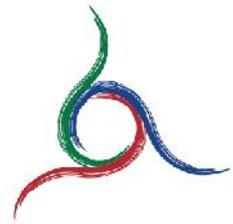




IAMCR 2018



Emerging Scholars Network Section

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

Id: 17126

Title: Cinema: Films Made by Women Screen Writers, Directors, and Producers: Commercial Films: Pakistan

Session Type: Individual submission

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Abstract: This article examines the production of multilingual commercial films (Urdu, Punjabi, Pashto, Sindhi) by Pakistani women from Sindh, Punjab and Khyber Pakhtunkhwa. The author critically writes on the form and content of films. She pays special attention to representations of women and gender in the films as well as the conventions of representation, agency, and objectification. The author considers feminist theoretical insights about the politics of the “gaze” of the filmmakers (by Laura Mulvey, Gwendolyn Audrey Foster, Maganthrie Pillay, Clare Parfitt, Monika Mehta, Mai Ghousoub and others). She also pays attention to the themes of these depictions as well as their socio-historical and political context. She is attentive to women’s experiences and women’s voices, women’s interpretations and understandings of the social issues.

Set against the backdrop of Pakistan’s political inconsistency—the problems of migration and rehabilitation, East-West polity issues, and sovereign changes, the article gives an overview of over three hundred commercial films that some eighty women producers and directors have made in Pakistan over the past seventy years. It examines the differences in women’s selection of multilingual themes and content against the changes in the political backdrop of Pakistan. Starting with Saeeda Bano (Swaran Lata) as the producer of the first Pakistani Punjabi feature film *Pheray* (Marriage; Majeed 1949), and Noor Jehan as the first woman director of a Punjabi film *Chanvay* (Dearest; 1951), bilingual or trilingual women filmmakers have consistently made Urdu, Punjabi, and Pashto films while the Sindhi cinema has declined. Women made romantic musicals or mixed genres—romantic with social, fiction, fantasy, folklore, crime or history—whose renditions cover Sindhi folklores, Pashto film crimes, Punjabi liberalism, and Urdu traditionalism. The article finds that women made Sindhi films a decade and a half before making Pashto films. The women from Khyber Pakhtunkhwa (KPK) did well under the successive regimes of Yahya, Bhutto and Zia, but it was actually during Zia’s period (of the so-called Islamization and terrorization) that eight out of a total of fifteen women filmmakers of Pashto films joined the silver screen, denying the social reality of the real (faceless) women of KPK through women who are open with their emotions, gaze, and sexuality in films. The article examines women’s identity and gaze issues in Amrita Pritam, Maya Devi, and Rukhsana Noor’s textual contributions to Pakistani commercial films and the musicals of Saeeda Bano, Salma Mumtaz, Noor Jehan, Shamim Ara and Sangeeta.

Id: 17203

Title: MLearning: The Use of Digital Platforms for Women's Empowerment via Non-Formal Education by NGOs

Session Type: Individual submission

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Abstract: (Work in Progress)

Studies have proven that educating men and women is significant to the sustainable development of the nation. Consequently, improving the education levels, literacy rates of women is an important and viable tool for increasing female productivity as well as enhancing the well-being of families. In developing countries, reducing gender inequality in literacy and primary, secondary and management education is essential to reducing poverty and accelerating sustainable development. While education in the formal setting is pertinent, technology has provided an avenue for disadvantaged and marginalized women to be educated outside of the formal setting. Over the years, NGOs are seen to have been working on short-term courses aimed at providing knowledge that women need and that the formal system or society in general leaves out of its educational provision, thereby providing critical awareness, contestatory knowledge and women's empowerment. The theoretical framework of this study draws upon the combination of NGOs work and women's empowerment, such as the empowerment framework, feminist education theory and the social constructivist theory. This research work investigates whether effectively utilizing the digital platforms for by NGOs could be a driving force to empowering women through non-formal education, and if so, which types of the digital platform can be beneficial to women. The central argument in this paper is that there exist some forms of intervention that are likely to enhance sustainable development via non-formal education. This paper therefore aims to develop a framework for enhancing the productive use of digital platforms by NGOs in empowering women via non-formal education in Nigeria. The researcher utilizes the ethnographic case study method to answer the research questions. Three NGOs will be studied for six months; the researcher will be a participant observer in both the online and offline environment.

Id: 17217

Title: News as Infotainment:: The Emerging Regional Public Sphere in India

Session Type: Individual submission

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Abstract: This paper is an attempt to look critically at the changing dynamics of news infotainment and media convergence in India. India witnessed a spectacular growth in media proliferation after the economic liberalization in the 1990s. India is not only known for its diverse cultures and languages but also famous for its magnificent presence of various media which have been part of vibrant 'public sphere' (Rajagopal, 2009). The main focus of this paper is to understand and examine the nature and the characteristics of 'Infotainment'. Infotainment has become a buzz word and extensively adopted in today's media practice. John Hartley included this term in his 'key concepts' and defines it as "blending of factual reportage with the conventions usually associated with fictional entertainment" (2002: 115). The so called distinction between information and entertainment is largely unseen and blur today and it has now become a dominant convention of practice which Daya Thussu calls an "explicit genre-mix" (2007:7). Most importantly, this practice has become a global phenomena as commercial interests "forced media to borrow and adapt characteristics from entertainment genres and modes of conversation that privilege an informal communicative style, with its emphasis on personalities, style, storytelling skills and spectacles" (ibid: 3). This paper critically examines the dynamics of local (or specifically regional) journalistic practices in India with an intention to offer an understanding whose primary motive is to contest the prevailing generalization that the Indian media infotainment is only "Cricket, Cinema and Crime" (Thussu, 2007:110). Moreover, these generalizations most often are made from the study of Hindi or English media in India and largely did not consider the regional media in their analysis. The context of my research is the emergence of new formats and genres of news dissemination in Telugu news television. Within this background, through the method of textual analysis, this paper critically analyzes the select Telugu infotainment news programs to demonstrate the emergence of popular regional public sphere in India.

Keywords: Indian Media, News Infotainment, Popular Culture and Telugu Media

Id: 17301

Title: A COMMUNITY APPROACH TO E-WASTE: VIDEO ETHNOGRAPHY AT FREE GEEK VANCOUVER

Session Type: Individual submission

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Abstract: The digital revolution, as it turns out, is littered with rubbish.
– J. Gabrys, 2011

A quick Google image search of ‘e-waste’ retrieves visuals of poverty, of mountains of electronics discarded by the Global North and sent to accumulate in the Global South. But as shocking as these images may be, they are not the only story when it comes to the end of life for our obsolesced smartphone or old Dell laptop. Before our old electronics make their way across international borders or into the hands of a new consumer, it is regional and community driven facilities that become their temporary home. One such space is Free Geek Vancouver, a nonprofit community organization working to reduce the environmental impact of waste electronics on a local level. The term “e-waste” is bound up in a historical, cultural, geographical and sensorial understanding of how electronics become waste. In the collection, reuse, and disassembly of e-waste, community driven initiatives such as Free Geek work to re-frame and re-materialize these (increasingly digital) technologies. Discarded electronics do not have singular geographies, materialities or ontologies. Their definition as e-waste is fundamentally fluid and unfixed. It is through spatial and sensorial entanglement with these technologies that Free Geek works to redefine ‘e-waste’ for the future. Drawing on the ethnography work of Sarah Pink and Tim Ingold, this study utilizes walking video ethnography as method to address the following questions; How is e-waste materialized, experienced and valued in urban community space through the practices and experiences of people in their everyday operation? In what way does this community made sense of place and movement within this space reflect back on this flow and conception of object value? What can this approach to e-waste contribute to the reimagining of sustainability in our changing world? ‘Thinking differently about e-waste’, as Josh Lepawsky suggests, this paper explores the use of walking video and sensory ethnography to explore the making of place and formulation of ‘e-waste’ in community space.

