamelink - University of Amsterdam

Ms. Gabriela Barrios - Rescue our Future

Abstract

Music making has special qualities that can help us to learn the art of relational communication. Music influences behaviour and the readiness to help others is greater after listening to pleasant music. Collective music making leads to surges of endorphin within the brain which makes people more friendly disposed towards each other. Music making is also likely to release the hormone oxytocin in the brain and this stimulates social bonding. Music is a great teacher of "conviviality."

Herbie Hancock – jazz pianist and one of the founders of the International Committee of Artists for Peace - said "the core of jazz music is the dialogue, listening to each other and accepting each other, it is the language to express our responsibility for our planet". Because we are the only species that makes music we have the responsibility to use this magic tool to make living in cities meaningful. This paper will explore the uses of music in the life of the city.

Submission ID

2452

Brazilian perspective of Social Advertising and its classification: a social and participatory transformation methodology in the Era of Neo-Globalisation

Authors

Dr. Patrícia Saldanha - Universidade Federal Fluminense

Abstract

The strengthening of daily practices linked to Social Advertisement was one of the factors that contributed to the rapid social reorganization in the last decade. Another important factor was the remodelling of behaviors linked to consumption which, impelled by this advertisement bias, resulted in new forms of citizen participation and in alternative of human inclusion. Such changes were driven by digital technologies that impacted in the three structuring aspects in the communicational field: The binding (attractive nexus between self and other

in the field of interpersonal relationships), the relational (in commercial relationships linked to marketing communication processes) and the critical-cognitive (related to advances in academic research) (SODRÉ, 2015).

It's urgent to reflect critically about the new methodologies adapted to the pandemic to empower vulnerable groups with techniques in advertising and communication in order to increase citizen participation in solving problems related to local sustainability. In this way, the action-research (Thiollent, 2003) is a fundamental method, once which foresees the insertion and intervention of the researcher in the activities and is directly linked to the praxis of the all types of this proposal of Social Advertisement.

It's very important to consider different epistemological views of Social Advertisement, but in the same way, it's crucial to consider technological, aesthetic, political or social innovations by respecting the local characteristics. Not doing this, as Barbero says, it would be the same as "forging life" so it could fit a mold (BARBERO; BARCELOS; 2000, p. 154). Said that, our discussion emerges from researches engaged to causes of social movements and human rights, aligning themselves to the principles of Community Communication to contributes for the strengthening of a participative citizenship.

The theoretic discussion will sustain the counter-hegemonic argument of advertisement to debate its action in the tipifications presented in the conceptual synthesis articulated to the following spheres of civil society in the Era of Neo-Globalisation : Communities, groups that share the same physical (community) or virtual“commonality” (affirmative) State (of public interest), Organizations of international cooperation, NGOs and Social Movements (of cause), and finally, Public or Private Organizations (transversal).

Submission ID

2457

MPS Paper - City Symphonies

Authors

Prof. Gary Gumpert - Urban Communication Foundation

Prof. Peter Haratonik - School of the Arts Institute of Chicago

Abstract

City symphonies have, at times in history, become emblematic of a place and a time. The urban façade and symphony orchestras have a long tradition in which music, international persona, and architecture collide. They can make classical music accessible to everyone. Some city symphonies conduct outreach programs in which citizens are invited to discover music in a place. Today, some symphonies seek creative forms of outreach. Some take music to the people. Others offer programs to invite participants into their iconic homes. This may take the form of family friendly programs such as Pajama Jamborees, a series of classical pops concerts geared toward children and their families. Some provide amateur musicians with an orchestral experience seeking to extend the musical community through opportunities to create and access music of all kinds through participation and collaboration between professionals and amateurs of all ages. Outreach to community include educational talks, after school music clubs, music education for at risk children. Composers have incorporated the sounds of a particular city to celebrate a place. The role of the city symphony historically and currently, will be examined.

