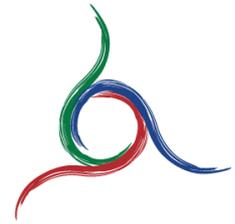


**IAMCR 2018**



## **Mediated Communication, Public Opinion and Society Working Group**

Abstracts of papers accepted for presentation at the annual conference of the  
**International Association for Media and Communication Research**<sup>1</sup>

**IAMCR**

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<sup>1</sup> These are the abstracts of the papers accepted by IAMCR section or working group named above for presentation at the 2018 annual conference. This publication will be updated prior to the conference to include the papers that will actually be presented at the conference.

**Id:** 17304

**Title:** Silent Activism on Social Media: A Corpus Enabled Textual Analysis of Tweets on Violent Jat Reservation Agitation in Haryana State of India

**Session Type:** Individual submission

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**Abstract:** The study analyses the top retweets through corpus method on the violent Jat agitation issue in Haryana state. The data analysis showed that the twitter communication went weird and distracted from its intended normative objective by stressing heavily on “rape” & “molestation” issues allegedly committed by protestants during agitation. The real themes of reservation advocacy, violent emotions assuage, stopping the violence etc. were conspicuous by their absence. The discourse analyzed through corpus functions was found to be extremely strident on women safety issues rather than purpose of agitation. The findings had a surprisingly consistent negative tone and tenor for all the research questions framed for the study. The statistically significant scores of tests words association like collocates, N-grams, word clusters, concordances etc. threw similar results in negatives meaning thereby all consciousness of twitterati focused on extremely distasteful and shameful rape incident (yet unproved) thus bypassing all aspects of agitation.

**Id:** 17367

**Title:** Racist discourse in disguise: exploring how white Facebook users expressed ambivalence following the acquittal of police officer Jeronimo Yanez

**Session Type:** Individual submission

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**Abstract:** In Facebook, different social groups with different expectations are integrated into a single network, which may problematize the ways in which white Facebook users construct and manage their identities. For instance, white Facebook users may be expected to express sympathy for black victims of police killings by one social group, which makes a moral claim. White Facebook users may express moral claims as an impression management tactic to present a non-racist public identity. In contrast, white Facebook users may be expected to express support for law enforcement by another social group, which makes a normative claim. White Facebook users may express normative claims to protect structural whiteness and preserve white privilege. Choosing which claim to convey to an overlapping Facebook audience may engender cognitive dissonance. This dissonance may be reduced through ambivalence, which refers to discourses that encompass both moral and normative claims. Ambivalence may be racist discourse in disguise. Moral claims may function as an impression management tactic that allows white Facebook users to masquerade as non-racist while simultaneously helping to legitimize police killings through normative claims.

This study employs a critical discourse analysis to examine white Facebook users' ambivalent discourses in response to 3 news articles associated with the acquittal of police officer Jeronimo Yanez. Each news article has an audience that differs across the political spectrum, which means a conservative-leaning, liberal-leaning, and moderate news audience is represented. Moreover, Jeronimo Yanez is the police officer who was acquitted of gunning down Philando Castile during a traffic stop in St. Paul, Minnesota, on July 6, 2016. Therefore, this paper is guided by the following research question: In what ways does ambivalence help to legitimize the acquittal of police officer Jeronimo Yanez? Legitimation refers to the discursive process by which institutional behavior is justified. White Facebook users are explored because white people are overrepresented as police officers, elected prosecutors, judges, and political officials. White people have the social, economic, and political power to either eradicate or perpetuate racial bias in policing to the extent that it is addressable through hiring, policy, and enforcement.

**Id:** 17379

**Title:** Global LGBT Activism and mediated (re)presentation: Cultural intermediation and convergence

**Session Type:** Individual submission

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**Abstract:** In 2013, United Nations Secretary General Ban Ki-moon said that the struggle for the protection of lesbian, gay, bisexual, and transgender (LGBT) rights is “one of the great, neglected challenges of our time.” Charles Radcliffe, a human rights adviser on sexual orientation and gender identity at the United Nations noted: “When you see more than 80 countries coming together at the U.N., as we have, to denounce attacks on LGBT people, and when you see the U.N. secretary-general leading calls for change, then you’ve reached critical mass,” referring to a 2011 joint statement by 85 countries denouncing violence based on sexual orientation and gender identity. In September 2014, the United Nations adopted a landmark resolution to combat discrimination and violence based on sexual orientation and gender identity.

Activists have long paved the way for such political action. Recently, LGBT activists around the world are increasingly working together across geographical borders, bringing light to the injustices impacting sexual and gender minorities around the world. Through the implementation of strategic communication efforts, LGBT movements around the globe are working together to change public opinion and influence public policy.

Strategic communication, specifically public relations has played a vital role in the early stages of the LGBT rights movement (Alwood, 2015), and although many activists do not have formal training, they have employed public relations strategies and tactics. Historically, LGBT activists have utilized press releases, news conferences, community alliances, and events to dramatize their issues and produce coordinated messages. Until recently, however, LGBT activists have not been recognized by scholars as strategic communication practitioners.

Through in-depth interviews with 40 LGBT activists representing more than 15 nations over the course of 5 years, this exploratory study actively writes LGBT perspectives into research, examining how a transnational activist network employs public relations. A focus on activism enables scholars to broaden the sociocultural lens, considering how activists employ strategic communication and how in turn strategic communication shapes activism. The discussion is framed around activists’ strategies and tactics rather than outcomes. Focusing on the how rather than simply the why provides insight on the contested and negotiated practices that make certain strategies and tactics possible.

Strategic communication is a discursive practice whereby meaning is created. Curtin and Gaither (2005) contend that discursive practices are sites where webs of relationships are formed, creating meaning and therefore culture. As such activist function as cultural intermediaries (Ciszek, 2017),

networking and producing relationships between producers and consumers. This research explores the communication practices of an international activist network to produce, reproduce representations of sexual and gender minorities in ways that have local resonance and global reach. As Thoresen notes: “LGBT human rights advocacy is not a purely ideological project, but emerges from the messy interplay of personal, organizational, and systemic factors” (p. 57). Findings from this research suggest, transnational individuals can complicate, resist, and reconstruct uncritical adoptions of a hegemonic LGBT activism.

**Id:** 17488

**Title:** Media, Power and Democracy in Turkey: The coup d'état times

**Session Type:** Individual submission

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**Abstract:** Turkish democratisation history has long suffered from military intervention in politics which became visible as coups almost in each decade since the 1960s. After Justice and Development Party (AKP) came to power in 2002, although the democratisation process in the country seemed to make the army step back, the e-memorandum declared by the army in 2007 and the 15th July 2016 coup attempt showed that the army-politics conflict still sets one of the main agenda of Turkish political culture.

Turkish media, on the other hand, to keep their power on politics, has been accused of being on the side of junta against democratisation which also noted among the reasons of slow-motion improvement of freedoms and repetitive coup d'états. Therefore (a) to observe the representation of military coups in the Turkish media, (b) to understand the shift in news production regarding military interventions and (b) to see the democratic performance of the media outlets through these political turmoils, it was necessary to study how the Turkish media covered the recent coup attempts in 1980 and 2016.

Here it would also be better to note that although it was possible to mention the 28th February 1997 “post-modern coup” among the very recent two military interventions, because the political literature has not handled it as an “active coup” and the debate around it varies; (Yavuz, 2002: p. 211) we preferred to study 1980 and 2016 interventions in which the military mobilisation appeared on the streets in Turkey.

To be able to answer the research questions mentioned above and to extensively spot the practice of peace journalism at militarily affected times, this study will be based on content analysis of one-month coverage of the two coup d'états (12 September -12 October 1980 and 15 July – 15 August 2016) at five mainstream newspapers (Cumhuriyet, Hurriyet, Ortadogu, Mili Gazete). Conducting content analysis will at the same time allow us to examine the change in the Turkish news production regarding military interventions. The issues related to the sociology of news will be particularly handled such as agenda building factors of the mainstream Turkish newspapers and media, power and democracy dealings.

**Id:** 17489

**Title:** Communicating death that matters: Facebook posthumous micro-celebrity construction of a Captain's identity and violent death

**Session Type:** Individual submission

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**Abstract:** This paper interrogates social media narratives on the gruesome murder of an Army officer in the hands of rural folks in Ghana. The paper is grounded on identity and micro-celebrity construction theories. The paper contends that the emergence of social media and its appropriation by celebrity cults and fanatics to prop up, hype and brand themselves and others through tweets, posts, and live streaming videos has accelerated the creation and construction of micro-celebrities. However, the consequential implication of these ways of behaving, narratives, and discourses on social media is a further utilization of the platforms for the construction of posthumous micro-celebrity statuses for individuals once loved and adored by friends, family, and the community in which they resided. This paper proceeds on this line of theoretical assumption and interrogates the posthumous micro-celebrity construction of an Army Officer on Facebook within eight days of his horrid demise. The paper, using qualitative contents analysis, cyber ethnographic, and thematic data analysis approaches on several purposively selected Facebook posts, shows that : first, the narratives and constructions on the Officer subvert mainstream concepts or theories on celebrity or micro-celebrity construction; second, the narratives presented violence as social consumption and indigenized commodities with an illustrative culture of maiming and lynching; and third, the narratives were constructed in the form of ideological instinct during which construction of stories are designed to indicate a confirmation, identification, or reinforcement of a particular story telling ideology allowing social media users to engage in discourses and interpretation that conform to certain cultural relevance. The paper concludes that the use of social media to construct micro-celebrity narratives that hinge on vindictiveness, retribution and institutional failure has theoretical implications for discourses on identity and celebrity/micro-celebrity constructions

**Id:** 17520

**Title:** Share, show and tell ' Academic Usage of Academia and ResearchGate

**Session Type:** Individual submission

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**Abstract:** The academic social networking sites (ASNS) ResearchGate and Academia are gaining more and more popularity among researchers (Van Noorden, 2014). But what are the gratifications researchers seek and obtain by using ASNS?

Though the number of studies on ResearchGate and Academia is increasing, most of them take a bibliometric approach and focus on profile data (Ortega, 2017; Thelwall & Kousha 2014/2015/2016). Studies that take a closer look at the reasons for using ASNS (like sharing publications, increasing citations or contact colleagues) have applied a quantitative approach (Meishar-Tal & Pieterse, 2017; Muscanell & Utz, 2017; Van Noorden, 2014). This study wants to add to the findings from a qualitative perspective. It identifies reasons for researchers to (not) use the two platforms with the uses and gratification approach by Katz et al. (1973) as its theoretical basis. To identify the reasons 54 German scientists from different status groups and disciplines were interviewed in 2016-2017.

28 participants had ASNS-accounts: 17 used ResearchGate exclusively, three used Academia.edu only and nine had accounts in both networks. 12 participants were non-users, two quit ResearchGate, because keeping up-to-date was too much effort. Most interviewees reported to make little use of the platforms. If they did, it was to access and share publications, network, increase their visibility and learn more about the impact of their publications. Doctoral students rather followed interesting people and accessed publications, while postdocs and professors shared them and tried to increase their visibility. Users and non-users alike complained that the networks were sending a lot of emails with useless information. Still the networks gratify the researchers' needs for promoting the professional self, networking with colleagues and to access, share and track publications, which mostly seemed to outweigh the cost of having to keep the profile updated and receiving too many emails.

**Id:** 17537

**Title:** G8 Summit demonstrations in global news media - A comparative content analysis tracing the fast vanishing voice of dissent in global politics from London to Hamburg

**Session Type:** Individual submission

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**Abstract:** In this paper, news coverage of three G8-summit demonstrations from CNNI, AlJazeera English and the Swedish public service broadcaster (SVT 1) has been analyzed and compared. Variables included amount of coverage, type of news item (a recorded reported from the field or a two-way live conversation between newsreader in studio and reporter on site) and number of interviewed actors. The sampled summits comprised of London 2009, Nice 2011 and Hamburg 2017. The aim was to explore the mediation of voice during demonstrations in a world of global news and global politics, in order to understand how the globalization of news media have contributed to shape deliberations about the future of globalization. Important findings from the study included that the coverage of protests against the London G8 summit primarily differed between the channels in terms of type of news item and number of interviewed actors, while the coverage of protests against the Hamburg summit almost exclusively contained two-way live conversations between newsreaders and reporters on site, across all channels, without any interviews with activists, elites or authorities. Results were reviewed and problematized in light of earlier work by Kaun (2017), Koselleck (2004) and Rosa (2013) about the 'progressive acceleration of social change' in modernity. A key conclusion from the study was that while there certainly were examples of what could qualify as deliberation where voices from activists about the future of globalization were included and could be envisioned against a horizon of expectation that laid beyond the end of the demonstration or the summit, especially in the coverage from London and especially in SVT. There was also a tendency to cover the demonstrations through two-way live conversations between newsreaders and reporters, where that horizon of expectation moved significantly closer to the immediate future of the demonstration and activists were excluded from the deliberation about the more remote future of globalization. While this tendency was balanced by interviews and reports from the field in London, it dominated the coverage from Hamburg. Thus, while globalization of news certainly may have contributed to expand what could be called the space of experience for global politics, it is also possible to observe like Kaun and Rosa, an acceleration of mediation through the integration of satellite and digital technologies, by which certain groups may risk to become desynchronized and excluded from deliberations about the future course of globalization.