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Id: 17323

Title: Challenging Autonomy in Social Media Use from a non-Western Perspective: A Study of Twitter Use in Nigeria

Session Type: Individual submission

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Abstract: This research examines social media as tools of communication within the African cultural context. Based on Manuel Castell's Communication Theory of Power, which suggests that power, and the exercise of power, is influenced by institutional, cultural, economic, and societal relationships, it investigates the use of Twitter as a tool of political participation with the aim of understanding whose power is being exercised online as well as offline within a particular society. Western outcomes of social media as tools of political communication and participation may lead to assumptions of generalisable conclusions of their success as a global phenomenon. This study seeks to challenge these assumptions by examining social media use in non-Western States – social institutions with rich and diverse cultural values and experiences that are far-removed from those of the West. By de-westernising social media discourse and autonomy, the research brings insight to the cultural memes within Africa and how these can affect the use of social media for user-content generation, dialogue, and online political participation. Using Nigeria as a case study, it examines the hypothesis that the economic culture of material dependency that is prevalent within Africa influences the online and offline activities of the citizenry. A connective ethnographic approach is used to explore the activities of Twitter users online and offline, with the goal of providing a different – specifically African – perspective to social media as tools of political communication and participation.

Id: 17366

Title: Racism without others: Everyday mediations in Poland

Session Type: Individual submission

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Abstract: Racism is customarily viewed either as a legacy of the colonial encounter, or as a response to immigration. Suspending such linkages, this paper begins to ponder the recent torrent of racist attitudes in societies where the racialised others are currently physically absent. Poland is a case in point: with mere 4 per cent of the population declaring a non-Polish identity, the country can hardly be regarded as multi-ethnic or multicultural. Still, in the aftermath of the ‘refugee crisis’ of 2015, racism—particularly anti-Muslim—colours both political and social attitudes. Drawing on communication studies, postcolonial studies and Foucauldian discourse analysis, this paper proposes that in the context of the physical absence of racialised others, a racist subject position is construed through mediation understood as an ethically-charged communication process whereby the social values are produced, negotiated and circulated.

From this starting point, the reflection proceeds in two directions. Firstly, it follows the temporal dimension: racism harks back to the memory of the multi-ethnic interwar Poland in which minorities constituted a third of the population, and which was ridden with ethnic and racial tensions. This paper proposes that the temporally-anchored racism is mediated ‘locally’ through spaces empty, but marked by the previous presence, of the racialised others, and through discourses that surround these material spaces. Secondly, the paper ruminates about the role of mediated representations: given the physical absence of racialised others, racism is (re)produced in relation to the portrayals in the media of racialised others and of global phenomena that have not materialised locally (e.g., migration, terrorism). Here, the paper argues that racism without others has roots not only in the recent outpour of blatantly hostile images, but also in the everyday inconspicuous and seemingly benevolent representations that nevertheless draw on orientalist and colonial imaginary.

Id: 17436

Title: Dependency Mindset and British Columbia's Quest for a New Staple Industry

Session Type: Individual submission

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Abstract: In British Columbia (BC), Canada, the economic priority since 2013 has been developing a new liquefied natural gas (LNG) industry, in which BC's previously unrecoverable natural gas reserves are extracted via hydrofracking and then exported to energy-thirsty Asian markets (esp. China, Japan, and India). The previous BC Premier Christy Clark was so devoted to the proposal that she not only made it the pillar of her campaign platform during the 2013 provincial election, but also created a new LNG ministry dedicated to ensuring LNG deals with industry stakeholders. Yet to date, among the 20 proposed LNG projects, only a small one (Woodfibre LNG) received positive investment decision and scheduled actual construction work. Following the defeat of the BC Liberal during the 2017 provincial election, many believe that Clark's blueprint of "a debt-free BC funded by LNG wealth" has collapsed. In short, BC LNG has become one of the most notable political/environmental controversies in recent Canadian history (Lee, 2014).

While there is much to say on public communications within the BC LNG saga, in this paper (part of my PHD dissertation) I will primarily focus on the factors that make the BC Liberal government blind to the economic and environmental risks associated with expanding natural gas extraction. In other words, the paper seeks to explore why the BC Liberal government decided to literally "put all eggs into one basket". Through delineating the political economy underlying the proposal of BC LNG, the paper argues that BC's reckless quest for a new staple industry is exemplary of the dependency mindset that pervades in Canadian policy-making as well as its everyday life and discourse.

Specifically, the dependency mindset promotes the idea that the best path for Canadian economy and society is to pursue staples development: "seek foreign investment to tap its resources for export markets, secure jobs and income for Canadian workers, and use royalty and corporate tax revenue to help pay for public services" (Lee, 2014, p. 81). Although Canada's staples economy has been widely criticized, including Dallas Smythe's (1981) analysis of how the country's "consciousness industry" legitimized its dependency on the United States, the prevalence of neoliberal globalization has added new twists to the staples economy's "ideological trap".

As shown in BC LNG, while the provincial government's promotional narratives appeared to emphasize the industry's enormous benefits to domestic workers and public services, fundamentally they sought to legitimize transnational capital's growing control of BC's energy sector. Accordingly, it seems that BC, along with the entire Canadian state, is moving toward "dependency road 2.0", with transnational capitalism now being the master to serve. To this end, the struggles against carbon capitalism require us to think beyond nation-state boundaries.

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Id: 17466

Title: Youth using Social Media: A Comparative Study of Facebook and Twitter use among American College Students.

Session Type: Individual submission

Authors:

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Abstract: Social networking and microblogging sites are increasingly popular among young people, for various personal and social reasons. While studies have explored the uses and gratifications college students derive from social media, fewer studies have been comparative in nature. Using the uses and gratifications approach, this study compares the motivations and gratifications college students have for Facebook and Twitter. Data were collected via an email survey of a representative sample of undergraduate students of the University of Oregon. The study finds that Facebook and Twitter meet similar needs for pastime, sociability, and fashion, although some differences were noted in various time dimensions of usage, gender and age. The study finds support for some extant uses and gratifications research; makes practical contributions to the approach, social media, microblogging and virtual networks. It indicates some areas for future research.

Id: 17499

Title: "Move the Memorial!": Public Participation and the Development of the Canadian Victims of Communism Memorial

Session Type: Individual submission

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Abstract: Since 2007, plans have been underway to construct a memorial to the victims of communism in Ottawa, Canada. Inspired by local vernacular memorials constructed by Canadian immigrant communities, this memorial was to serve as national recognition of the hardships suffered by these groups, as well as celebrate Canada as a “land of refuge” for those living under communism during the Cold War. From the beginning, the victims of communism memorial project has been fraught with logistic and administrative issues, including changes in funding, site movements, legal challenges, and uneven political support. Of particular interest here is the way in which the Canadian public voiced its stringent opposition to the memorial. Canadians of diverse backgrounds and political beliefs took to social media, local op-eds, and other public forums to object that the memorial was too large and not “Canadian enough” to merit construction within Ottawa’s capital triangle. This public outcry led the Canadian government to scrap the initial plans for the memorial pending the outcome of a national public survey, which asked citizens to comment on everything from the memorial’s design and location to its intended message and ‘essence.’ The results of this survey loomed large in the redesigning and relocating of the memorial, now slated to be completed in 2018. This paper traces the effect of public debate and criticism on the planning, design, and implementation of the victims of communism memorial project. Specifically, it looks at how public debate about the memorial manifested as concerns over Canadian national identity and the boundaries of citizenship in a way that ultimately narrowed the scope of the memorial and presented Canadian immigrant communities as ‘other’. This case study problematizes the idea that public participation in the memorializing process necessarily leads to a more inclusive and attentive final product. It examines both the affordances and limitations of public participation, suggesting that while such debates are important and valuable, the outcome of these discussions can not be taken as a given.