Submission ID

2463

MPS Paper - Art and the city: From a communication infrastructure theory perspective

Authors

Prof. Yong Chan Kim - Yonsei University

Abstract

The purpose of this study is to discuss the roles of artists, art organizations/institutions, and art works as part of the local communication infrastructure for building and rebuilding communal urban communities where people are able to focus on what are relevant in their own places. This paper is theoretically guided by communication infrastructure theory (CIT). CIT defines communication infrastructure as a community storytelling network set in its communication action context. Based on CIT, I developed and disused key questions regarding artists and art organizations/institutions as community storytellers and art works as communication action contexts. I presented a case study of one specific neighborhood in Seoul, Mullaee, where metal workers, factory entrepreneurs, and artists live together and recently have been through heavy gentrification processes. Based on the conceptual framework developed in this work to see art works, artists, and art organizations/institutions from a CIT perspective, I discussed possible desirable scenarios and undesirable ones that we may expect to see in a neighborhood like Mullaee.

Submission ID

2468

MPS Paper - Taking Change to the Streets: Civic Participation and Flash Mob Activism

Authors

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Abstract

Flash mobs are associated with by the urban youth culture and are inherently political and democratic in nature. The global proliferation of flash mobs can be a form of participatory communication, as fandom in performance or as enactment of identity. Organized via social media, these performances are often accompanied with the organizer-generated flash mob videos recorded for the online audience. They represent the intersection of physical urban space and virtual social space. They are sites of civic engagement in that they entertain but may also promote social and political causes including voter registration and get out the vote efforts. The spontaneity dispersed form of participatory performance lends itself to being an effective tactic for political protest, particularly under repressive conditions. Flash mobs have come a form of political participation or political

communication in urban spaces. This paper will explore the political dimensions of urban flash mob performances.

Submission ID

2471

Analytical model of implementation of social projects by local media

Authors

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Abstract

Participatory communication approaches to development designated a fundamentally new approach to communicative practices in modern society. The involvement of citizens in the communication became an important feature of modern communication practices (Servaes (Ed.), 2008).

Media studies usually focus on the distribution of information, deliberative practices. Meanwhile, journalists not only provide “consensus for action”, but also initiate and organize action - social projects - in order to solve social problems.

The study of social initiatives implemented by Russian local media has been conducted at Lomonosov Moscow State University (Frolova, Gatilin, 2021).

We define social project as a multicomponent activity of journalists aimed at solving social problems of local communities by involving citizens in this process.

Content analysis of 126 descriptions of social initiatives by 65 media from 36 regions of Russia was used. We consider the process of implementing social projects at two levels - institutional and technological. At the institutional level, we analyze how media, local authorities, business, citizens transform an unsatisfactory situation using the available resources.

At the technological level, the implementation of social projects includes the detection of a problem, analysis of the target audience, analysis of available resources, analysis of potential partners, determination of the goals of project, development of the plan, interaction with partners, involvement of participants, implementation of the stages of the plan, permanent analysis of the steps being undertaken, adjusting the stages of the plan, attracting new resources and partners, achieving the goal (partial or complete), presentation of the results, analysis of the effects of the project, analysis of the effectiveness of implementation of social projects.

The results of the analysis of social projects of Russian local media helped to develop the following recommendations:

1. It is necessary to develop a mechanism to protect local media from pressure and censorship from local officials (in Russia, the vast majority of local media is under the control of local authorities)
2. Local media can be registered as non-profit organizations in order to receive state grants and grants from charitable organizations.
3. Criteria to measure the efficacy of implementing social projects should be developed in order to help the authorities to choose media to support (in Russia, government allocates significant funds to support local media, having no idea about the appropriateness and effectiveness of such support).
4. Professional standards of journalistic activities need to be updated, taking into account the multifaceted activities of modern journalists.
5. Educational courses both in universities and in advanced training courses for journalists need to be updated, taking into account the skills of project management and community management.
6. It is necessary to share and discuss the experience of journalists' participation in social problem solving.

The Analytical model of implementation of social projects by local media could be used to conduct a comparative analysis of journalistic activities aimed at solving social problems in different countries. Detailed presentation of the model could be found in the conference paper.