**Id:** 17558

**Title:** Socially-mediated right-wing populism: an analysis of Golden Dawn's cyber-rhetoric and its politics of online visibility

**Session Type:** Individual submission

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**Abstract:** Digitally-mediated political rhetoric warrants exploration for its continued potency in the new media environment. The potential of social platforms to function as vehicles of effective political messaging has been realized by political actors around the world, the prime example being Donald Trump's historically unprecedented rise to the American presidency, which has been largely attributed to his strategic and polarizing use (or abuse) of Twitter as an instrument of political persuasion and propaganda. Social platforms have also been widely employed by far-right populist and extremist political cultures, who had previously resided on the fringes of social and political life. With their inherent affordances for reach immediacy, interactivity and personalization, digital media have proven to be vital instruments of political discourse in the service of a variety of far right formations and their ideologies, including neo-fascism, neo-Nazism, xenophobia, racism, anti-communism and opposition to immigration, in Europe and around the world. Socially-mediated environments have in effect materialized a "political opportunities" structure (Tarrow, 2011), one which far-right groups and parties have harnessed strategically as a discursive resource and a medium for public communication (Ernst et al. 2017). This study examines how Golden Dawn has been historically employing the microblogging platform of Twitter to project its political agenda and elicit the support of their online publics. Its unique characteristics notwithstanding, the Golden Dawn - an extreme right-wing party that entered the Greek Parliament in the 2012 elections and which currently holds the third place in it with 17 seats - is one of the most prominent manifestations of the larger phenomenon of the mainstreaming of previously fringe right-wing formations in other European countries and their alarming rise to power (Bounegru, 2017). Recurring issues of its agenda have been anti-corruption of the political elites, law and order, respect for the Orthodox Church, anti-immigration, hard Euroscepticism, anti-globalism, anti-communism, and a neo-Nazi background which it has been trying to conceal. At the same time, it has been practicing a form of "racial humanitarianism" and "ecological consciousness" that is

typical of nativist parties, organizing activities such as blood drives (of “Greek blood”), social solidarity initiatives in neighborhoods or ecological activities based on mobilizing volunteers. The study presents the preliminary findings of an ongoing research that examines Golden Dawn’s Twitter discourse based on historical data drawn from the party’s official Twitter account, covering a period of 4 years (2014-2017). It applies a qualitative content analysis methodology in order to systematically investigate the party’s Twitter-disseminated semiotic data (tweets, images, visuals) and the frames and the discursive strategies it uses in order to persuade its networked audiences. Research findings illustrate how strategies of persuasion, mobilization and polarization are being realized in the party’s digitally-mediated visual and textual discourse. Drawing from existing typologies of rhetorical discourse, such as Van Leeuwen’s legitimation categories (2007) of authorization, rationalization, moral evaluation, and mythopoesis, and within a framework of rhetorical political analysis (Atkins & Finlayson, 2013; Finlayson, 2007; Martin, 2013), Golden Dawn’s institutional texts on Twitter are analyzed within their interactive and socially-mediated context.

**Id:** 17599

**Title:** All quiet on the 'Eastern' Front ' is there a comeback of the Cold War discourse in the German News media'

**Session Type:** Individual submission

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**Abstract:** The term Cold War became a comeback on the public sphere by the medial covering of events of the so called Ukrainian crisis in 2014. Russia's role was heavily discussed in that context, thus a number of media outlets in Germany but also in the U.S. mentioned the return of the Cold War. While there is a growing body of research in the U.S. that focuses on the role of media in revitalizing the discourse of the Cold War (Popkova, 2016 Boyed-Barred, 2016; Tsygankov, 2017), there is very less research on the German media coverage of the same topic (Schmidt, 2016). Hence, this project aims to examine to which extent the German media discourses rely on the Cold War discourse and how is that constructed in the German main media channels in the context of reporting the Ukrainian crisis. To do so, the research project compares the coverage of the Brisbane G 20 Summit in November 2014 by the Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung and Der Spiegel. The project employs discourse analysis theory, examining texts as critical sites of meaning making (Foucault, 1974; Fairclough, 1995; Jäger, 2009). The project uses critical discourse analysis, aiming to answer the following research questions:

What is the structure of the Cold War discourse? What were the dominant discourse strands in the three Newspaper's coverage? What were the similarities and the differences among the identified discourse strands? How do these similarities and differences help us to gain an understanding of the role of the Cold War discourse in the German media coverage?

The dichotomy between totalitarian eastern and democratic western approaches was well established in all three Newspapers. The discourse strands identified in the analysis of the three Newspapers are very homogenous. The Cold War discourse in all three cases was embedded in mixture of a historical and militaristic discourse strand. Beside historical dimensions like "Berliner Mauer" there are also militaristic dimensions like "Atombombe" that reconstruct the Cold War discourse. Thus, media construct the image of Russia in the coverage of the Ukrainian crisis as "unvernünftig", "unberechenbar" and "nicht vertrauenswürdig. A factor of transformation of the Cold War discourse was also evident – the USA as the classic antagonist of the cold war discourse was replaced by the "Europäische Friedensordnung". The findings also suggest, that the media coverage was overwhelmingly focused on the figure of President Putin and so refers more to the "System Putin" than the Russians themselves, which is also a classic scheme from the cold war discourse.

**Id:** 17605

**Title:** What makes us respond empathically to others and to social issues? A study of trait and state related antecedents.

**Session Type:** Individual submission

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**Abstract:** Whether it's in the context of intergroup relations (Batson & Ahmad, 2009; Dovidio et al., 2010; Eisenberg, Eggum, & Di Giunta, 2010; Stephan & Finlay, 1999) or as a determinant of our relationship with nature and pro-environmental behaviors (Schultz, 2000), empathy plays a key role in all of our social relationships (Davis, 1996, 2006; Gerdes & Segal, 2009).

Several researchers have suggested that media interventions (PSAs) successful at improving attitudes and changing behaviors are the ones that create empathy towards an issue or towards the protagonists delivering the message (Bagozzi & Moore, 1994; Campbell & Babrow, 2004). Other studies have shown evidence supporting the idea of a persuasive impact of an empathic response to media interventions (PSAs) (McKeever, 2015; Shen, 2010, 2011).

In the context of interventions aiming to arouse empathy, this emotional process (Lazarus, 1991) is usually induced by instructing participants to either imagine how another person feels or to imagine how they would feel in a similar situation (Batson, Early, & Salvarani, 1997; Galinsky, Ku, & Wang, 2005; Wang, Tai, Ku, & Galinsky, 2014). While this method is effective in generating empathy, it limits the possibility of discovering other antecedents that could play an important role in triggering empathic responses. Our aim here is to present preliminary results that shed some light on other potential antecedents of empathic responding. With this goal in mind, we take into consideration antecedents that are person specific on the one hand (e.g. empathy as a personality trait). On the other hand, we take into account antecedents that are environment specific – stimulus related (i.e. message features).

To accomplish our study's purpose, we opted for a mixed method study. More specifically, building upon the typology proposed by Creswell and Plano Clark (2011) we chose an exploratory sequential design to guide our research. Thus, our study occurred in two distinct interactive phases and the qualitative strand of our study had greater emphasis in addressing our research objectives. However, contrary to the Creswell and Plano Clark prototype that usually begins with the qualitative phase (QUAL⇒quan), our study started out with a quantitative phase (quan ⇒ QUAL) (virtual empathy questionnaire) and involved another quantitative instrument (continuous response measure CRM) in the second phase. Nevertheless, the qualitative strand (focus groups) had a greater priority in our research since, as previously underlined, the antecedents of empathic responding remain a largely unexplored field and we wanted to allow unsuspected concepts to emerge.

**Id:** 17672

**Title:** Landscape as Visual Ideograph: A Critical Narrative Analysis of Rural America's Wind Turbine Conflict

**Session Type:** Individual submission

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**Abstract:** In 2008, the State of Michigan enacted legislation mandating that utility companies harness ten percent of their energy from renewable resources by 2015. In 2016, upon the attainment of that goal, state legislators then approved a similar fifteen percent mandate to be completed by 2022. While the legislation was touted as financially and environmentally beneficial, the execution of these dictates encountered significant opposition. Notably, residents of rural areas in Michigan engaged at length in impassioned debates regarding the installation of wind turbines in their immediate environs. The vigorous localized contestation resulted in conflicting results on ballot initiatives seeking approval for wind turbine construction. Utilizing critical narrative analysis, this essay engages the agonistic discourse of the rural farming communities located in Michigan's Huron and Sanilac counties. Using local, small-town newspapers as media artifacts, this analysis examines the rhetoric and persuasive techniques employed in the deliberation surrounding the implementation of a wind-harnessing energy grid. Review of the published discourse elucidates the intersection of ideology and localized narrative. Residents opposed to the wind turbines predominantly use persuasive techniques symptomatic of Walter Fisher's narrative paradigm. Driven by this paradigmatic narrative, such residents situate themselves as protagonists, and desire to be the authors of their own story-arc. The rural farm backdrop serves as the setting of the narrative's conflict, wherein the antagonists, namely corporate interests and politicians, are imposing upon the groomed landscape, a primary source of local identity. The cultivated countryside functions as a visual ideograph, as the narrative intersects with Agrarian ideology. A cultural identity of aesthetics thus informs the overarching narrative. Conversely, residents in favor of the turbines largely argue a neoliberal ethos and advocate the financial enrichment of the communities through assurances of job creation and subsidies. In the end, the environmental impetus for the wind turbines is noticeably absent.

Layered sites of contention exist throughout the discourse, which reify subtexts laden with power relations and ideology. In addition to exploring the rhetorical tactics of the localized political actors, this essay analyzes the interdependency of the local civic discourse and predominant ideological postures. The resident agents disagree on the installation of wind turbines, but this analysis argues that their positions are rooted similarly in ideological hegemony. This analysis reifies how dominant ideologies, like agrarianism and neoliberalism, are discursively manifested. The apparent antipathy arises out of these ideological manifestations. The micro analysis of this discourse illuminates the macro permeations of whiteness and capitalism saturating this localized political arena. The respective polemics expose not only the conflicting persuasive postures and their environmental apathy, but also the ideological underpinnings of a fabricated democratic debate. The dispute allows

for the assured continuation of ideological preeminence, as agrarianism and neoliberalism undergird the only advertised resolutions. In this context thus, it matters little if the turbines are actually installed. Critical conclusions of this essay show how this intersection of narrative and ideology silences minority voices and disregards progressive environmentalism. The essay aims to inform future challenges faced by green initiatives.

**Id:** 17687

**Title:** Social Representations in Mediated Communication, Self-Presentation and Relationships on Tinder. A Comparative Analysis of the Use of Tinder between Mexico City and Madrid

**Session Type:** Individual submission

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**Abstract:** The growth of Tinder and other dating apps is becoming evident as the stigma surrounding them is slowly decreasing. New generations of users are growing with a sense of normality in the everyday swiping and matching on the use of dating apps. But there are differences: Tinder is not the same for an 18-year-old than what it is for a 35-year-old, as well as there are differences if the person is male or female, if their sexual orientation is heterosexual, homosexual or bisexual. The variety of the population on Tinder must be considered if we want to understand the meaning of its usage for a selected population, but also there are important differences between people from different cities, different countries. This study shows a comparative analysis between users aged 18 to 31-years-old in Mexico City and Madrid during a year and a half of research and data collection period. In the first phase, 410 questionnaires were applied in Mexico City with the intention of mapping tendencies on Tinder. Then, 150 questionnaires were applied both in Mexico City and Madrid to make a comparative sociocultural analysis of the social representations and mediated communication tendencies on both cities. Also, there were applied over 20 interviews overall in both countries, some of them were face to face, and some others mediated through e-mail. Methodological and ethical considerations were taken. The results show differences in the use of Tinder that might be a consequence of sociocultural factors that influence users as citizens of their cities and social representations they reflect on the use of the app, as well as a difference in the perception of stigma in the use of Tinder.