Id: 17585

Title: Exploring the Intersections Between Community Media and Critical Health Communication in Latin America

Session Type: Individual submission

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Abstract: Drawing greatly from feminist critiques to the biomedical approach to health, the field of health communication has started to have a critical turn, increasingly questioning the inequalities and power relations embedded in both medicine and communication. In doing so, health communication has started to shift from a vertical transmission of medical information towards the creation of more collaborative and community-based projects in which people participate in collective processes to share their knowledge about their health and to improve their well-being. As such, these emerging efforts promote an actively engaged and contextually specific approach to health communication. Because mass media is created for a large, diverse and undifferentiated public, it is not necessarily the most adequate medium to create this type of participatory and critical health communication. On the other hand, community media is created by and directed to a group of people with similar characteristics and interests. In Latin America, this type of media is greatly informed by the work of Paulo Freire. Following Freire's views on dialogue and participation as avenues for liberation, several community media in the region aim to work with marginalized groups who are rarely heard in other types of media to generate horizontal and dialogical processes of content creation to transform social conditions according to local needs. Despite the convergence of the goals followed by community media in Latin America with those of critical health communication, most community media in the region has not developed a strong emphasis on health in its programming yet, but the interest for doing so is rapidly increasing. Informed by ethnographic fieldwork conducted with community radio stations in Ecuador; by the insights of scholars focusing on feminist critiques to dominant understandings of health; and by authors focusing on critical approaches to health communication, this presentation explores the different innovative communicative practices that community media in Ecuador implements to argue that this type of media could be a valuable and underexplored avenue to put into practice a critical health communication that emerges from people's own knowledges and practices, and that aims to change social structures and to contest hegemonic discourses in Latin America and beyond.

Id: 17664

Title: ICT for youth's sustainable economic development: A study of technology use for employment opportunities in South Africa

Session Type: Individual submission

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Abstract: The use of Information and Communication Technologies (ICT) for sustainable economic development has increased tremendously, making job markets and employment opportunities accessible for individuals globally. However, access to digital resources is very skewed among individuals in developing countries like South Africa. But of critical interest is how youth in developing countries like South Africa are able to utilize these digital resources for employment opportunities. It is still difficult for disadvantaged individuals to access information relating to employment. Considering the high unemployment rate among South African youth, the key questions in this study are what is the pattern of access to technology among classes of youth? And how does this shape their experiences in searching and securing employment. To explore these, a qualitative research study was undertaken through face-to-face interviews with eighteen South African youth residing in the rural, semi-rural and urban areas of Limpopo, South Africa. For theoretical framework, a Bourdieuan approach was used to understand cultural capital in relation to the phenomenon of technology access and its impact on youth's economic development through employment. Findings revealed that participants had access to basic digital resources such as cell phones and computers; however, internet access is a challenge. This is due to numerous reasons including expensive data charges and socio-economic inequalities. As a result, users would have to opt for public access, which are less present in rural areas, expensive and often less accessible. For most participants, their experiences of inequalities that necessitated employment search are further exacerbated by digital inequalities. There is a need for robust state intervention and private sector partnerships to address the problem.

Id: 17838

Title: From theory to practice: An Integrated Model for Cyberbullying on Social Media

Session Type: Individual submission

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Abstract: Various information and communication technologies (ICT) have developed rapidly all over the world and have fundamentally altered the communication patterns. However, as portrayed in various media, an unfortunate aspect of the use of ICT is the increasing occurrence of cyberbullying (Wong, Cheung, & Xiao, 2017). Cyberbullying, defined as any behavior performed through electronic or digital media to threaten or cause harm to others (Savage & Tokunaga, 2017), has been widely acknowledged as a prevalent and serious phenomenon accompanied by an ever-growing social media usage.

Considerable studies have revealed the negative consequences of cyberbullying, including anxiety, depression, and even suicide (Asher, Stark, & Fireman, 2017; Şahin, 2012; Vandebosch & Han, 2009). Recent reports also showed that over half of American adolescents have been bullied online, and about the same number have engaged in cyberbullying (Savage & Tokunaga, 2017). Due to the ubiquity of cyberbullying behavior and its significance, the social and psychological factors behind it deserve more scholarly attention.

Prior studies (e.g., Barlett & Gentile's, 2012; Barlett, 2017; Erdur-Baker, 2010) have identified several major predictors of cyberbullying behavior, such as an individual's attitude toward cyberbullying and perceived anonymity online. By conducting a meta-analysis, Guo (2016) also systematically synthesized a number of key predictors of cyberbullying perpetration and victimization, such as low levels of self-satisfaction and a negative environment. However, the variables that were addressed in prior studies are not an exhaustive depiction of all the factors that affect individuals' cyberbullying behaviors. For instance, subjective norms (influence from important others) may also have a great impact on individuals' cyberbullying behaviors. Moreover, most prior studies focused on mixed groups of cyberbullying and failed to examine whether there were distinct predictors for specific subgroups, such as social media users.

As part of this research, we will test theoretical predictions to determine why cyberbullying occurs with a focus on the effects of individuals' differences, such as socioeconomic status, race, gender and personality traits (self-esteem). Furthermore, we will extend previous models and investigate the integration of additional variables (e.g., subjective norms) that may affect individuals' cyberbullying behavior on Facebook, as one specific social media platform.

A greater understanding of the causes of cyberbullying and risk factors for cyberbullying on social media will not only have an important theoretical contribution, but also can help researchers develop the practical tools to combat it more effectively. To this end, an online survey will be conducted at a large public university in the United States and a structural model will be introduced to test the relationships among different cyberbullying risk factors, cyberbullying victimization, and variables assessing social influence from peers (e.g., perceptions of subjective norms surrounding cyberbullying).

The current study is on the stage of designing survey questions, at least 300 participants are expected. Through interdisciplinary collaboration, the study results will help inform efforts to improve a mobile app, currently in initial stages of development, that helps parents identify cyberbullying on social media among adolescents.

Id: 18006

Title: "Save the Arctic, It's Our Home": Comparing Online and News Media Coverage of the Clyde River Seismic Testing Case

Session Type: Individual submission

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Abstract: Environmentalists continue to utilize both print and online media to build public and political support for their causes. It is through media that environmentalists can attempt to influence the public's understanding of nature, climate change, and environmental conflicts. A growing body of academic work studies both news and online media portrayals of environmental issues due to the media's impact in shaping public opinion and influencing political decision makers. Climate change coverage has been of particular importance to researchers in Canada, who provide a basis for understanding the framing tendencies that shape environmental discourse. Significantly, researchers have found that environmental issues in the Arctic region of Canada have received very little coverage by national and provincial news sources, despite being the area that will likely suffer the most significant climate-related challenges. This finding prompts more study into how environmental issues in the Canadian North are framed and come to be understood in Canada.