Submission ID

2496

Mapping Participatory Communication Research – An exploratory approach

Authors

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Dr. Dorismilda Flores-Márquez - Universidad De La Salle Bajío

Abstract

The present research is a starting point of the endeavor of deepening the knowledge about participatory communication research, in an effort to map the field and inform relevance for future researches and publications. Which themes, motivations, conceptualizations, theories and methodologies have been catching the interest of scholars? Which best practices, alternatives and discussions have been breaking the ground of this area of knowledge? Which epistemologies have been summoned to the cross fertilizing and the better understanding of this area?

The project consists of two phases, using a mixed methodologic design, combining both quantitative and qualitative analysis.

The first is exploratory and general, we focused on the first 10 publications that appear on a number of aleatory searches, by relevance, including citations, on Google Scholar, under the keyword expression “Participatory Communication”. We took into account several variables that might influence results, such as authoring, publisher, access, type, number of citations, as well as content analysis of the titles.

Preliminary results offer a glimpse of what Participatory Communication is about. The immediate suggestions of the algorithm included operational categories, namely “theory”, “approach”, “model”, “strategy” or “networks”, but also conceptual areas such as “social change” or “development” or “social media”. Related researches, as indicated by Google Scholar, were also scrutinized. Results corroborate some of the latter, such as “social change”, but also reveal immediate connections with other and more specific fields of research such as “rural development” “community development”, “empowerment” and “strategy design”; methodological and theoretical approaches; and “Paulo Freire” emerges as a prominent scholar, inspiring academic research. Being aware of the randomness of the research carried out and how the choices of the algorithm can be biased based on previous research profiles, we confront that with the next part of the research.

The second phase consists of mapping the papers that have been presented in the Participatory Communication Research Section in the 2018-2021 period. We registered the titles, themes, languages, and universities of affiliation of presenters, in order to identify the key themes in relation to the regions in the world. This exploration enables us to get a more diverse and challenging landscape, with participations from Africa, Asia, and Latin America. Preliminary findings show different lines of research linked to meanings of participation and participatory communication: participation as participatory practices in activism, collective action, and projects of communication for social change; participation in terms of politics, democracy and public policies; participation as participatory cultures, particularly in media and socio-digital networks.

This exploration contrasts the Anglo and Eurocentric bias found in search engines, which reflects concentration in specialized literature, with the development of research on the area around the world. Our intention is to deepen research from these findings.

Submission ID

2536

Prácticas comunicativas emergentes y políticas culturales de un nuevo espacio público “Museo de la Historia Urbana”

Authors

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Abstract

A partir de la creación del Museo de la Historia Urbana (MHU), construido en el Parque de Mayo en la ciudad de San Juan, Argentina, estudiamos las prácticas comunicativas emergentes de apropiación de este espacio público llevadas a cabo por las/os sanjuaninas/ so.

A partir de ello, ya los fines de esta exposición nos hemos propuesto: ¿cómo se define la nueva concepción del espacio público en los contextos de pandemia y pos-pandemia? y ¿cómo se dan las transformaciones de las prácticas comunicativas a partir de la nueva coyuntura, en torno del Museo de la Historia Urbana y sus adyacencias y en relación con las políticas culturales que regulan el espacio público?

Desde el posicionamiento de la Geopolítica del Conocimiento y con el enfoque de los Estudios Culturales críticos urbanos desde/sobre América Latina nos proponemos realizar un aporte a los Estudios de la Comunicación, la Ciudad, la Cultura y el Poder.

Cabe destacar que el MHU depende de la Municipalidad de la Ciudad de San Juan y que se reconoce como un museo comunitario que promueve el trabajo con y para la comunidad. Por esta razón y en consonancia con la mirada epistemológica a la que adhiere la institución y el proyecto, es que participamos en el desarrollo de la realización de un mapeo geográfico territorial con las y los vecinos/os del barrio. Esta técnica, perteneciente a la sociopraxis, permitió construir un análisis gráfico de sus componentes, estructuras, sentidos en la que pueden poner en valor aquellos elementos que la comunidad reconoce como parte del barrio.