The usage of Tinder may have consequences beyond the mere entertainment and the possibility to match and meet a new person. Younger users are showing little to no stigma indicating this tendency may keep increasing in the near future. A better understanding and expression of one's self through mediated communication helps some users to express themselves better than in face to face communication. More couples are starting their relationship on Tinder. These changes in the way we relate to others and to ourselves are not new, but they are increasing and evolving. It is important to comprehend the impact they may have on the different kind of populations of users because this meanings and changes are translating to other interactions beyond the virtual interface. There is not only one meaning for Tinder, as well as what happens on Tinder is not limited to its interface: considering gender, sexual preference and age differences, as well as the sociocultural factors between two different cities, Madrid and Mexico City, are elements that, together, help to describe the meanings of Tinder for the selected population of users.

**Keywords:** Tinder, social representations, self-presentation, comparative analysis, mediated relationships, dating apps.

**Id:** 17693

**Title:** Re-examining the concept of public opinion from the perspective of social psychology

**Session Type:** Individual submission

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**Abstract:** Public opinion is closely related to the psychological parameters of the masses. According to some methods of psychology, People who manipulate public opinion design events and mode of communication. The results of experimental psychology are applied in the actual process of public opinion formation. When the desired results are achieved, public opinion is defined by psychology. Therefore, public opinion is no longer based on the definition of liberal political theory, but based on psychological mechanism. "Public opinion refers to the attitude of a citizen to a certain social problem when they belong to the same social group". This definition clearly shows that the publicity of public opinion has been erased from the concept of modern theory.

The media use many research results of social psychology to guide themselves, so that they can stimulate the public to form temporary public opinion. These achievements include stimulus response mode, agenda setting, silent spiral, two level communication theory and so on. Experiments prove that these research results can really guide mass media to transform opinion into public opinion better. The so-called public opinion, now only refers to public opinion flow like a huge crowd, as public opinion's "Five pools" theory suggests that public opinion is flowing down from the economic and social elite, through its political and ruling elite, mass media, opinion leaders, and finally the people. Although there are interactions between the various pools, opinion is flowing down, in this process, the role of the mass media is very important.

In today's democratic system, mass media plays an important role in forming public opinion. Gatekeepers, agenda makers, watchdogs, prism bias or distortions are mainly for media. If mass media is highly centralized and monopolized, the so-called "public opinion" is only through the public to a large extent. It is the consensus created by the public opinion in the public, which is obtained through the social psychology mechanism of mass communication. So, the consensus is clothed in public opinion. In fact, this consensus that it is only through the eyes and ears of the public, whether the public agree is not necessarily true. Because it is the response of the masses under the stimulation of mass media. It is more emotional than real, rational thinking about public affairs.

In view of above, public opinion in the view of social psychology is only mass opinion, and it is a pure concept of quantity. It can not explain why democratic system is the fundamental reason of democracy, indeed, It is based on the so-called common sense of the public and take it as the basis for the legitimacy of rule. It is, in fact, to affirm the interests of a part of the person as a public interest. This is the absurdity of modern public opinion.

**Id:** 17759

**Title:** What We Talk About When We Talk About "Guojia" "Guojia (State)' in Semantic Networks on Social Media in China

**Session Type:** Individual submission

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**Abstract:** Introduction

“State” is a complex concept, which could be an existing power system, or a “subjective construction” (Abrams, 1988) as an “imagined community” (Anderson, 1986). However, Xiang (2010) proposed that the idea of “guojia (国家, the state)” in China was an integrated concept beyond the notion of country for territory, nation for nationality, state for power, or government for administration. Instead of directly using western theoretical framework of state-society divide in China without thinking of its feasibility, Chinese scholars should shift their focus from speculative debating to empirical groundwork, to investigate the practical connections and interactions between the state and citizens’ social life. Previous research usually used fieldwork approaches such as in-depth interviews, participation observation, and case studies to study citizens’ interactions with the state (e.g., Xiang, 2006; Lee, 2007). While the emergence of big-data technologies and online social media provides us an opportunity to investigate how Chinese citizens discussed and practiced their notion of “guojia” in daily life from a macro scope. Our study is the first attempt to use the big-data approach to investigate Chinese people’s discourses and practices on their notion of “guojia”.

Method

The current study investigates the discourse of “guojia” on Sina Weibo by performing a semantic network analysis of 600, 963 micro-blog messages containing the word “guojia”. We conducted our analysis based on an open second-hand data, which included 226 million micro-blog messages posted on Sina Weibo in 2012. The resource is named Weiboscope, developed and collected by Dr. King-wa Fu, from Journalism and Media Studies Centre, Hong Kong University (Fu, Chan, & Chau, 2013). The data were downloaded through the link <https://jmsc.hku.hk/2016/03/weiboscope/> on February 2nd, 2016. Generally, there were three steps to conduct data analysis. The first step was to remove the noises and clean the data. The second step was to perform Chinese word segmentation and part-of-speech tagging. The third step was to build a semantic network based on the word sequences.

Results

The interpretation of the findings is situated in the discussion of state-society relation under Chinese context. Our findings include but not limit to: (1) In total there are 312 meaningful nodes (words). The most frequent ten words are: China (中国), USA (美国), world (世界), economy (经济),

development (发展), Japan (日本), government (政府), global (全球), nationwide (全国), enterprise (企业). (2) Twelve distinct concept clusters emerge from the cluster analysis. Each cluster consists of organically connected words concerning different aspects of people's idea of "guojia", including national economy, people's livelihood, nationalism, foreign affairs, international relations, overseas trade, government administration, civil rights, tourism, education, technology, etc.

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**Id:** 17841

**Title:** Communication and Public Policy: A case study of the air pollution control in China

**Session Type:** Individual submission

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**Abstract:** Abstract: The serious air pollution problem in China has attracted the most attention of public opinion, and online activists did force the Chinese government to take actions to tackle the pollution problem. Some hailed this as a victory for Chinese civil society, signifying the emergence of social media as a democratizing force leading to greater citizen power. The process of designing and implementing policy is a communication challenge for policymakers in social media era. This study focuses on monitoring the dynamic changes of public policies on air pollution by analyzing the spatiotemporal trends in Sina Weibo (Chinese Twitter) messages with comprehensive big data filtering procedures. Using a representative sample of Weibo posts collected from 2014 to 2017 on the topic of air pollution, as well as contextual information from the Chinese Ministry of Environmental Protection, this study examines the mechanism of how public opinion affect the public policies made by government, attempting to answer the following questions: How do the policymakers involve people in the process of generating policies relevant to them and their communities? How do media campaigns influence public support for particular policies? How does the public respond to these policies?

**Keywords:** air pollution, social media, public policy

**Note:** This study is sponsored by China's National Air Pollution Control Project

**Id:** 17953

**Title:** Influence of Mass Audience on the Crime and Justice System in the age of Citizen Journalism and Social Media Activism

**Session Type:** Individual submission

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**Abstract:** This research study intends to investigate the extent and effects of public engagement on the existing crime and justice system, empowered by online networks especially social media in the current age of Citizen Journalism and Social Media Activism. The manner and magnitude of public involvement in open arguments and mass deliberations over controversial social, cultural and political issues have been radically revolutionized across the world, often facilitated by dynamic social media interfaces. This study, thus intends to analytically assess the inconsistent promises, risks and pressures of such public and civil society engagement especially on the crime and justice system in Pakistan. In modern digital age, social media activism and civil society engagement are assumed to have the potential to initiate egalitarian debates in democracies that are confronting all sorts of political, cultural, religious, and gender-based discrimination, violence and vigilantism. Triangulation method will be adopted for data collection; including qualitative analysis of relevant cases, in-depth interviews of sample opinion leaders and policy makers, and an elaborate audience survey, strategically drafted for the purpose. The study is trying to gauge how audience activism is supposedly influencing media content across diverse media platforms and how it is presumably used by policymakers and opinion leaders for their socio-political campaigns and civil rights movements to influence crime and justice network in the country.

**Id:** 17972

**Title:** Emoji's Usage through the Lens of Affect Theory of Social Exchange.

**Session Type:** Individual submission

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**Abstract:** With extreme reactions like, 'death of language' (Guardian, 2016) being elicited due to the growing prevalence of the use of emoji's in communication on social media platforms, the current study is, undertaken to explore the motives and purpose of the use of emoji's. Rooted in the 'Affect theory of social exchange' (ATSE) (Lawler, 2001), which propounds, 'emotions produced by exchange structures and processes are critical to an understanding of how and when social exchanges promote or inhibit solidarity in relations or groups' (Lawler, 2001). Emoji's are one such medium of social exchange where limited literature of the past has dealt with it technically through algorithmic analysis therefore the current study explores the use of emoji's from a behavioural perspective. Additionally, studies on emoji's are limited to newspaper and magazine articles but systematically conducted scientific studies are missing. The current study fulfills this gap.

Focused group discussion (FGD) was conducted on a set of 15 participants with an average age of 22.2 years. FGD was followed by a semi-structured interview with each participant. The discussion was video-recorded (with consent) and transcribed. Thematic analysis of the discussion was made. These themes were counter-validated by the results of the semi-structured interviews. Results of the study show that emoji's are rampantly used communication made over all social media platforms because they provide the non-verbal intent – gesture and tone to the message exchanged. It was also reported that emoji's add 'human-element' to communication which helps create stronger bonds over social networking sites which validates Walther and Daddario, (2001) findings. The results supplement the ATSE, which propounds that social exchanges are essentially seen as a 'joint activity' with varying degrees of 'joint-ness'. Participants in the FGD, reported that they use emoji's to 'politely end a conversation' which they are not interested in. ATSE also discusses the use of emotions as 'rewards and punishment' in a social exchange which is one of the theme that emerges from the study. Participants, said that they do not use emoji's in formal upward communication 'to avoid annoying the authorities' or being 'seen as too casual' while companies used emoji's to 'win over' their customers and 'establish a deeper emotional connect'. Other findings of the study indicate that frequency of usage and type of social media platform, culture, social status, gender are the key influencers in the use of emoji's. Participants also pointed out that they are unsure about what certain the meaning of certain emoji's and expressed the need for new

emoji's like, 'go to hell' indicating meaningful engagement with emoji's and scope for growth and rise in the use of emoji's.

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**Id:** 17983

**Title:** Fragmentation as a threat to sustainability' Fragmented publics and new radicalization online

**Session Type:** Individual submission

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**Abstract:** Critical discussions surrounding the consequences of increasingly mediatized societies have repeatedly pointed to the negative impact of the “fragmentation of the public sphere” (Castells, 2008). Fragmentation is regarded as dangerous for within-society discourses and social peace, and hence forms a threat to sustainable publics and, in the end, to democracy

Such fragmented publics are seen as isolated places, which do not develop into an open and publicly accessible place for shared discourses, but into “disparate islands of communication”, which “threaten to undercut a shared public culture” (Dahlgren, 2005, 152). More recently, fragmented publics have been discussed as emergence of “mini-publics” (Thimm, 2015), which give room for radical groups, who have learned to use the options of creating their own ‘mini publics’ for agitation.

To illustrate and deepen the understanding of “fragmented radical publics”, an analysis of radical groups and their activities online will be presented. Based on Tweets and Facebook posts collected on the topic of the so called “refugee crisis“ in Europe it will be shown, how politically radical right wing groups like ‘Pegida’ in Germany, construct online mini-publics and form social support communities for political agitation. The data basis consists of 21.559 tweets and 7252 Facebook postings drawn from the Pegida Facebook profiles. It will be shown, how Pegida activists and their supporters use these social media to construct their own mini-publics, which turn into a continuous transmedial space, as the discourses are picked up by the traditional media. This analysis enables a more precise assessment on how digital mini-publics are used for civic engagement as well as for radicalization. The analysis will demonstrate, how political influence can be orchestrated on social media and how digital publicity is created by bypassing traditional ways of mass media gatekeeping and journalistic quality control.

The theoretical aim of the paper is to show that fragmentation phenomena need to be embedded in a broader approach of re-framing the public sphere, in order to understand the relevant transition processes which come along with various mediatization processes. The analysis is further meant to contribute to the understanding of the digital public sphere (Breese, 2011) and the diminishing degree of trust in media information by large parts of the population in Europe and the US. This erosion of trust in the public sphere will be discussed in context of the sustainability of democracy in the digital societies of the future.