This paper examines the media framing of the recent eco-political conflict over the National Energy Board of Canada's decision to grant authorization to conduct seismic testing in the waters surrounding Clyde River, Nunavut. A comparative content analysis of newspapers and environmentalist blog posts is undertaken to understand how different social actors attempt to frame this environmental issue. This project includes a thematic analysis that is used to construct distinct frames used in the mass media and on environmentalist websites. These frames are discussed within the broader context of social movements and environmental communication literature. The central theoretical question posed in this project is, how do activist blog posts and mass media coverage differ in their analysis and representation of the seismic blasting conflict? The findings of this study explore the claim that the Internet allows for discussion of a greater range of environmental issues. By evaluating the framing of this specific issue in both online and traditional media, this project presents as a case study to better understand the relationships between social movements, traditional media, and online media.

This project examines the consonance between mass media representations of the seismic testing conflict and claims made in environmentalist blogs. The findings of this study show that environmentalist websites and mass media texts both frame the conflict within the context of justice. However, the mass media texts favour a state-sponsored form of justice as represented by the Canadian judicial system, while the activists' blog posts include considerations of climate justice and environmental justice in their assessment of the conflict. Furthermore, the findings of this study support the claim that the internet allows for an increased capacity for environmentalists to discuss issues and conflicts in greater detail.

Id: 18036

Title: "Open by default": the future of Canadian access to information and its impacts on journalistic practice and training

Session Type: Individual submission

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Abstract: This proposed presentation seeks to report on the initial results of a research project focused on federal access to information (ATI) legislation in Canada, its impacts on journalistic practice, and the implications for journalism education and training.

It is well known that navigating Canada's federal ATI system can be a frustrating endeavour. Long delays, fees, lack of explanation regarding decisions made, and high rates of non-disclosure have, in recent years, led many to critique Canada's ATI system as among the worst in the world (Brownlee & Walby, 2015; Bronskill & McKie, 2014; Cribb et al., 2015; Larsen & Walby, 2012; Rathgeber, 2014; Vallance-Jones, 2017).

Access to government records and data is often a precondition for quality journalism, original storytelling, and in-depth reporting. ATI can provide journalists and citizens insight into how governments work behind the scenes (Larsen & Walby, 2012, 2015). With it, journalists can fulfill their "watchdog" role by uncovering and telling stories about hidden systemic issues, corruption, and failures of power (Coronel, 2008; Bennet & Serrin, 2005; Hanitzsch, 2011; Meyers, 1993; Kovach & Rosenstiel, 2001). Simply put, without access, many important news stories cannot be told (Cribb et al., 2015; Tabary, Provost & Trottier, 2016). Thus, the state of Canadian journalism and journalistic practice is directly impacted by ATI legislation and any future reforms to it.

Despite these strong links between ATI and journalism practice, existing literature has largely focused on how the federal government administers ATI laws and flaws in the legislation that impede information disclosure (e.g. Roberts, 2010; Roberts, 2006), rather than the challenges faced by those who actually file information requests, including journalists (Luscombe & Walby, 2015; Cribb et al., 2015; Rankin, 2012; Roberts, 2010). That said, although there exists anecdotal evidence about Canadian journalists' experiences navigating the ATI system (e.g. Rankin, 2012), there is little known about how exactly journalists use ATI, or how current and future reforms to it impact their work. To date, there has been no extensive research on the decisions Canadian journalists make about how or whether to use ATI for their stories, or their lived experiences navigating the system, producing stories based on data and information received, and the changes they would like to see.

To fill this void, this research uses one-on-one semi structured interviews and qualitative/quantitative surveys with Canadian journalists working in English and French news media outlets to capture first-person narratives of their experiences navigating the federal ATI

system, the obstacles they face, the tactics they use to surmount them, and the changes they would like to see.

In addition to making scholarly contributions on access to information and journalism practice, this research seeks to strengthen existing guidelines aimed at working journalists, journalism educators and students, and citizens for navigating the federal ATI system.

Id: 18097

Title: Lives and Works of Three Female Sculptors of Pakistan

Session Type: Individual submission

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Affiliation: Punjab University

Abstract: The sculpture has been a neglected area in Pakistan. Pakistan came into inception in 1947. It is the country which has been struggling throughout the centuries in their socio-political, socio-cultural and socio-economic endeavors. In such a country art is surviving on its own without any public support.

It has studied here that how these factors have influenced and shaped the lives and works of these female artists. Among them, I have selected three for their contribution at the national and international levels. These are Anna Molka Ahmed (b.1917 - d.1994), Novera Ahmed (b.1930 – d.1980) and Rabia Zuberi (b.1940).

In the present situation, the efforts and contribution of women sculptors are significant. Moreover, it is said that the Sculpture art survived in Pakistan because of them. The two of them are the heads of their institutes and influenced the coming generations. The relatives and friends of the artists are reviewed. One of them is alive and who were interviewed in person. I have collected their work and analyzed it in detail. The progress of sculpture has been quite slow. Overall there is no continuous art history in Pakistan, but with short intervals.

The sufficient literature on the art scene in Pakistan has reviewed, includes academic books and journals and grey literature in the form of print media articles and exhibition catalogs. Most of the available literature focuses on paintings by men, for example, *Painting in Pakistan* by Ijaz ul Hassan (1991) focuses mostly on art produced by men. *Contemporary Paintings of Pakistan* by Marcella Nesom Sirhandi (1992) and *Paintings of Pakistan* by S. Amjad Ali (1995) also focus on male's contribution to art in Pakistan over the last two decades, ignoring women. So does Jallaluddin book *Art in Pakistan* (1954) despite being an important reference book on the subject of Art. The book gives special reference to sculpture in comparison to painting yet ignores the female contributions over a period of time.

50 Years of Visual Arts by Salima Hashmi and Quddus Mirza provides valuable information on the works of a few sculptors from Karachi. The book, *Image, and Identity*, by Akbar Naqvi, is also one of its kinds as far as a history of art in Pakistan is concerned. This book is devoted to sculpture yet it excludes many sculptors of the country and focuses more on sculptors of Karachi. In general, it investigates the voyage of art, painting, and sculpture from the freedom of Pakistan until 1997.

During conducting this research, the Research and Publication Center (RPC) of National College of Arts has distributed the book *The Sun Blazes the Colours through my Windows* by Marjorie Husain (2007) on Anna Molka Ahmed. Another book published by the same author on Rabia Zuberi: life and works (2008). It does not lessen the importance of this research as the subject matter and material of their works has also explored in depth. It shows and reflects the social life of women in Pakistan.

Id: 18250

Title: Indian Nutrition Policies' Towards a Sustainable Approach'

Session Type: Individual submission

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Abstract: The target set by the United Nations Millennium Summit (2000) to achieve the eight Millennium Development Goals (MDGs) was by 2015. India even today is struggling to execute these development goals especially with issues related poverty, hunger, child and maternal health, gender equality and women empowerment. At the same time India have phenomenally achieved in its economic milestones compared to many developing nations. Being an emerging economy, India stands in the hundredth position in the recent Global Hunger Index (2017) and continues to face extreme challenges in addressing issues pertaining to under-nutrition and malnutrition and it is one among the leading nations even today with infant mortality and child morbidity. Many sustainability theorists argue that any form development must be sustainable and their policies and programmes must aim towards simultaneously achieving economic prosperity, a healthy environment and social equity for the current and future generations. Since the First-Five Year Plan (1952) there are continuous efforts in shaping the National Nutrition Policies and Programmes. Marching towards the envisioned Sustainable Development Goals (SDGs) to be achieved by 2030, the recent deliberations in the Indian policy arena has broaden its view towards integration of food, nutrition and sustainability. This paper aims to trace the recent nutrition policies formulated by the State and the key programmes that focus upon sustainability. Further it examines the dominant perspectives and debates on the sustainability of the nutrition policies and programmes. Using a Qualitative Method, this paper analyses the key documents surrounding the National Institute of Transformation India (NITI Aayog), National Health Policy documents, National Nutrition Policy documents and other relevant health committee reports. The analysis attempts to understand the ways in which nutrition policy documents have been constructed in the recent past and the dominant perspectives and deliberations in adopting sustainable strategies to address the nutritional well-being of the population.