La realización de los mapeos geográficos territoriales en el Barrio Ferroviario Norte -más conocido como Villa La Puñalada- forma parte de una de las actividades del proyecto del Museo de la Historia Urbana (MHU) denominado “Mi barrio, ecosistemas de sentidos”. Al mismo tiempo, hemos trabajado con las/los/os del barrio mediante el empleo de técnicas tales como: observación vecina participante y no participante, entrevistas en profundidad, mapas espaciales y retratos hablados. De toda la información así revelada, en esta ponencia sólo consignamos el análisis de los mapas.

Proponemos una serie de reflexiones acerca del corpus analizado en un contexto de pre-pandemia, pandemia y pos-pandemia en la que hicimos una lectura en diálogo entre la coyuntura que hemos atravesado desde marzo de 2020 y parte del 2021, nuestra concepción del espacio público, los procesos identitarios, las prácticas comunicativas de los/as ciudadanos/as sanjuaninos/as, la memoria urbana y las políticas culturales. En este sentido, consideramos que, en medio de la disputa de sentidos que la pandemia ha provocado, la pregunta por “¿qué tipo de espacios abre y tiene espacios clausura la pandemia?” (Reguillo Cruz, 2020) resulta oportuna. De este modo, se nos impone la redefinición del “espacio público” como categoría analítica central. Ese campo de significado entendido como un espacio común donde se da la vinculación simbólica de los individuos y la posibilidad de constitución del sujeto político. Ese lugar donde “toda identidad necesita mostrarse, comunicarse para hacerse real” (Reguillo Cruz, 2000, p.99).

Submission ID

2580

Co-designing a Platform for Documenting African Indigenous Knowledge: Participatory Citizen Science and Data Science Approaches

Authors

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Abstract

Africa indigenous knowledge (AIK) is innovative and unique among local and subsistent smallholder farmers, especially women and elders. AIK is generally recognised as an important tacit knowledge that drives food production, preservation and consumption for more than 80% of citizens in Africa. However, AIK face risk of extinction due to increased rural-urban migration, land grabbing, penetration of multinational companies and the emergence of relatively small-scale indigenous commercial farming businesses. While this necessitates the documentation and strengthening the link between AIK and modern food production efforts in Africa, librarians and other information professionals in Africa are confronted with the challenges to capture and document this implicit knowledge. Our study combines data science and citizen science approaches through active community and smallholder farmers' participation to define a curated digital platform for capturing, documenting and sharing African indigenous knowledge of agriculture and food systems. The goal is to facilitate learning and promote knowledge that is relevant for policy

intervention and sustainable food production based on ethical and FAIR principles. Citizen science operates at three levels in the study: active stakeholders-led research development and data collection, data interpretation and technology development. We adopt participatory photo and video elicitation approach, where farmers are recruited and given mobile phones to record and document their every practice involving agriculture and food production, processing and consumption by traditional means. Data collected are analysed using the UK Science and Technology Facilities Council's proven citizen science Zooniverse platform. Outcomes are presented in participatory stakeholder workshops, where we co-design with stakeholders the AIK platform prototype, along with the knowledge sharing a standard framework and copyrights agreement. The data science approach on the other hand focuses on the computational processing and calibration of a variety of AIK data types from multiple sources in a way that respects the ownership of the individual farmers. It contributes to (1) API access, (2) FAIR metadata and (3) computation required for deriving insights to inform policy makers. The research results show the importance of stakeholders, in particular farmers, as active agents for co-designing the AIK management platform and bridging the gap between indigenous and scientific knowledge for promoting resilient food system. We conclude by arguing that learning from AIK, by investigating what local communities know and have, can improve understanding of food production and consumption, particularly in times of stress or shocks affecting the food systems and communities. Thus, the platform can be useful for local populations, research and policymakers, and it could lead to transformative innovation in the food system, creating a fundamental shift in the way the North supports sustainable, modern food production efforts in Africa.

Submission ID

2598