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**Id:** 18005

**Title:** Democratising Public Opinion in South Asia: Meta-Analysis of Cross-Cultural Constraints for Media

**Session Type:** Individual submission

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**Abstract:** Introduction

South Asian countries though have associations for regional co-operation, but cross-cultural constraints have affected the process of democratization of information to a big extent. The elite, mostly versed in English, have created a good civic sphere for themselves, but the people who prefer to communicate in their mother tongue have remained dissociated from the process. The traditional as well as social media is constrained by cross-cultural limitations. The diffusion of ideas between these countries is minimal. However, India, Pakistan, Bangladesh and Nepal have a lot of cultural similarities; Afghanistan, the Maldives, Bhutan and Sri Lanka have little cultural similarities. Across these countries either there is little sharing of contents or the neutralized sharing of content. The media in India and Pakistan has only a single content to share and that is border and terrorism. This paper maps the cross-cultural constraints in South Asian Countries and recommends for a common public sphere where different cultural attributes could be shared in a meaningful way to democratize the information. This democratization may lead to better consensus building among these nations through collaborations and knowledge sharing between people, media and government.

**Method**

Cross-cultural trends across the countries have been measured using domain-based meta-analysis method. Considering public opinion as the main thematic domain for study, the communication culture and practices of the South Asian countries have been compared. The reason for selecting the cross-cultural method is that it first provides systematic account of country specific empirical studies; secondly it provides variables for mapping the cultural differences. Internal and external moderator variables add a new dimension to the meta-analysis in cross-cultural studies. The researcher has also taken into the account the difference of sizes of the countries and the differences in methodologies used to rule out the implications of statistical artifacts. The hypotheses were stated and tested statistically to analyze the cross-cultural constraints faced by media.

**Findings**

The meta-analysis of public opinion studies in cross-cultural domain provides four important findings; the practice of developing public opinion across the cultures using media is undemocratic rather it is being practiced by elites, the participation of the locals in media discourses is limited to their community, the only participation the locals exercise in making public opinion is during elections, and the capitalists and cosmopolitans versed in English are more privileged across the

cultures in developing public opinion using media discourses compared to the local, rural and vernacular language using people.

Acknowledgement: This study has been carried out by the researcher himself and has not been funded by any institution.

**Id:** 18038

**Title:** Reading the Grand Palimpsest of Mixed Reality

**Session Type:** Individual submission

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**Abstract:** Historical analyses of the effects of a new medium in history have demonstrated that changes in social environments are often difficult to discern. This is especially the case in the earlier stages of the initial diffusion of the medium, that is, while the changes are occurring. The goal of this paper is to contribute to our understanding of the social meaning of the new medium of mixed reality by posing and responding to the question, “How does mixed reality change and create social environments?” Mixed reality is an immersive social environment combining virtual and concrete worlds. As a hybrid medium, mixed reality implies a proportional significance between the virtual and concrete worlds that users perceive and to which they respond. It may therefore be considered on a continuum with other hybrid media combining virtual and concrete worlds. Marshall McLuhan argued that technological innovations introduce immediate and fundamental changes in how we make sense of and respond to the world. We tend to misunderstand or ignore these changes. We use technology as extensions of our human senses in order to experience the world more intensely. In doing so, we become simultaneously more separated from the world, paradoxically resulting in a feeling of “numbness.” We are often only vaguely aware of the effects of a communication medium, though they are deeply and structurally embedded in culture and society. By applying McLuhan’s “laws of media,” this paper provides a conceptual framework for understanding the new social environments created by mixed media. Historical examples are provided of communication media whose traces are found in mixed reality, including the medieval palimpsest and the Palais de l’électricité of 1900. The paper argues that mixed reality changes the social environment in ways that point to a new age of consumption and offers a preliminary critical guide to mixed reality’s uses.

**Id:** 18069

**Title:** Mediatized convergence: The role of citizen journalism in shaping public opinion in new media spaces

**Session Type:** Individual submission

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**Abstract:** In recent times, the increasing wave of citizen journalism in Nigeria has proven to be an overwhelming phenomenon which has redefined the extent to which private individuals in new media environments are capable of producing compelling outcomes in real life spaces. This varies from earlier traditional journalism addressing how public opinion in present times is shaped in Nigeria. This trend draws from today's digital culture, which gradually culminated in concerted efforts in Nigeria, like most contexts across the globe towards media convergence in which private individuals (citizen journalists) virtually engage various societal issues to shape public opinion. However, enormous efforts have been focused on the roles of mainstream media journalism in shaping public opinion in Nigeria. Current researches have also integrated the growing shift occasioned by the proliferation of Information and Communication Technologies (ICTs) and its accompanying new media platforms in the past decade (mediatization) to widen mainstream media horizons through convergence. Yet, the scope of media convergence in recent times, its successes and challenges both to media professionals and private citizen journalists remain grossly under-addressed in media research of the Nigerian context. To this end, a mixed methods approach of 100 active Facebook users for quantitative data and 20 offline respondents for interviews incorporating media practitioners, bloggers, social media administrators and popular private users and activists was employed. These instruments were used to probe the key issues raised in this research; to ascertain the diverse roles played by the Nigerian media outlets/professionals and citizen journalists in creating and sustaining convergence; to explore the extent to which new media platforms mediate convergence as the latest shift for increased citizen participation, engagement and monitory democracy and lastly, to determine the challenges posed by mediatized convergence. Drawing upon the key notions of Bruno Latour's Actor network theory and the "civil discourse" of Ariella Azoulay, the theoretical thrust of this research further unpacks the nature of relations between media professionals and citizens in new media platforms as well as the ways through which communication is mediated to frame public discourses are addressed. These were established to help suggest feasible measures through which media practitioners can meaningfully mediate convergence and maximize the roles of various actors in digital environments for positive journalism.

**Keywords:** Citizen Journalism, mainstream media, media convergence, new media, public opinion

**Id:** 18150

**Title:** Network heterogeneity and social loafing: Mediators between social media use and political expression

**Session Type:** Individual submission

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**Abstract:** This study investigated the relationship between young adults' social media use and their online political expression.

The fact that social media use functions crucially on political expression has been consistently proved in previous studies (Scheufele et.al, 2004). Specifically, certain modes of social media use are more likely to impact expression than others. Relational use that aims “to initiate, maintain, and strengthen relationships with others” (Skoric, Zhu, & Pang, 2016, p.339), for instance, proved to be more influential than other kinds of use such as the informational or recreational use. Thus we proposed H1: relational use positively influences political expression in social media.

Network heterogeneity refers to the extent to which an individual's social media network consists of people of different backgrounds, be it ideological, political, gender, or racial . Since individuals tend to seek attitude-consistent or like-minded-information, and to limit their exposure to a few sites or friends, the metaphor of “echo chamber” was coined to denote a situation in which information, ideas, or beliefs that people already know and like, are amplified or reinforced by communication and repetition inside a defined network. Therefore, we proposed H2a: relational use negatively influence network heterogeneity in social media.

To further clarify the impact of network heterogeneity on political expression, we introduce the concept of social loafing here, because in the light of the previous findings, network heterogeneity is conducive to social loafing, and further influence expression. Some researchers (Harkins, 1987; Kerr & Bruun, 1983) explain that individuals' motivation loss in groups is caused by reduced identifiability or evaluation. In addition, expectations of co-worker performance predict social loafing: when individuals expect co-workers to perform well, they tend to loaf 23. Thus, H2b: network heterogeneity may encourage social loafing in social media.

If reduced identifiability or evaluation, and expectations of co-worker performance causes social loafing, it is reasonable to argue that a heterogeneous network would further encourage social loafing behavior. Firstly, a diverse environment dilute individuals' identity characteristics and

multiple evaluation criteria makes evaluation more difficult; secondly, individuals in network tend to become “lurkers” when they consider that their contribution or expression within the network would be peripheral or inconsequential. Thus we propose that H2c: social loafing tends to have negative impact on political expression in social media.

We used Hayes’ PROCESS to test the hypothesis in a mediation model. The result shows that relational use of social media positively predicts young adults’ political expression on social media, both directly and indirectly. In particular, the relationship between relational use of social media and political expression is mediated by network heterogeneity and social loafing: relational use of social media significantly decreases the heterogeneity of social network, producing inhibition on social loafing and consequently encourages political expression in social media. Thus H1, H2a, H2b and H2c were supported. The implication of these findings was also discussed.

**Id:** 18160

**Title:** Online Communications and Urban Environmental Policy in India: A case study from Delhi's air pollution crisis in 2016

**Session Type:** Individual submission

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**Abstract:** Debates around urban environmental crisis and its regulation in urban India, as in many countries of the world, are often contentious even when the policy is aimed to reduce pollution and mitigate climate change. Public engagement and communications, measured online, often involve factors such as access to new information, attitudes/beliefs about climate change as well as socio-economic factors such as political partisanship and polarisation. Online communication is thus an important site, and a tool, to study environmental policy process, particularly in terms of understanding the role of politics on environmental communications and public engagement with environmental issues.

In recent years the new platforms like Twitter have enabled new modes of environmental communications and researchers have used data from this source to evaluate and analyse the nature of public engagement in the urban Indian (Zanouda et al 2017). In our scientific analysis we use the case of Delhi's air pollution crisis and a particular policy response, popularly known as "Odd-Even scheme," and study the nature of debates that occurred online. by tracing the effects of 'partisan' users on Twitter upon 'environmental interest based users' we evaluate the dynamics of public communications around environmental issues and highlight the role of networked activism in framing and policy agenda.

Our preliminary findings suggest that green Tweets spiked during the policy term indicating an increase in public engagement. However, the more important findings were that while polarization led to greater participation among the politically partisan activists who 'drove into' the discussions, while environmentally conscious citizens actually 'pulled-out' of the debate in a significant fashion. Moreover, partisan users defected after the policy period ended while the environmental users did not return to the debate, thus possibly weakening the overall citizen's participation online. We also

map the effect of social networks among environmentally inclined citizens and evaluate the dynamics of overall public sphere online. Finally, we conclude that well-networked partisan groups led to higher volume of communications and raise questions about how this quantitative shift may actually be counter-productive in enabling a more sustainable engagement among the citizens amidst a growing environmental crisis.

**Id:** 18161

**Title:** A CRITICAL ANALYSIS OF THE COMPETENCY AND POTENTIAL OF THE CONSTRUCTIVIST PERSPECTIVE TO EXPLAIN THE INFORMATION PRODUCTION AND REALITY DESIGN PROCESSES IN JOURNALISM

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**Abstract:** The main belief of the constructive perspective is that any observable being has a design made for it, and it is impossible not to create a design. This perspective is based on the discussions by skeptics in Ancient Greece about the impossibility of knowing reality and the truth. Skeptic thought began to be established by Empiricus in Ancient Greece and it helped philosophers, particularly Kant (1956), develop thought focused on objective information in the Age of Enlightenment. Skeptic thought was restudied by the neurobiologist, Maturana (1970), and it became interesting for researchers from a wide range of subject areas, including neuropsychology (Heinz von Foerster, 1998), philosophy and radical constructivism (Glaserfeld, 1997; Schmidt, 1991), and communication and media studies (Luhmann, 2004; Merten, 1994; Watzlawick, 1994; Weischenberg, 1992).

The main beliefs of constructivists are the commitment to the subject in the design of reality, and the autonomy of cognitive systems (Weischenberg, 1992: 170). Constructivism focuses on explaining how an observer designs reality, and it attempts to answer the question, "How?" rather than "What?". Constructivists do not generalize the observer in the design of reality. Instead, they take the social, cognitive and cultural differences of the observer into consideration, focusing on the reproduction of reality when explaining it. The main constructivist problem involves the observation and processing of the establishment of the reality as a process has already been understood.

It is important to do a constructive analysis of the products of journalism, which plays a major role in the production and transfer of information about a variety of social arenas and creates discussions among scientists and in society. This study will use the argumentative method to analyze the competency and potential of the constructivist perspective to explain the activity and production of journalism from a critical point of view.

In the constructivist perspective, journalists are not only observers who watch from the outside and design or redesign reality. They are always parts of reality due to the effect of their activities since they change the reality of which they produce news thanks to conditions outside their will (Kepplinger, 2004: 100). Constructivism's consideration of journalism as a part of reality design causes it to be criticized due to the question of the legitimization of arbitrariness in information

production and disregarding occupational culture and norms in its analyses (Saxer, 1993; Boventer, 1992; Weischenberg, 1992). The information production and reality design performed by journalism are neither arbitrary nor focused only on the individual. The mass media is restricted or provided with a wider area of activity by a variety of factors ranging from its organizational structure and ownership to economic, political and legal conditions. The constructivist perspective has a limited competency and potential to explain the activity and production of journalism.  
Keywords: mediated communication, constructivism, journalism production, reality construction.