Id: 18280

Title: The Vancouver School: Alternative Media Coverage of Extractivism in British Columbia.

Session Type: Individual submission

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Abstract: The oil industry media has dubbed it ‘The Vancouver School’ - a cluster of independent, alternative media websites that is challenging the power of extractive industries in Western Canada through sustained critical reporting.

In the battle for social licence, energy expansion projects have been among the most contentious public issues in British Columbia over the past decade, as supporters and opponents square off over fossil fuel expansion and its effects on climate change and sustainability.

B.C.’s politically progressive alternative media offer an independent voice to B.C.’s corporate mainstream news outlets, which are traditionally supportive of the oil, gas, coal industries, and pipeline expansion.

Alternative media in B.C. have focused on energy and climate coverage, in contrast to relatively superficial coverage by the corporate media. Their work has been recognized with numerous journalism awards for excellence in investigative reporting, while mainstream media have devoted relatively little resources to critical, investigative reporting into energy infrastructure and climate change.

This paper tells the story of the Vancouver School, which includes the online alternative media outlets The Tyee, National Observer, DeSmog Canada, and The Commonsense Canadian. It will begin with the group’s origins, evolution and history; its organizational structures and journalistic practices; to its influence on public discourses around extractivism. This paper will use story examples, along with quotes and anecdotes from the players themselves in an inspiring narrative account.

The paper will demonstrate how alternative media are disrupting the legitimating function of B.C. corporate media’s hegemonic narratives around energy development through the practice of traditional journalism, thorough reporting and in-depth coverage.

It concludes with a discussion of the implications of counter-hegemonic independent media for the anti-extractivist and green movement struggles of B.C.’s First Nations and environmental non-governmental organizations.

Id: 18310

Title: Empathy in Virtual Reality: Moral or Consumer Good'

Session Type: Individual submission

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Abstract: In the aftermath of Hurricane Maria, Facebook CEO Mark Zuckerberg “toured” flooded Puerto Rico streets in Virtual Reality. While this spectacle was criticized, in Zuckerberg’s half apology, half defence, he wrote “one of the most powerful features of VR is empathy.” Zuckerberg’s invocation of empathy follows a long history of imagining the only barrier to enacting social change is to bring people closer. Empathy has experienced a recent discursive boom as a neoliberal solution to replace institutional support. Empathy is an unquestioned moral good that in turn has been transformed into a good for sale. Virtual reality has been a difficult product to sell and a predominant approach has become selling it as a technology that will literally make the viewer a better person. My paper begins with a critical discursive analysis of how virtual reality companies attempt to market their products with “empathy” – outlining roughly how they define empathy, the scenarios they emphasize as creating empathy, and what (if any) is the end goal of feeling empathy.

I then present a theoretical investigation into the limitations of thinking learning empathy only requires getting access to increasing realistic simulations. The literature on empathy suggests that for true affective transformative, an imaginative leap is necessary. We must try to understand what the other person is like as another person rather than what we would do in the place of that other. Virtual reality, as currently conceived, instead runs the risk of creating an imperialist form of knowledge, where the viewer’s experience of the situation creates a knowing for the other rather than learning from the other. For a conclusion, I suggest ways in which to reimagine virtual reality technology towards empathetic ends, not in experiencing a “foreign” experience, but rather as a way to interrogate the viewer’s own interconnectivity and complicity in the complexities of our interconnected world.

Id: 18403

Title: Changing the Climate Story: Digital storytelling as a pathway to climate justice for youth

Session Type: Individual submission

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Abstract: The detrimental effects of climate change demand that communities—especially vulnerable ones— foster resilience to survive in the face of ensuing climate catastrophe. This is especially true of youth from low income communities, who will bear a disproportionately larger burden of climate change. Because of this, it is imperative that low income youth are prepared with the skills and knowledge to build community-level resilience. Despite this mandate, the majority of American youth, and likely higher percentages of low income youth, feel they do not fully understand climate change or its impacts (Feldman et al. 2010). At the same time, most climate change education is woefully inadequate: studies have shown that it does not necessarily lead to behavioral change or action (Wibeck 2013), and in fact, can lead to pessimism, apathy, emotional distress and ultimately disengagement (Ojala 2012). Empowerment and agency, which are key in combatting such attitudes and are the harbingers of climate change action (Corner et al. 2015), thus need to be at the center of climate education. The question then becomes: what are possible pathways to empowering climate education?

Research suggests that the use of both narrative, expressive arts and project-based learning offer such pathways (Jones 2014; Monroe et al. 2017). Digital and audio storytelling, which incorporate these elements, serve as valuable tools in effective climate education. This paper explores the benefits and uses of digital and audio storytelling in the context of climate education and communication while raising questions of power, empowerment, new media and civic engagement of youth in the climate age. The paper takes a theoretical and practical approach to these topics by drawing on both existing literature and a review of existing projects that use storytelling and new media to address climate. This paper has further implications for the vital role that new media strategies play in community resilience-building in the face of ensuing climate catastrophe.

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Id: 18454

Title: Challenges of First-Year Teaching in a Communication Program: Rethinking Academic Identities and Demonstrating Worth in Neoliberal Times

Session Type: Individual submission

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Abstract: Cultural shifts in Canadian higher education have resulted in changes in teaching and learning practices. More than ever research-intensive post-secondary institutions, especially in arts and social sciences, are under pressure to demonstrate relevance and worth. While the path from graduation to a career has never been a linear one, increasingly students today, concerned with uncertain economic outlooks, are seeking educational paths that have a higher likelihood of leading to employment. In this climate, programs in arts and social sciences have particularly suffered and many programs have either been dismantled or amalgamated with other cognate programs. Scholarship of Teaching and Learning (SoTL) and discipline-specific literatures have proposed several strategies to curtail this trend. One such strategy focuses on student experience in their first year, the First Year Experience (FYE) curriculum, as a measure to attract and retain students in academic programs.

This research presentation will focus on the experience of introducing FYE courses in a theory-based communication program at a research-intensive post-secondary institution. Typically the course has an enrollment of 200-300 students each semester. Expectations for performance and their measurements can be daunting for the students (especially high school transfers) and the teaching team. To help address this difficulty the teaching team (instructor and teaching assistants), in partnership with half a dozen service units on campus, offered a series of coping, learning, and writing workshops for first-year students during the Fall 2016 offering of the course. These workshops were facilitated by among all, the Library, the Student Learning Commons, Healthy Campus, and Student Services. In addition, the teaching team has also offered a series of sessions on drafting paper proposals and preparing for exams. Introducing these initiative gave rise to several research questions to further investigate the efficacy of a FYE curriculum in the context of a theory-based communication course:

- 1) Who are the partners and stakeholders across the institution, and how can they contribute to the design and implementation of a FYE curriculum?
- 2) Has the FYE course had an impact on student learning? Have students developed and improved their knowledge, competency, and skills in areas such as critical thinking, writing, and media analysis (course learning goals)?
- 3) Which elements of the course pertaining to the FYE curriculum should be kept and which of them should be revised, and/or eliminated? In other words, what worked and what didn't?