**Id:** 18236

**Title:** Why People Comment on Controversial Topics on Online Forums' Exploring the impact of Community Recognition, Issues-resonance and Emotional Triggers

**Session Type:** Individual submission

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**Abstract:** Browsing online social media contents has become part of our daily life (Chapman, 2009). Online commentaries made by general publics are therefore become as influential as KOL's because they are considered genuine and thus sometimes they can even cause social media crisis. Base on the Situational Theory of Publics (Grunig & Hunt, 1984), the major aim of the present study is to enhance communication professionals' understanding of online audience's behaviors through exploring the impact of community recognition, issues-resonance and emotional triggers on their intention in responding to controversial topics on online forums.

Sproull and Kiesler (2001) have already suggested that the major function of the Internet since the first network framed is to communicate. Individuals or groups in virtual communities behave very similar to how they act in real life (Rheingold, 1994). It implies that various web-based platforms like weblogs, content communities, social networking sites, and online forums are actually serving a miniature of society (Kaplan & Haenlein, 2010) where various levels of rational debates between participants from all sectors of society are being taken place (Kropczynski, Cai & Carroll, 2015). The deliberative processes are largely equivalent to face-to-face communication which reflects that comments made on the Internet have certain representativeness which is worth studying. With rapid development of various social networking sites, local forums maintain its popularity and remain as an important channel for expressing and exchanging one's very personal opinions particularly when some controversial issues arise. Both rational online debates or 'cyber-trial' are not uncommon, thus, for most organizations and communicators, monitoring online comments and posts on local forums and social networking sites has become their major responsibility.

Grunig and Hunt (1984) divided publics into four types: active publics, aware publics, latent publics, and non-publics. Their actions can be predicted by their problem recognition levels, constraints recognition levels, and their involvement levels. Individuals need to understand the situation or recognize the problem they are facing, and they will consider the obstacles may occur and decide how much involvement they would take. However, the types of publics could be changed during the escalation of the situation. For instance, aware publics can be developed into active publics when they triggered by other variables; and aware publics can be calmed down to become latent publics if the stimulating factors are taken away. Thus, the study also hopes the findings will enable communicators to make better prediction on the publics' status and formulate more effective communication strategies when handling any social media crisis.

Another goal of this study is to investigate which types of controversial topics attract most publics to comment on online forums. Five controversial topics are selected after reviewing the recent posts and comments on three most popular online forums in Hong Kong. The topics are related to gender bias, social moral issues, animal rights, environmental issues, and interpersonal relationships. A

survey of 150 subjects reveals that individuals with different profiles are influenced by the three variables in commenting on different topics.

**Id:** 18332

**Title:** Approaches to Critical Mediatization Research: Learning from the Frankfurt School

**Session Type:** Individual submission

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**Abstract:** We call a social or cultural phenomenon to be ‘mediatized’, if it is not possible to understand its role and meaning in the society without taking media into consideration. Thus, Mediatization research is concerned with the changing of everyday life, culture and society in the context of media change (Krotz 2017). In its actual form as digitalization or computerization, Mediatization is taking place everywhere, but follows in each single culture a specific path. This path is the result of negotiations on the micro, mezzo and macro level of social actors and groups and under conditions of economic, political and cultural conditions. As mediatization is relevant for democracy, human rights and the self-realization of the people, also critical research is necessary. Here, one can learn from the critical theory of the Frankfurt School.

- o Mediatization today as digitalization takes place as a dialectical process, between the aims of civil society and the interests of economy. It started with the dream of free communication and participation under control of its users, but the outcome today is a global market place driven by huge enterprises and the public bureaucracy. This is what Adorno and Horkheimer once described in ‘Dialectic of Enlightenment’. Critical academic research here should support the contradictory aims of civil society against that development.

- o Critical research must reconstruct and analyze the negotiations in the public sphere and the final decisions, which constituted the respective path of mediatization, in order to find out whether there has been a democratic discourse or not – and thus learn how to disturb the hegemonic interests of powerful institutions: For example, a recent paper of the Mozilla Foundation showed that Facebook tries to manipulate the people in the countries of the south to think that Facebook and the internet is the same (<https://internethealthreport.org/v01/de/web-literacy/>) (30. 1. 2018) – which cannot be accepted.

- o Mediatization usually is understood to be an ongoing process with chances and risks – but chances for whom and risks for whom? For example, who is the winner of the endless sequence of spam mails and disturbing advertisements, which poison human relations since decades?

- o Following Adorno, one can define critic as based on the analysis of the existing reality compared with what could be possible. This could for example be helpful to discuss upcoming questions about net neutrality or about data privacy in the case of future self driving cars.

- o Following Herbert Marcuse, it is necessary to analyze the use of public concepts. For example, look at ‘fake news’: it makes a difference whether a President creates ‘alternative facts’ or an enterprise lies about the nature in order to succeed with planned projects against human rights and nature or whether a communication guerilla presents satirical, ironic or irritating information to disturb conventions and habits of the people which support hegemonic practices.

Literature:

Krotz, Friedrich (2017): Explaining the mediatisation approach. In: JAVNOST - THE PUBLIC 24, 2, 103-118, Open access: <http://dx.doi.org/10.1080/13183222.2017.1298556>.

**Id:** 18361

**Title:** Mediations of illegitimacy: Sociopolitical framings of CAM in Australian news

**Session Type:** Individual submission

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**Abstract:** Complementary and alternative medicine (CAM) is a powerful, complex, and challenging commercial, sociocultural, and political phenomenon in Australia today. Many Australians visit CAM practitioners, and even more use CAM products, such as vitamins and herbal supplements. The enthusiastic uptake of CAM products and therapies by many Australians sits well with state and federal governments desperate to reduce expenditure on health. The prodigious growth of the CAM professions, products, and therapies is associated with a consumer-centric and neoliberal shift. This shift sees many Australians becoming willing and participatory self-regulating citizens, demonstrating greater autonomy from more orthodox biomedical systems of health care, and thus putting less pressure on the public health system. The professionalisation of CAM practices in Australia has been ushered in through the registration of practitioners of traditional Chinese medicine, acupuncturists, osteopaths, and chiropractors in Australia, as well as through university programs. University-based research programs across Australia investigate the benefits, safety and efficacy of CAM products and therapies, which are often funded through government grants at state and federal levels.

Given its increasing influence in the public health sphere, CAM has become a prime subject for health communicators, journalists, policy-makers, and consumers of health care products and services. It attracts the attention of scholars of sociology, anthropology, cultural studies, and political communication. However, there has been limited scholarly discourse about how representations of CAM are mediated and subsequently constructed via such mediations, as well as whose voices are being privileged in the media space (and whose are not), and in particular, how the various claims about CAM are being framed in news narratives.

This paper considers a new voice in the claims-making space about CAM in Australian health news - the Friends of Science in Medicine (FSM) - an activist group of medical practitioners, researchers, and scientists, founded in late 2011. Using content analysis supported by NVivo, I located 76 news stories specifically referring to FSM and CAM, and measured the patterns and frequencies of media frames, intonation, and sources that are featured in these mainstream news reports between December 2011 and April 2017.

The overall tone of headlines and articles were significantly negative, with CAM being framed as part of a lucrative, unethical industry, akin to pseudoscience or quackery, which has no rightful place in universities, lacks evidence to justify its legitimacy, and needs careful regulation and disciplining. I argue that the frequency of illegitimacy framings are driven by an activist group's

anti-CAM ideologies and that the prevalence of these framings problematically ignores the extreme diversity of CAM practices and therapies, instead labelling all broadly as being 'pseudoscientific'.

My findings readdress the issues surrounding the need for more critical health reporting in Australia, as I critique how journalists respond, replicate, or reconstruct the framings that are provided by an influential and elite group of medical practitioners and scientists.

**Id:** 18383

**Title:** Winter Olympic Games in South Korea: Media Coverage of NOKO and Public Opinion in the PRC and USA in 2018

**Session Type:** Individual submission

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**Abstract:** This project aims at investigating the hypothesis of third level agenda setting, by examining effects of media coverage of the Democratic People's Republic of Korea (aka, North Korea or NOKO) on the public in the People's Republic of China (i.e., PRC) and the United States of America (i.e., USA) during the Winter Olympic Games, February 9-25, 2018, taking place at the Republic of Korea (aka, South Korea), considering all the complexities in the conflict between South Korea and NOKO. The analysis of media content focuses on new (Internet-based) media. We select the websites of three media outlets originating from the PRC (newspaper: Global Times, television: CCTV News, and online: qq.com), and the websites of three media outlets originating from the USA (newspaper: Wall Street Journal, television: CNN, and online: huffingtonpost.com). We analyze all the coverage of NOKO in these six media outlets throughout the month of February 2018, before, during, and after the Winter Olympic Games. The analysis of public opinion relies on identical surveys that we run both on-line and in-paper, in the PRC in Mandarin and in the USA in English, simultaneously. Through snowball sampling, we target a sample size of 1,500–2,000 participants for each country in February 2018. We hunt for any evidence revealing correlations, or otherwise, between the media and the public agendas in the PRC and USA. While examining the transfer of object and attribute saliences between these agendas at the first and second levels of agenda setting, respectively, our primary goal is to map the transfer of saliences of bundles (i.e., sets of objects and attributes) from the media to the public in both countries, comparatively, at the third level of agenda setting. We also evaluate country-specific features, context of conflict, media ownership, and interpersonal communication as contingent factors in agenda setting effects. We discuss the theoretical and professional implications of our findings.

**Id:** 18415

**Title:** Perceived bias in immigration news coverage and active control of detectable prejudice

**Session Type:** Individual submission

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**Abstract:** Migration is a global issue. Simply framing immigration issues as “problems” in news coverage has constrained the debate on immigration policy (Lakoff & Ferguson, 2006) and strengthened the stereotype suggesting that “an immigrant is an incompetent and untrustworthy outsider” (Lee & Fiske, 2006, p. 751). In Taiwan, the news media are blamed for bias in claiming a propensity among marriage migrants’ children for delayed development (Hsia, 2008). The hostile media effect (Vallone, Ross, & Lepper, 1985; Gunther & Chia, 2001; Gunther & Liebhart, 2006; Perloff, 2015) suggests that people who have strong opinions about a particular issue tend to perceive news coverage of the issue as biased against their view or favoring the other side. This perceived bias may increase divisions and social polarization across a wide range of controversial topics. The biased perception of immigrants may strengthen the stereotype and justify the prejudice and discrimination.

The immigration issue not only arises in conventional news outlets, but it also often heats up on social media. According to Perloff’s (2015) review, the damaging consequences of the hostile media effect can include actions to actively defy government, which can make citizens withdraw from political and social activities. While people were less likely to state their views on social media when they thought their friends would disagree with them (Pew Research Center, 2014), online discussion in social media may contribute to the heterogeneity of discussion networks and exposure to differences (Brundidge, 2010). Pettigrew and Tropp’s (2006) meta-analysis on 696 samples suggested that studies allowing no choice for participants to avoid intergroup contact generated a slightly larger effect in reducing prejudice than those that allowed choice. Social media seem to provide better opportunities for intergroup interactions; however, they also fuel hostile media effects through perceptual contrast, as Perloff (2015) suggested.

This proposal employs two experiments based on controversial, biased social issues about immigration in Taiwan to investigate the relationship between perceived news bias and the internal motivation to respond without bias. In Experiment 1, a 2 (positive feedback vs. negative feedback) x 3 (explicitly balanced strategy, explicitly biased strategy, and unrestricted strategy) experimental design was employed to examine whether individuals are less likely to detect biases in themselves than in their own evaluation strategies. In Experiment 2, a 2 (internal motivation to respond without prejudice: high vs. low) x 2 (external motivation to respond without prejudice: high vs. low) x 3 (prejudice descriptions: detectable prejudice, undetectable prejudice, and a control condition)

experimental design was employed to examine whether internal motivation to respond without prejudice and external motivation to respond without prejudice affect individuals' perceived bias and whether internal motivation can reduce their bias. This study has progressed to a completed pilot test with initial data collection; additional data are now being collected.

The results of the current research will extend hostile media effect research cross-culturally through an investigation of important social issues in Taiwan. The implications and contribution regarding democracy, news media bias, and journalism professional ethics will be discussed.

**Id:** 18448

**Title:** Crouching Disclosure, Hidden Politics' Modeling the Effects of Disclosing Political Content on Interpersonal Political Communication Online

**Session Type:** Individual submission

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**Abstract:** Setting Facebook profiles as private or public hinges on social influence and networks (Lewis, Kaufman, and Christakis, 2009); it is also the case that digital anonymity can influence users' act of posting opinions online (Yamamoto, Kushin, and Dalisay, 2014). This paper builds upon such research on self-disclosure and its impact on communication online, specifically exploring whether the presence of restrictions on disclosing political content posted by an individual user influences interpersonal political communication engaged by that user with others online. Online talk can be understood as a form of online participation, consistent with McLeod, Scheufele, and Moy (1999), who conceptualized participation in deliberative and expressive forms. Furthermore, Lutz and Hoffman (2017) distinguish between participation and non-participation in the digital space, drawing upon the digital divide literature. Acknowledging the relevance of expression and (non-) participation, this paper contributes to the research on the digital divide between participation and non-participation by using the Heckman regression method, consistent with recent scholarship on online petition-signing (Elliott & Earl, 2016) and online political participation operationalized more broadly to also include activities such as acquiring political information (Feezell, 2016).

The findings from a nationally-representative sample from South Korea collected in the immediate aftermath of the 2017 Presidential Election indicated little evidence of a 'digital divide' in terms of disclosing political content posted by oneself impacting online political talk. In other words, a meaningful selection effect of political content disclosure online was not found to influence the main effect for engaging in political talk online. Additional insights were generated through a parallel use of the Heckman method, inquiring into whether the act of posting political content online itself, as distinct from disclosing such an action in public, influences online political talk. The latter study finds such influence, suggesting that here, a 'digital divide' with respect to online political talk may in fact exist for those who do not express themselves through posting political

content online. The implications for scholarship on digital citizenship are discussed, offering further clues for differentiating between its expressive and communicative aspects. Our findings are also evaluated in consideration of the digital and political environment distinctively found in South Korea.

**Id:** 18456

**Title:** Reflexive Connectivity of News Storytelling: The case of JTBC's Anchor Briefing

**Session Type:** Individual submission

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**Abstract:** What is newsworthiness in so-called post-truth age? Whose voices and perspectives does journalism represent, and in what ways? In particular, in such an increasingly competitive and complex media landscape in which anyone can publish in social network services, which often become traditional media's sources, and diverse news outlets compete for public attention, what roles are needed for journalism to play, and in what ways?

This paper attempts to offer some answers to these questions through examining the Anchor Briefing section of JTBC prime news. JTBC Newsroom has been awarded the most trustworthy and impartial news program in the past few years. JTBC Newsroom has positioned itself as the most reliable and popular news outlet among the public with a series of investigative in-depth reports about the former President Park Geun-hye scandal. The reports on the scandal helped to instigate other news outlets' reports on the issue and special police's further investigation and eventually result in the President's impeachment. Putting its fairness and credibility of news contents aside, what demands fair attention is its experimental news format of the Anchor Briefing section. Through a pilot study of the format, we found a storytelling style in which the main anchor Mr. Sohn Suk-hee narrates a key daily issue by employing art (poetry, novel, painting, music, etc), and in contexts of (hi)story of both power elites and ordinary people.

Drawn on media and communication scholars (Gripsrud, 2000; Livingstone and Lunt, 1994; Macdonald, 2000; Sparks, 2000), as well as literature on news storytelling such as literary journalism (Roberts & Giles, 2014) and contextual journalism (Fink & Schudson, 2014), this paper examines what formats constitute the JTBC's Anchor Briefing, whether there is anything new, and what it implies in relation to the roles of journalism. For this, the research is conducted threefold. Firstly we analyze the contents of the Anchor Briefing from November 1, 2017 to January 31, 2018 in terms of formats, themes, and viewpoints. Secondly we conduct in-depth interview with the news

writers and possibly the anchor Mr. Sohn in aspects of experimental news formats and any desired goal for such attempts from a journalistic perspective. Thirdly we examine public response including the number of likes and shares of the Anchor Briefing on the SNS platforms (Facebook or Youtube), and readers' comments as well.

In so doing, the study aims to redefine journalism (roles and news values of journalism), and to offer innovative, reflexive ways of connecting the public with 'news' to enhance democracy and a better society.

**Id:** 18470

**Title:** Sustainable Development Goals: Tracing Mass Media's Agenda vs Social Media's Citizen Voices in Indian context

**Session Type:** Individual submission

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**Abstract:** As per Human Development Index of 2017 report, India is in the 131st rank. Nearly 22% of the Indian population lives below the poverty line. As per another report from The Lancet journal on healthcare index, India is in 154th position among the 195 countries. According to India's Annual Status of Education Report 2017, 14% of children in the age group of 14-18 are not enrolled in any school system.

Education, health and living standards are the primary factors to measure the quality of life in any social settings. Giving this grim view of social conditions in India, the role of public institutions as well as individual members' are crucial in lending adequate support to the society to enhance the standings of living conditions.

According to a study published in 2011, only 2% of news space were being given to the issues pertinent to development by the leading Indian national newspapers. Many news stories in these 2%, might have appeared due to 'Coups and earthquakes syndrome' type of events that contained news values of death, disease and disaster.

From the perspective of Sustainable Development Goals, the participatory approach of institutions and individuals is more meaningful in order to achieve the stated 17 goals as well as 169 targets. Apart from the government's initiative for the SDGs and substantial fundings from the donor agencies, awareness about the SDGs is essential and ideal for the bottom-up approach towards achieving the development goals and its targets by 2030.

In this respect, the present study would like to measure the Indian mass media agenda in 2017 by way of using keywords from SDGs in the Google News search tools. Similarly, with the help of Twitter API, citizen's voice would be measured for those keywords and its equivalent hashtags which were appeared in 2017. English is being the elite language in India, one regional language Tamil would be included to compare the non-English private sphere with regard to SDGs in Indian context. Equally the mass media news sample would be drawn from English as well as Tamil language newspapers.

For mass media as well as Twitter hashtags search techniques, relevant SDG keywords would be retired from the Globalpulse project supported by the UN. For each SDGs, rank order would be developed on Media's coverage versus Citizen voices. Within Twitter handles, rank order would be developed between English and Tamil language hashtags.

The following is the broad data analysis framework for each SDG as well as overall: A] English versus Tamil mass media to find out the differences between them over the news coverage on SDGs; B] English social media versus Tamil social media to find out the differences of citizen's voices on SDG issues; C] English mass media coverage versus English social media voices on SDGs to find out the relationship of influences; D] Tamil mass media coverage versus Tamil social media voices on SDGs to find out the relationship of influences.

**Id:** 18472

**Title:** Mediatized Leisure Experience in social networking sites: A case study of Iranian Facebook and Instagram Young Users

**Session Type:** Individual submission

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**Abstract:** Leisure activity is a new social cultural issue which is not only affected by modernity but also it has been redefined in the light of new media. This paper tries to answer the following questions:

1- How does the leisure experience mean by the young heavy users of Facebook and Instagram?

2- What are the leisure patterns of the young heavy users of Facebook and Instagram?

3- What are the effective personal, social parameters of those patterns?

In order to answer the questions, the concept of leisure time is studied as a main part of life style and post modern cultural change through both qualitative (semi-structured interviews) and quantitative ( Survey via questioner) methods. 300 young Facebook and Instagram heavy users were selected by snowball sampling from city of Tehran.

Factor analysis of 34 leisure sources were identified from 15 interviews resulted in 6 factors with preference of the mediatized one. Correlation analysis between leisure patterns and some contextual parameters (age, sex, education, social economical status) indicates the importance of post modern interpretations and even leisure democratization in virtual social life of Iranian youth..

Key Words: Mediatized Leisure Consumption, Youth life style, , Social Media.

**Id:** 18584

**Title:** How information flows in China' The picture of China's media ecology

**Session Type:** Individual submission

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**Abstract:** Internet technology not only have deeply affected information production, but also have changed the ways of information dissemination. Some new features have appeared in the information dissemination of hot topics on social media in modern China: the roles of communicator are more diverse, the paths of information flow are more complex, and the agendas are more abundant.

We have reviewed plenty of related literatures and found that many researches simply focused on how information spread via social media, but they failed to realize that social media is only a part of the media field. More commonly, however, information flows among different media fields and sets agendas together. Research in multiplatform can be challenging, thus few articles analysed the different roles of professional media institutions, user-operated media and social media users on social topic discussion. And this paper will provide insights into these questions and reveal the landscape of media ecology in China.

This paper takes a hot social event took place in Beijing on November 2017 as an example. We use Text Analysis method and Social Network Analysis method to analyze the data include both media reports and social media streams. We analyze the way of information spread in three most representative media fields in China —— the professional media field, weibo (similar to twitter) field and wechat (similar to whatsapp and facebook) field. After that, we merge them together to reveal the information dissemination network in China's media ecology.

**Id:** 18677

**Title:** Teenagers' Understanding of deception in advertising with special reference to Advertising Literacy as a defense mechanism in India

**Session Type:** Individual submission

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**Abstract:** In India, where according to the Consumer Complaints Council (CCC) in 2016-17 complaints against 2300 ads were received of deceptive practices, the focus must be on finding counter mechanisms to empower the audiences. Advertising literacy forms the nucleus of the argument in creating contextual critique of commercial communication in the third world. Since consumer is the end user of deceptive content in advertising, this concept reverses the balance w.r.t control of messages in mass mediated communication. Functionally, advertising literacy may be understood as the presence of sense and sensibilities to decode advertisements vis-à-vis their consumption, production value, and sociocultural and psychological intent (Donohoe, Tynan, 1998). Helsper (2006) explains that every age group regardless of differential advertising literacy levels is influenced by persuasive messages because of the levels of involvement and the central and peripheral routes of information processing guided by motivation, personal experiences etc. Limited research exists on literacy regarding deceptive advertising in India. However, researches on its subcategories have been done. Singh & Sandhu (2011) in a survey of 18-21 adults in India found that factors like misleading ads, sexual preoccupation, materialism are highly significant in TV ad viewing audiences.

David M. Gardener (1975) emphasized that exploration of deception in advertising should be focused on the consumer more than the advertiser and the regulator so that an empowered consumer can detect various forms of deception.

Shimp in Social Psychological (Mis) representations in Television advertising argues that both cognitive and behavioral responses of consumers vary from one another to the same advertising claim. Advertising Literacy as a subset of Media Literacy is critical to creation of a shared knowledge based country. It will provide evidences to begin a rethink on crucial issues of message and media strategies, media ethics and public policy.

**Objectives of the study**

1. To know if the audiences can recall and recognize the nature and extent of deception in television advertisements.
2. To gain insight into the interrelationships, if any between the typology of deception, demography of audience and product categories.
3. To find out the awareness levels of the media consumers about advertising regulations, code of ethics and the functions of ASCI.

## Methodology

An ad lab activity led to a pool of 16 misleading ads that were most commonly viewed on television of which seven were selected based on the forms of deception under study. A measurement scale for four factors: perceived veracity (product and non-product related deception), relatedness with deceptive practices, consequences and perceived action was prepared. The conceptual model was proposed based on select dimensions of advertising literacy: informational and Aesthetic Literacy( Malmalin,2010) and Rosendaal's 7 dimensions of conceptual advertising literacy. In the survey , the 7 test ads were shown to a random stratified sample of 9th-12 grade students in New Delhi, India in timed exposures followed by administering the questionnaire. Confirmatory factor analysis was done to identify relevant factors and interrelationships amongst the variables to test the theoretical framework.

**Id:** 18701

**Title:** Accumulation by Self-Dispossession: The Politics of Recognition, Indigeneity and Decolonization in Struggles over Resource Extraction in Latin America

**Session Type:** Individual submission

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**Abstract:** Canadian mining activities have proliferated dramatically throughout Latin America over the past 15-20 years, with projects frequently built upon or adjacent to territories inhabited by Indigenous populations. Canadian companies presently own and operate over a hundred active mines in the region, with over a thousand more in the early developmental phases. Many projects have brought a host of serious health, environmental, economic and social problems to the surrounding communities, and have led to burgeoning grassroots resistance movements as a result. In response, Canadian mining companies, industry consultants and representatives of the Canadian state have embarked upon campaigns of educating desires and aspirations, by seducing Indigenous subjects in Latin America to seek to improve and empower themselves via identification with carefully configured discourses of democracy, development and Indigeneity that they proffer. In particular, this paper argues that a growing strategy deployed by Canadian mining companies and the regimes that support them in their engagements with Indigenous communities in the Global South who are resisting extractive activities on their territories, entails cultivating Indigenous subjectivities in ways that co-opt their aspirations for decolonization, self-determination, and demands for the recognition of Indigenous rights; that energy is then channeled into supporting, indeed demanding, the very model of extractive capitalism that Canadian mining regimes wish to develop in the region. Canadian mining companies and the regimes supporting them are employing various strategies designed to coerce Indigenous communities in the Global South to reorient and reconfigure their understandings of self-determination, decolonization and Indigenous identity, to demand what is ultimately an entrenchment of the political-economic model that bears the hallmarks of colonial power—one that has largely disenfranchised Indigenous populations in the South and enriched a regime of capital accumulation in the North. This is perversely accomplished under the guise of anti-colonial struggle, Indigenous empowerment and the recognition of cultural rights. This paper argues that this strategy reflects a contemporary form of accumulation by dispossession: accumulation by self-dispossession (or more pointedly, accumulation by coerced self-dispossession). It is a strategy orchestrated and deployed by the Canadian mining industry, its affiliated industry associations and a number of willing Indigenous leaders from Canada working as industry consultants, and all with the support of the Canadian state. Drawing upon theories of governmentality and the work of Canadian Indigenous scholars Glen Coulthard and Taiaiake Alfred on the politics of recognition and decolonization, this paper advances this argument through discourse analyses of struggles over Indigeneity as a political subjectivity in several ongoing extractive-related conflicts throughout Latin America. The paper also examines various Indigenous communities' tactics of resistance against this dynamic.