In this research presentation the author will discuss the findings from a “post-pre” survey with students conducted at end of each semester (Fall 2016 and Spring 2017), as well as interviews and focus groups with students, instructors, and staff. At the end of this session attendees will have a better understanding of the challenges and opportunities of FYE curriculum in a large classroom setting within a research-intensive university.

Id: 18471

Title: Civic motivation, cultural diplomacy & sustainable development: The case of Thai cultural & creative industries

Session Type: Individual submission

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Abstract: Nye's base for soft power is a nation's culture, which would subsume creative industries. There has been recent theorization by Chitty of civic motivation for promoting creative industries aimed at adding to national soft power; however, empirical research has not so far been conducted in this area. This paper reports on empirical research in a Thai context, aimed at elucidating connections with soft power in (1) civic motivation and (2) Thai cultural export policy intentions. Onuf's constructivist ontological approach informs this ideographic research. Based on Lasswell's theorization on influential/elites and Chitty's method of relying on experts with a range of views and insights into the public mind and policy fabric, in government (First), business (Second), civil society (Third) and media (Fourth) sectors, in-depth interviews were undertaken with 15 intermediate experts in three sectors: Government; business - cultural and creative industries; and civil society, associated with cultural export promotion. First Sector results showed cultural export policy to resonate with soft power diplomacy. Ministries collaborated with local cultural and creative industries in mining cultural heritage to craft contemporary cultural products with economic value. Second Sector results showed recognition that the cultural and creative industries were in accord with the King's Sufficiency Economy Philosophy model. Third Sector results included those from Thai volunteers, in Thai cultural diplomacy projects in Asian countries, who were positive about Sufficiency Economy Philosophy being integrated in local cultural and creative industries development, and exported through Thai cultural diplomacy - in its "Sufficiency Economy Philosophy for [UN] Sustainable Development Goals" program. A by-product was improved state-people relations – Chitty's internal soft power dividend. Originality in this research lies in it addressing the paucity of research on soft power in Thailand in particular and in civic motivation in creative industries promotion and internal soft power, where none has been conducted.

Id: 18542

Title: Presenting a Sustainable Urban Living Space: The Magical Marketing of Indian Real Estate

Session Type: Individual submission

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Abstract: The urban living space across the globe have undergone phenomenal changes over the past three decades especially after globalization. The globe real estate industry has constantly restructured and reshaped the urban living space in most metropolitan and cosmopolitan cities across the world. The advent of global financial investments to India through various forms and means have showcased the Indian real estate as a profitable industry. The largely privatised Indian real estate industry have expanded dramatically in the last 15 years with elite shopping malls, office towers, high-rise housing complexes, gated communities across many Indian cities. Alongside there are issues pertaining to land acquisition, displacement, environmental hazards and so on. The mounting competitions among the real estate players have pushed them to hire leading marketing and advertising agencies to develop strategies and campaigns that influences the urban minds and notions on living spaces. Never before the Indian media space such as print, electronic, outdoor has been largely captured by this real estate industry. Today there are several hundreds of marketing and advertising agencies that are merely dependent on this industry. Over the years the real estate market particularly on housing have evolved several strategies to promote their ventures. Today there is an increasing trend in the housing market promoting sustainable urban living spaces and amenities. There are several campaigns that these sustainable living spaces guarantee social, economic and ecological wellbeing. This study aims (a) to understand why and how the Indian real estate market focuses on sustainable living spaces, (b) to identify the role of marketing and advertising agencies in shaping the perceptions on sustainable living spaces, and (c) to evaluate the understanding of the customers of these sustainable living spaces. The study uses qualitative approaches such as case study for selected real estate campaigns and in-depth interviews with key informants. This study will contribute to the ongoing deliberations on sustainability and urban living spaces. While a few express that these living spaces have created an environment that are best suited for their living. On the contrary the critics argue that these campaigns are magical in nature and target customers in shaping their perceptions on ecological living.

Id: 18567

Title: Role of Media in Promoting Environment Protection during Smog Crisis in Lahore

Session Type: Individual submission

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Abstract: Human activities are contributing in climate change to an alarming level. Individuals and society need to be aware about taking measures for sustainable development including environment protection. Media plays a significant role in creating awareness and educating public regarding any potential risks and crisis. Smog engulfed Lahore for the first time in 2016 and later in 2017 making it media's top agenda in Pakistan. On the other hand health issues due to smog became serious concern for the masses. Since smog issue surfaced consecutively for the two years in Lahore, it has to be explored that how media covered issues related to environment and specifically during smog crisis in past two years. Main objective of this study is to examine the policy of newspapers with regards to covering issues related to environment and sustainability. For this purpose, smog crisis in Lahore has been taken as case study to find role of newspapers in raising awareness and promoting environment protection activities. Purpose of this research is to look into the major national dailies applying solution based journalistic techniques on environment protection and sustainability. Socio-political aspects of smog coverage will also be examined in this research. Moreover, the study aims to compare coverage of 2016-2017 in papers on smog issue as National Assembly of Pakistan had passed "The Pakistan Climate Change Act 2017" for attaining UN Sustainable Goals of development. To find out how elite papers have constructed smog issue quantitative content analysis of editorials pages of two widely circulated major national dailies of Pakistan: Dawn, The News from September 2016 to December 2017 will be examined. Framing theory of media has been applied as theoretical background of the study.

Key words: Smog, environment protection, Solution Journalism, Framing, Awareness, Risk Communication, Sustainable Developmental Goals, Sustainability.

Id: 18638

Title: Playing Postcolonial: a decolonizing activity book for the woke and the weary

Session Type: Individual submission

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Abstract: Michelle Lorna Nahanee belongs to Skwxwù7mesh-ullh Uxwumixw and grew up in the village of Eshlá7an when it was known as Mission Indian Reserve #1. Michelle is a critical Indigenous communications scholar and a decolonizing graphic interventionist. She has 20+ years of professional experience as a creative director for First Nations communications projects with a social justice focus. Her MA research examined Indigenous approaches to decolonization and cultural resurgence as well as recommendations for strengthening Indigenous cultural sovereignty. She grouped the proposals of twelve Indigenous scholars into eight themes and responded with a call to increase accessibility to Indigenous knowledge for Indigenous Peoples. Her research-creation project is a publication called *Playing Postcolonial: a decolonizing activity book for the woke and the weary* which applies Squamish matriarchal approaches and epistemologies to the gamification of decolonization. The featured activity is a Sínuhkay (double-headed serpent) and Ladders board game, which redesigns a classic game into a rhetorical tool for deconstructing normalized contemporary enactments of supremacy while simultaneously promoting chénchenstway—the Squamish verb meaning to uphold one another. The project also features Ten Little Indians flash cards designed from photographs of children’s books and games. They have been repurposed to illustrate where the lessons in oppression start. To set them in a flash card format, is the cue the viewer to memorize the messages as new vocabularies to disrupt the neocolonial contact zone. On the back cover of the activity book is a New Indian Agent paper doll. There are messages surrounding the near-naked body of the New Indian Agent that warn readers of markers of neocolonizing behaviours. The title of the book addresses the false narrative that 2017 is postcolonial and uses the word play on two levels. Playing postcolonial can mean we are pretending to be postcolonial and it also means we will play the games in the book to learn about decolonizing attitudes and relations. Michelle will present an overview of eight themes from contemporary Indigenous scholarship concluding with Squamish matriarchy, the next focus of her work. She will share the activity book as Indigenous media and set up the 8ft. sq. version of her board game for play with and feedback from the Emerging Scholars Network.