**Id:** 18728

**Title:** "Bawling on the running path': Qualia as an immersion/emersion strategy in Zombies, Run!

**Session Type:** Individual submission

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**Abstract:** Zombies, Run! declares itself as “the world's most popular smartphone fitness game.” It has many of the same features of other running applications (e.g., GPS, pace, time), but its main innovation is the incorporation of over 250 missions/episodes set in a post-Zombie-Apocalypse world. Episodes, which users can hear through headphones while running, are organized in a 6 season long series. Runners are the protagonists of the story where they encounter other characters during diverse adventures. During the game, zombies will chase runners, who can only escape if they increases their speed in real life.

Since its creation in 2011 by developers Six to Start and novelist Naomi Alderman, there has been a growing body of academic literature about this app and its success both in terms of downloads and user loyalty. Many of those studies emphasize the role of immersion in the success of the application in engaging its users in sport.

This paper uses a cognitive narratology approach to discuss the effects of this app. A narratological approach seems pertinent because the game refers to its missions using narrative concepts (e.g., season, characters), and describes itself as an “epic story.” Indeed, many user comments (available in the website) refer to the relevance of the story in their workout. Interactivity is limited to the escape from zombies, and other actions of runners in the real world have no effect over the development of the story.

We propose that the immersion/emersion power (Deterding et al.) of the app can be understood by the narrative construction of qualia: “the sense of “what it is like” for someone (...) to have a particular experience” (Herman, 2009). This paper contends that the narrative properties of the game allow the user/runner not only to react to zombie chases, but also to be emotionally involved with the characters. The app constructs a hybrid space (De Souza, 2006): while the user can't change the story, the story does change the user's relationship with urban space and with the act of running.

Missions are constructed using bound motifs --those that make the action move forward-- and free motifs --those that can be omitted without meddling with the core of the story (Tomashevsky). In *Zombies, Run!* bound motifs center on the discovery of the origins of the zombie plague. Character's backstory and digressions are free motifs. It is precisely through the latter that qualia is constructed, which in turn leads to user identification with their experience. This effect is frequently recognized in user comments like "you really feel as though you are part of the story. I've choked back tears (...)."

Using Tomashevsky's concepts, this paper intends to characterize the narrative structure of the story at the episode and season levels of *Zombies, Run!* to define elements that foster qualia construction. Additionally, it will compare those elements with those suggested by user comments to propose a relationship between qualia and immersion/emersion effects of the app.

**Id:** 18735

**Title:** News Organizations' Selective Link Sharing on Twitter: A New Gatekeeper Role'

**Session Type:** Individual submission

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**Abstract:** As social media has become one of the major sources of news, news organizations are increasingly using them to disseminate their news stories. Competition for social media users' attention among news organizations as well as competition with a variety of information generated by users requires news organizations to hone thoughtful strategies. As one of the potential strategies, this study investigates how news organizations selectively choose news links to disseminate their stories via Twitter.

Journalism studies about the emergence of new journalism on social media tend to confine their attention to individual journalists' social media use rather than that of news organizations (Lasorsa et al., 2012). However, how news organizations use social media may be different from how individual journalists intentionally utilize the affordances of social media (Gentzkow & Shapiro, 2010). Also, individual journalists' tweets are likely to be susceptible to credibility issues that information on social media generally suffers from (Schmierbach & Oeldorf-Hirsch, 2012). These assessments bring us to a need to explore organizational level social media strategies to thoroughly evaluate how social media as a news information platform that transforms journalism and everyday news reading.

As social media users are overloaded by the mixture of individual news articles from diversified sources and all other kinds of information available online (Hermida, 2010), news organizations need to compete for social media users' limited attention (Anderson & De Palma, 2013). Then, an immediate question is which news they choose to disseminate via social media to maximize its visibility. If news organizations select a certain subset of news stories to share their links as a strategic choice, the selection pattern will effectively act as another layer of information 'gate' imposed on social media users.

To empirically identify news organizations' news link sharing strategy, I compare news articles shared by news organizations on social media with the unshared applying a machine learning algorithm to data scraped from news websites and Twitter accounts that news organizations maintain. Structural topic model (STM; Roberts et al., 2016) adopted for this study allows for simultaneously identifying (a) latent topics from news, (b) how likely each topic is shared on Twitter by news organizations, and (c) which words are associated with link sharing decisions within a topic.

In the preliminary run of the analysis, first I found that news organizations share relatively small subsets of news they published online on social media. This implies that they are likely to be careful about which news to share on social media. Also, STM result showed that hard news about political issues is more likely to be shared on social media than soft news. This contrasts with another observation that soft news is more published on news websites. Further, a sensational news story is more likely to be shared by a news organization although related words have a weak pattern. All in

all, results show that news organizations carefully choose news to share on social media, and the topic of a news story is their main concern.

**Id:** 18816

**Title:** Crisis as the Engine for European Integration: Bringing together Habermas' ideas about European Unification and Castells' insights about the Network-State

**Session Type:** Individual submission

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**Abstract:** In Europe, transnational public spheres often emerge and exert political power only temporarily through crises. The Eurozone crisis in 2010, the refugee crisis in 2015, Brexit in 2016, or the Catalonia crisis ignited debates about economic, political, and cultural integration across Europe. However, due to their ephemeral nature, these transnational public spheres often fail to generate and disseminate enduring transnational narratives of integration and solidarity. The lack of pan-European economic, political, and cultural narratives continues to contribute to the ever-widening gap between EU citizens and EU institutions, which deepens the EU's problem with legitimacy and identity. This vicious cycle of political crises, temporary transnational public spheres, lack of pan-European narratives, and legitimacy and identity deficit suggests that the EU is doomed to disintegrate. Between 1945 and 1989, European policy-makers ensured European integration via economic narratives of peace and prosperity and the need to transform Europe into a new global player. With the implementation of the Maastricht Treaty in 1992, this economic narrative evolved into a narrative of economic freedoms, which solidified EU citizens' (economic) freedoms to travel and the exchange of goods, capital, and services. In an age of network states and global public spheres, economic ties are necessary, but not sufficient to ensure European integration. Drawing upon Habermas' journalistic essays about European unification and Castells' insights about the network state, I argue that the makeup of the EU as a supranational and intergovernmental entity positions it well to facilitate integration via crisis. The underlying tensions of elite vs. general population, nation-state vs. supranationalism, nationalism vs. multiculturalism, northern Europe vs. southern Europe or western Europe vs. eastern Europe will inevitably lead to crisis moments in the future. While others argue that these underlying tensions imply decline and disintegration, the EU exhibits resilience. By turning to the EU's recent defense of its quota system for refugees against actions by Hungary, Poland, and Slovakia, I will demonstrate how transnational crises allow the EU to operate as a network-state, rather than a collection of nation-states.

**Id:** 18820

**Title:** The circulation of discourse between cultural journalism and audiences: Danish television series in German media

**Session Type:** Individual submission

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**Abstract:** This paper analyses the coverage of Danish TV drama series in print and online newspapers in Germany and its role in the process of cultural circulation of the series. It is assumed that the media coverage forms a public presence that enqueues in a reference system within media products are governed and in which they operate (Mathijs 2006). In this sense, it creates media event that catalyzes public and societal debates, supporting the circulation of a cultural product. Within this setting, cultural journalist legitimize specific discourses by using their authoritative voice. Yet, the path of circulation of these discourses from the cultural mediators to the audiences of the television series in question is empirically hard to follow. Audiences are situated in a network of different media and personal relationships, in which the particular role of each participating agent is ambiguous. The key analytical points of this paper are therefore:

- Cultural journalists in Germany legitimize specific discourses and interpretative frames on Danish television (series) by means of their authority
- These discourses and frames have changed over time from legitimizing Danish drama series' textual quality (such as narration, strong female characters, etc.) to legitimizing a discourse that calls for more quality in German public broadcast television
- The direct circulation from the cultural journalists' contributions on Danish TV drama series to audiences of those drama series is, however, ambivalent and empirically hard to proof
- Audiences grant most authority to personal contacts (thereby seemingly confirming the classic two step flow model)

The paper elaborates on the role that media coverage entails for the circulation of the specific cultural phenomena of Danish television as well as the role of cultural journalists and their journalistic contribution, for example as gatekeepers (Shoemaker and Vos 2009, Barzilai-Nahon 2009) or as "cultural intermediaries" (Bourdieu 1984, Maguire and Matthews 2010). It draws on a qualitative media coverage analysis conducted on the German national newspaper and news magazines and their online presence (2008-2016) and on an audience study conducted in 2015/16.

**Id:** 18863

**Title:** Perception of Chinese Audience on Images of Foreign Media

**Session Type:** Individual submission

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**Abstract:** Despite the tightening oversight by Chinese government on media policies, the perception of Chinese audience on foreign media should be taken into account. It is important for foreign media to learn about what the media images of foreign media in the eyes of Chinese audience are and it is necessary to learn how to grasp the perception of Chinese audience to enhance their attention and influence. However, with the globalization and development of international media, there is relatively less research on the communication effects of foreign media in China and the perception of Chinese audiences on international media.

The research is to examine the perception and cognition of media image of foreign media from the perspective of Chinese audience by conducting the survey utilizing quantitative methods. The survey explores into the usage of products and services provided by mass media from various countries among Chinese audience. The key factors that influence the perception or the cognition process of Chinese are also to be discussed.

1. What is the image of foreign media in the perception of Chinese audience? Is there any alienation among Chinese audience?
2. What are the factors including but not limited to political affordance, media use, and nationalism that influence the perception of Chinese audience on the image of foreign media, and their possible mediated or moderated effects under the backdrop that media freedom have been compromised by populism and nationalism for a consecutive stretch of 11 years?
3. How can foreign media cater to the cognition of Chinese audience to better strengthen the media effects? In other words, how can foreign media can be better informed by the research?

The purpose of the research is to better understand Chinese audience perception and cognition process towards international media, and secondly, find out appropriate communication means for foreign media to develop itself in the mainland China. The findings is to supply empirical data for the 'Media Image' studies, which has practical values. The practical significance of the research lies in that it strengthens media effects of foreign media in China. The theoretical significance lies in that it improves international communication. Firstly, media image is the public figure of some individuals of society (public figures, social organizations, state apparatus, companies, products, brands, etc.) derived from media communication, which equals to public image in a sense. In this meaning, the media just exists as a medium for representing image rather than the body of image (Fernandez, 2004; Danesi, 2009). Secondly, media image is the image of

media individuals and media organizations, which can be referred to as the representation or impression of various categories of media organizations in different time and space (Luan, 2007). This research will use the second definition about media image, which is the image of media organization in the audiences. Theoretically, media image is reflected in three dimensions of communication capacity, popularity and credibility. The three dimensions can be analyzed respectively through audience cognition and evaluation on the media content, visual identity and propaganda bias.

**Id:** 18912

**Title:** Teenagers' Perception on Influence of Social Media Usage on Identity And Diversity

**Session Type:** Individual submission

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**Abstract:** Teenagers' use of social media is evolving at an unprecedented pace and has been a topic of contentious debate, with teenagers relying heavily on social media to discover new information and explore new ideas for expressing themselves and creating new identities. Many adults have expressed concerns over the high usage of social networking sites among teenagers and the potential risks and implications posed by digital media on their identity, as teenagers explore various dimensions of their identity and demonstrate twenty-first century skills in forming e-relationships with other teenagers from different cultural and lingual backgrounds, in the fast moving digital, global media environment. While conversations surrounding social media and teenagers tend to veer into adults/parents perception of negative influences of social media on teenagers, for some reason, teenagers themselves are often left out of the conversation about the opportunities, risks, and challenges they face as they form e-relationships for diversity, and also their identity. This study examines the teenagers' perception on influence of social media usage on their identities and diversity.