Id: 18768

Title: Rebuilding Trust through Control: Comparing Two Controversies over Social Media Content

Session Type: Individual submission

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Abstract: This abstract is intended for the Joint Emerging Scholars Network-Policy and Technology session at IAMCR 2018.

This paper compares the reactions of social media companies to pressure from two major stakeholder groups—advertisers and national governments—and argues that platforms must increasingly demonstrate control over content to retain trust in their platforms. In the spring of 2017, advertisers were outraged and withdrew investments over the placement of advertisements next to objectionable content. In 2016, Russian-created political content reached U.S. voters before, during, and after the contentious presidential election by using commonplace social media marketing tools. Document analysis of hearings held before the senate in 2017, close coverage from industry groups such as the Interactive Advertising Bureau, and white papers issued by prominent social media companies provide evidence of strategic reactions to public scrutiny. Social media companies increased their efforts to train algorithms to mark inappropriate content, their levels of human moderation, and created user-facing transparency initiatives.

Theoretically, this paper is framed by work on global internet governance and digital convergence. Despite serving different agendas—the sovereignty of U.S. communications versus advertiser demands for brand-safe ad placement—the two scenarios indicate willingness to exert considerable control over online content, raise the spectre of national or regional restriction to online content, and demonstrate the power of advertising interests in internet governance. This work-in-progress paper examines previous attempts to reconcile commercial and public interest to develop a policy approach to transnational social media content and considers the challenge of interpersonal and commercial management of content and soft measures such as trust in a global policy environment. It argues that social media companies' efforts indicate an expanded role for marketing and advertising as arbiters of the public interest in media content delivery.

Id: 18809

Title: SETTING THE CLIMATE CHANGE POLICY, AND COMMUNICATION, AGENDA IN GHANA

Session Type: Individual submission

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Abstract: One of the most consequential challenges facing the world today is climate change. Africa is described as a “vulnerability hot spot” (Mburia, 2015); and as “an area where a strong climate change signal is combined with a large concentration of vulnerable, poor, or marginalised people” (De Souza et al., 2015). Regrettably, Africa is also the “least responsible, most affected (and) least informed” about climate change (Painter, 2010). In the light of the seriousness of the destructive effects of climate change, policy actors have made efforts to raise awareness on the risks that changes in the climate pose to the world, and the actions needed to minimise those risks (Corner, Markowitz, & Pidgeon, 2014; Schneider, 2011). Climate change governance architecture involves a complex of over-lapping, broadly identified as policy actors and non-policy actors (Widerberg, 2016). Much of the literature on climate change communication, however, tends to tackle separate actors of climate change communication such as NGOs in negotiating climate change issues (Totin, Roncoli, Traoré, Somda, & Zougmoré, 2017; Mukherjee & Howlett, 2016; Betzold 2013); and the media in climate change communication (e.g. Luedecke & T. Boykoff, 2017; Moser & Cruz, 2016; Schmidt, Ivanova, & Schäfer, 2013; Carvalho & Burgess, 2005, etc). However, there is a gap in data-driven research that comprehends how state policy actors in Ghana deal with climate change communication issues. This study deals with climate change communication among policy actors in Ghana. It adopts an interview and documentation data gathering approach to systematically analyse climate change communication practices by policy actors in Ghana. The philosophical perspectives of this study are a post-normal science perspective and a constructionist grounded theory methodology (Funtowicz & Ravetz, 1994; Charmaz, 2006; Strauss & Corbin, 1998, etc).

Data reveals that the audience strategy by policy actors involves the use of intermediary sources such as assembly members, teachers, and religious leaders to propagate climate change issues. Data on channel strategy on the other hand reveals the use of a mix of mediated, non-mediated and online channels by policy actors. Furthermore, data reveals that policy actors base their message strategies on the IPCC consensus on climate change. There is, however, no coordination among the different policy actors on climate change issues in Ghana. Many communication activities by policy actors are in the form of workshops, seminars, durbars and lectures, during which a group of audience are engaged on a particular climate change topic by policy actors. This often involves the use of a two way communication, which allows the audience to interrogate and clarify issues that are not understood by them. This study is relevant in expanding the body of knowledge on how policy actors in Ghana communicate climate change issue in the country, towards theoretical construction.

Id: 18902

Title: Makerspaces: Supporting Digital Inclusion or Innovation

Session Type: Individual submission

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Abstract: In the U.S., community technology centers (CTCs) arose alongside the development of the Internet to provide public access to information and communication technologies (ICTs). As concerns with the so-called “digital divide” in access to the internet began to wane, such spaces received less policy and financial support (Kvasny & Keil, 2006). The recent rise in policy support for “makerspaces” can be likened to the history of CTCs. While makerspaces have diverse aims and take many forms, at the broadest level they are collaborative workspaces where people gather to (re)create art and technology. Like CTCs, these makerspaces are often described as democratizing access to technology. They provide access to new desktop manufacturing tools like laser cutters and 3-D printers as well as opportunities for learning about emergent technologies through training workshops. Many public institutions like museums, libraries, and schools have started makerspaces to promote STEM learning, innovation, and community development (Schön, Ebner, & Kumar, 2014; Sheridan et al., 2014).

This paper is a work-in-progress which emerges from ongoing ethnographic research within three makerspaces initiated by public access institutions—a library, a community access TV station, and an economic development project. Previous research has identified the importance of intermediaries such as community centers and libraries in supporting digital inclusion for adults while also acknowledging that emphasizing technological innovation and adoption at the expense of social concerns can lead to further marginalization and exclusion (Eubanks, 2011; Kvasny & Keil, 2006; Rhinesmith, 2016). By taking a holistic view of the communicative ecologies (Hearn, Tacchi, Foth, & Lennie, 2009) that surround three organizations that have adopted makerspace models, this study questions how makerspace initiatives reconcile competing targets of inclusion and innovation through their organizational policies and approaches to digital and technological literacy.

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Id: 18914

Title: Blockchain as a Disruptive Technology for Business, Management, and Communication: A Systematic Review

Session Type: Individual submission

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Abstract: Blockchain is the latest example of a ‘disruptive innovation.’ It is the technology undergirding Bitcoin and other digital currencies. Stakeholders like developers, entrepreneurs, and technology enthusiasts claim blockchain as the potential to reconfigure the contemporary economic, legal, political and cultural landscape. Skeptics claim the concept and its applications remain ambiguous and uncertain. The popular discussions about bitcoin and blockchain climbed to a feverish pitch in 2017. However, the engagement from the scholarly community in the social sciences is not well known. In this study, we conduct a systematic review of blockchain research in the management and communication literature. Our results show a rapid increase of studies over the last three years. The findings also convey key insights about the current state of scholarly investigation on blockchain, including its top benefits and challenges for business and society. We found that blockchain remains an early-stage domain of research in terms of theoretical grounding, methodological diversity and empirically grounded work. We suggest research directions to improve our understanding of the state of blockchain and advance future research of this increasingly important and expansive area.

Id: 18926

Title: Media and Ecuador's Indigenous Organizations ' Communication Strategy in the Age of Social Media

Session Type: Individual submission

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Abstract: During incidents in indigenous communities in Ecuador that could have potentially negative or violent outcomes, people have frequently posted videos and images on social media as a rapid response to the situation. These media do not always have a positive reflection on the indigenous organizations, however, containing either visual or auditory elements that organization leadership would rather exclude. For large organizations like La Confederación de Nacionalidades Indígenas del Ecuador (CONAIE) and La Confederación de Nacionalidades Indígenas de la Amazonía Ecuatoriana (CONFENIAE), who have carefully planned media campaigns, these uncontrolled communications can be problematic. Since the elections in 2017, with a warming relationship between the government and the indigenous communities, this conscientious approach to representation has become increasingly important. As each organization attempts to regularize their relationship with the government and achieve their goals for the indigenous communities that they represent, they must manage their public image and the ways that they represent that relationship with the government.

Based on fieldwork carried out between September 2016 and December 2017, this paper explores the role of social media in overall communication plans, the challenges these organizations face, and the ways these issues are being addressed with organization members. In discussing these topics I will draw on examples from both before and after the election. Additionally, I will present cases of problematic social media use, methods the organizations have taken to educate their members about considered media use, the growth of communication teams, and the ways that communication choices impact on the overarching situation of each organization.

Id: 19008

Title: Moving Through Fields: Overlapping Social Practices Using Technology at Home and in the Classroom

Session Type: Individual submission

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Abstract: My dissertation research examines the relationship between technology use in two social fields – home and school – and explores the different social practices that are performed and produced, and the capital that is created as expertise and knowledge increase. This paper explores the theoretical frameworks for my investigation of the ways that teachers and experts utilize technology in the secondary classroom with their students, and the ways that these same students use technology at home. Students are adolescents in middle and high school, ranging in age from 12 to 17 years.

My preliminary research has shown that at home, technology use is generally unrestricted, collaborative, community oriented and connected to the user's identity, while at school usage is restricted, directed, specific, generic and controlled.

Using a Bourdian theoretical framework, I am attempting to identify overlapping experiences that can be transferred from one field to the other, in order to maximize learning, problem solving and creativity. My research draws from critical political economy of technology and education, new media studies of video gaming and online labor as well as literature in education focusing on the impact of technology, pedagogy, curriculum, and skills. The project will use three focus groups: students, teachers and parents, in order to discover operational practice, rules, habits, enjoyment, goals, beliefs, differences and feelings around using technology at school and at home. Adolescent cultural capital around technology can be an exciting point of enlightenment for teachers, parents and students when they are given credit and control over knowledge and skills.

The portion of this work in progress being presented at IAMCR focuses specifically on how this research can identify overlapping experiences (between home and school), determine ways that technology is being used successfully in both fields, and challenge or expand existing literature on the home/school transition.

Id: 19094

Title: Reimagining the Canadian nationalism in the context of multiculturalism: A case study of CBC's Kim's Convenience

Session Type: Individual submission

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Abstract: In many democratic societies, public broadcasters contribute to shaping sets of beliefs and values to promote people's engagement in their belonging communities (Debrett, 2009; Brevini, 2013). In this context, the Canadian Broadcasting Corporation (henceforth CBC), a nation's public broadcaster, is asked to develop and proliferate Canadian values so that it can protect "Canadianness"—which refers to the quality of being Canadian—from external sociocultural as well as political-economic conditions (Bociurkiw, 2011; Foster, 2011). On the other hand, CBC is strongly asked to implement ideas of multiculturalism in the Canadian society as the nation's Broadcasting Act indicates.

Such ambivalent roles of CBC in both developing the national consciousness and encouraging diversities is becoming more important to understand the Canadian society and its political rationale (Sharma, 2006). Despite this nation celebrates both its national values and the promotion of diversity as "the Canadian ideals (Blake, 2013, 87)", this raises a couple of questions in relation to inevitable ideological tensions surrounding this cultural apparatus such as; What are roles and meanings of immigrants in public media? How does it relate to ideas of multiculturalism? Based on these questions, finally, how immigrants and ideas of multiculturalism are connected to the construction of Canadianness?

As a case study, this research conducts a discourse analysis of the first season of Kim's Convenience (2016-2017), a CBC's situation-comedy series portrays lives of Korean-Canadians living in Toronto to answer these questions. It aims to explore the development of Canadianness in public media in the name of immigrants. In detail, this research conducts a discourse analysis of Kim's Convenience with all 13 episodes of its first season (2016–2017) and interviews with actors and actresses, and news coverages of this television series. Throughout this research, it tries to examine discursive relations between nationalism and multiculturalism in the context of this multiracial and multiethnic state's public broadcasting scheme.

Id: 19119

Title: Mobile Broadband and the Public Interest: A Conceptual Framework for the Future of Mobile Internet Access Regulation

Session Type: Individual submission

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Abstract: The Federal Communications Commission is mandated to serve the public interest, convenience, and necessity – yet this tradition, so deeply embedded in broadcast television and radio, has missed the mark on mobile Internet access. Also referred to as mobile broadband which occupies the 225 MHz to 3700 MHz frequencies, the future of mobile Internet access has important implications for the digital divide and digital inclusion. This paper explores the relationship between mobile broadband and the public interest by examining the history of regulation that has informed the current paradigm, which largely benefits the commercial service providers. The limitations of mobile broadband (i.e. high demand, geographical barriers, network capacity, etc.) prevents most users from relying on this connection as their sole Internet provider. Yet increasingly people can no longer afford in-home broadband connections and in many areas, particularly rural, wired broadband is not an option as Internet providers have little incentive to serve these small, hard to reach populations. Furthermore, the infrastructure for these connections can be largely invisible to the end-user who sees very little difference in the various ways they may gain Internet access; yet, from a regulatory and technological standpoint these very differences ultimately determine who can be online. The FCC has historically defined the public interest in terms of competition (primarily), diversity, and localism; however, the current oligopoly in cellular service providers undercuts this framework as effective. Subsequently, this paper argues for an approach that explicitly addresses how mobile broadband can serve the public interest by incorporating competition, diversity, localism, and the spirit of universal service. Mobile broadband offers unique affordances that can bring more people online to bridge the digital divide and support an empowered citizenry. With the goal of promoting sustainable infrastructure, this paper concludes by examining alternative approaches such as mobile hotspot lending programs and the non-profit, Mobile Beacon, as models for a practical approach to regulating the commercial cellular service providers to serve the public interest.

Id: 19311

Title: Recognizing Socialist Inspired Participation in Rural China

Session Type: Individual submission

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Abstract: What does it mean to participate in development communication and are socialist forms misrecognized? Servaes' (1996) attempt to recognize 'plurality' in development seems to be an indication of inclusion and open exploration. However, Servaes, like other neo-modernist theorists of development communication (see Sparks' 2007 review), rejects participation which is directed towards and through state structures. The problem with this is that the definitions of participation used in this literature spring from a 1977 UNESCO meeting on community media which highlighted socialist practices from Yugoslavia, namely self-management, as the highest form of participation in development communication (Jouet, 1977). It is the forgetting of the content of this example in dominant development communication research that helps to situate socialist communication development, such as that in China, as top-down and seemingly antithetical to the participation of bottom up agency and ideas (Latham, 2012).

Despite this dominant interpretation of global theory, China's New Left scholars are focusing on the revitalization of the nation's socialist legacies as a means for politically meaningful participatory societies (Wang, 2013; Zhao, 2011). It is in this theoretical context that the voices of peasants and officials in Heyang, a village in the remote mountains of Zhejiang, begin to make sense. During pilot research in Heyang, participants generally explained that despite having market access to media technology and global content, they find that they are not listened to, and that decision makers are culturally and politically distant from them (Hauck, 2017). Their responses used memories of Maoist state society relations under the concept of the 'mass line' to describe a media ecology that would serve their interests; in contrast to the hollowed forms of participation promoted by, and misrecognition of participation realized in the current technologically focused forms common to global communication development (Chakravartty 2009; Santos, 2014).

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