The study is premised on uses and gratification theory and media system dependency theory, which provides a theoretical framework for understanding the processes by which teenage audience seek information or content to meet and fulfill their needs and interests, and then incorporate the content to achieve their goals. The study adopts the descriptive survey research design of the ex Post Facto type, complemented with 16 and eight sessions in-depth interview and focus group discussion respectively with selected teenagers from secondary schools in Lagos state, Nigeria. The population of the study consisted of teenagers in secondary schools in Lagos state located in the southwest region of Nigeria. Stratified random sampling technique was adopted in selecting 480 teenagers from eight randomly selected secondary schools in Lagos state, Nigeria. Data will be analyzed using content analysis, descriptive statistics, Pearson product moment correlation and multiple regression at 0.05 level of significance.

**Keywords:** Teenagers, Social media, Diversity, Identity, E-relationship, Nigeria

**Id:** 18977

**Title:** Mediatizing the contagious body through digital media tools: Citizenship, Narration and the agency of the "other"

**Session Type:** Individual submission

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**Abstract:** This paper seeks to answer the question: how do the Hindu right in India use digital communicative media as tools to produce the idea of the “other” as a threat to majoritarian normative social order. The increasing digital mediatization of the public sphere in India across class and caste boundaries enables the right wing to produce an alternative reality through systematic messages engendering a hegemonic narration(s) of the idea of the nation. With the use of doctored images, communally charged discourse and through elision of historical context, Hindu right wing in India aggressively exploits the spread of digital media across social classes to (re) produce social fragmentation to challenge the pluralistic democratic public sphere. Through the dispersion of messages on digital platforms like “WhatsApp”, the “other” is depicted as an agent of contagious disease in the body of the nation as idealized by the Hindu right-wing. Messages (often visual) spread through “WhatsApp” groups by dedicated digital party workers of the Hindu right produces the spectacle of deceptive discourse (Debord, 2002), materializing in violence towards the “other” by organized mobs. I argue here that the discourses of viral media effectively shape the “other” as a non-citizen with the tacit approval of the state machinery; the body of the “other” here belongs to the liminal space between the political citizenry and the cultural citizenry shaped by the majority. Using digital networks, the Hindu-right produces and maintains a discourse of national purity, and depicts the body of the other as a threat to the majoritarian socio-cultural national fabric. In this context, the logic of material violence through the spread of fear of contagion is akin to the colonial discourse of racial purity. I also analyze in this paper the possibilities of a counter public sphere which looks to subvert the ideological discourses of the right wing using digital media.

**Id:** 19021

**Title:** A long-term analysis of the framing of chicken meat production in UK newspapers, 1985-2016

**Session Type:** Individual submission

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**Abstract:** Mass animal production is a heavily debated topic in Western media; and chicken meat production in particular has been contested for a variety of issues. Tighter government regulations and new industry practices could be interpreted as evidence of an exercise of media power over an industry that has been made subject of contestation, and is thus less able to fend off criticism. However, there has not been a systematic long-term analysis of this public debate that would allow us to assess the validity of these assumptions.

We argue that framing provides a pertinent tool to assess whether there has been a shift in the public discussion about chicken meat production in the media. Furthermore, framing analysis allows us to characterise these shifts, thus providing a description of what has actually changed in the public debate around chicken meat production in the media. Finally, framing analysis allows us to provide an empirical examination of the exercise of media power in the framing of chicken meat production. To these ends, we have conducted a systematic framing analysis of over 760 relevant articles from major national circulation newspapers in the UK between 1985 and 2016.

Our research understands framing as an inherently political process of social construction of meaning (Carragee & Roefs, 2004) that plays a major role in the exertion of political power (Entman, 1993). We build on an understanding of the media as intricately intertwined in the inherently political social construction of meaning (Couldry, 2001; Couldry & Curran, 2003;

Silverstone, 1999), which we analyse through framing. Incorporating insights from both the constructive-interpretive and the critical paradigms (D'angelo, 2002; Matthes, 2011), this investigation understands framing as a meaning-making process involving selection and salience (Entman, 1993, 2007, 2009).

Framing is operationalized by deconstructing Entman's (1993) conceptualization of framing, and using the four functions he identifies for issue frames – problem definition, cause identification, solution endorsement, and moral evaluation – to construct variables for framing elements. In a first stage, we used an inductive approach to extract specific framing elements from a subsample of the data. These specific codes were then refined through an iterative process of increasing abstraction, to generate a set of general codes. After several rounds of piloting and refinement, the resulting coding scheme was applied in a deductive content analysis to 766 relevant articles from major national circulation newspapers between 1985 and 2016.

Our analysis shows how the framing of chicken meat production has shifted over time; and we argue that such shifts can be interpreted as an exercise of media power over a traditionally seclusive industry. We show that conflict has been rendered visible, and that chicken meat production is indeed on the public agenda, as the shifts in the framing in the media reveal an increase in problematization. We argue that this is evidence of an exercise of media power by rendering chicken meat production and the industry as subject to contestation.

**Id:** 19032

**Title:** Marijuana on the media in the era of regulation in Uruguay: 2013 - 2017

**Session Type:** Individual submission

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**Abstract:** Four years after passing law 19172, Uruguay has implemented the three ways of regulated access to recreational cannabis: home growing, cannabis social clubs and sale at pharmacies. The latter is by far the most controversial and publicly debated component of the country's uniquely comprehensive cannabis regulation, which covers the import, export, planting, cultivation, harvest, production, acquisition, storage, marketing and distribution of cannabis and its derivatives for recreational, medical, scientific, and industrial purposes.

While in 2014 less than a third of respondents supported cannabis regulation in general (Cruz, Queirolo & Boidi, 2016), a 2017 poll shows that agreement with cannabis sale at pharmacies, the most controversial method of access, could be as high as 47% (Grupo Radar, 2017). Thus, the implementation process seems to have been accompanied by a shift in public support to cannabis regulation.

This study aims to describe the evolution of the mediated public discussion of cannabis regulation during its implementation, and its potential intersections with public opinion changes.

To this end, we compiled a database of all written news items with occurrences of cannabis/marijuana from the major national print and digital media in the period of December 2013 to December 2017 (10,066 items). Then, we performed different types of computer-assisted content analysis, both from an inductive-descriptive approach, and a framing analysis approach (Chong &

Druckman, 2007; Entman,1993) . As well, we collected the available public opinion poll results published in the period, which includes a thorough national survey of public opinion on all methods of access to cannabis carried out in December 2017.

Based on news content analysis, we identify the main landmarks and turning points of the public discussion around cannabis, the main sources, discursive communities, and we group news pieces by type through clustering. As well, we show how the media framing of cannabis/marijuana evolved during the process of implementation of cannabis regulation, and to what extent this evolution has mirrored the evolution of public support to the policy.

**Id:** 19082

**Title:** Which Black lives matter' A comparative qualitative content analysis of Black identities, constituents and issues of the Black Lives Matter movement

**Session Type:** Individual submission

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**Abstract:** Mainstream news media are known to delegitimize protest and negatively represent social movements. They also extend negative stereotypical representations to Blacks in the United States. While few studies explore race within the context of protest/social movements, those exploring media (mis)representations of Blacks also tend not to consider ethnic and other subgroup identities. In this study, we explore how certain constituents and issues of the Black Lives Matter movement (BLM) are rendered visible to the detriment of others by the New York Times. We compare the established newspaper of record's coverage of BLM to the movement's own statements posted to the BLM network's official website. We find that the New York Times limited the movement to a single-issue movement and was mostly blind to the varying ethnic and other sub-identities BLM represents. The BLM, on the other hand, gave shared visibility to its various constituencies and their issues.

**Id:** 19145

**Title:** The mediatization of public opinion: rescuing the contributions of Ernest Manheim

**Session Type:** Individual submission

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**Abstract:** The debates about mediatization seem to turn more to the technicist view and have abandoned the essential concept of public opinion. This article makes a dense investigation of the pioneering author when using term mediatization in the context of public opinion. Born in Budapest, Hungary, on January 27, 1900, Ernö Manheim (Ernest Manheim), in 1928, pointed out that, above all, the language of logic must come to reflect this need for concreteness. Thus the terms and concepts he developed contrasted sharply with those developed by the abstract mathematical paradigm for reason that began to dominate the analytical philosophy of the twentieth century through the philosophy of science of the Vienna Circle and the Anglo-American traditions of logical positivism, empiricism and symbolic logic. In this view, it is the work of logic that one can find the concepts of mediatization that can guide social development. (BARON, SMITH, REITZ, 2005). This study rescues the pioneering conception of mediatization contained in Ernest Manheim's (1933, 1936) doctoral thesis called "Die Träger Der Öffentlichen Meinung" and updates his view of public opinion in the contemporary perspective regarding the process of mediatization.

**Id:** 19200

**Title:** Hacktivism: Rethinking democratic sustainability

**Session Type:** Individual submission

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**Abstract:** The aim of this presentation is to contextualize the political discourse of criminalization around hacktivism as a problem of democratic sustainability. Hacktivism, which means hacking with political purposes, is one of the most recent forms of collective action that combines computer technologies with various ideologies of different social movements. As hacktivist organizations possess the possibility to form new political discussions in nonconventional performances, they also provoke ambiguous criminalization discourses in many countries, especially in non-democratic contexts. While the criminalization discourse is not restricted to non-democratic contexts, I believe that the examination of a case study from such a context is eye opening for a general discussion about the criminalization frames for social movements. For that reason, I examine Redhack, a leftist hacktivist organization in Turkey, and the criminalization discourse surrounding this organization. For this examination, I use a specific dataset taken from the social media platform Twitter. This dataset consists of the tweets in which the label of terrorism is used together with the name of the aforementioned group Redhack, between 2013-2017. Through the method of critical discourse analysis, I analyze selected tweets from this dataset by contextualizing them in the current sociopolitical atmosphere of Turkey, considering both the history of the terrorism discourse in Turkey and the worldwide construction of terrorism since the 1980s.

In this study, I rely on the literature of framing theory. Particularly, I adopt the approach of integrating the framing and hegemony perspectives for the purpose of emphasizing the political and social power underneath the framing processes. The case study of Redhack is an opportunity to not just develop this approach within media studies but also an arena to explore the intersection of critical media studies with social movement studies and the constructivist turn in terrorism studies. Sustainability is a term mostly used in the field of economy and mostly in the issues related to environmental sustainability. When the field of political science adopts it, sustainability transforms to a controversial term, which possesses an implicit conservatism. However, the nature of the democratic sustainability requires also a freedom of political speech, which can engender political changes. My claim is that the criminalization discourse surrounding hacktivism is a tool to understand the limits of the discourse of democratic sustainability, by accentuating the contrast between democracy, which should be identified with the freedom of political speech, and sustainability, which inclines to protect what is inside the boundaries of a current system. This examination about the criminalization surrounding hacktivism in Turkey can be the beginning of a larger study about the transgressive politics of hacktivism.

**Id:** 19204

**Title:** The re-mediated city: Journalism and the imagination of the urban and the rural

**Session Type:** Individual submission

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**Abstract:** Actually-existing cities in the twenty-first century are no longer bounded by the imagination of the urban rooted in their role as centers of trade and heavy industry. Contemporary cities, in both the developed and developing parts of the world, are marked by a decentered, amorphous character, where the downtown, or city center exists as an empty signifier, while the peri-urban or rural districts around cities become sites of an uneven and unsustainable quasi-urbanization by default.

This paper looks at the role of mass media in this re-imagination of the urban: the reification of the high-industrial age of the classic city center as a public sphere is accompanied by its concomitant hollowing out while farmlands, pastures and forests outside city boundaries are occupied by heavy industry, service economy sites such as warehouses, and low-cost worker housing. The paper intends to be an intervention in the areas of media literacy of and discourse analysis in terms of understanding the journalistic forms and practices that have enabled this process.

The paper analyses television and print news reportage of the transformation of urban and peri-urban spaces in Indian cities - such as central Mumbai's former textile mills converted into consumer spaces, the pollution of water bodies around the city of Bangalore and the construction of greenfield cities in southern and western India - to underscore the normalization of the new patterns of urbanization. The paper compares these specific instances of reportage of urban issues with stories of agrarian distress in rural areas, which routinize the discourse of urban productivity on the one hand and rural decline on the other. I argue that this mediated normalization of the inevitability of the urbanization process acts as a barrier to raising questions of sustainability and prevents any discursive intervention towards a more holistic development model.

The paper uses semiotic and discourse analysis to unravel the contrasting content and form of urban and rural reportage, and employs recent research and theoretical scholarship from southern urban theory, political theory and media studies to understand the context and character of media reportage on cities and the peri-urban, and its effect and influence on discourses of sustainability. It also attempts to foreground news elements and voices within such reportage that go against the grain of the overall discourse to point the way forward for a more grounded practice of urban and rural journalism within the overall context of sustainability. The paper aims to be a contribution to the ongoing discourse of the crucial role of mass media in enabling and participating in the dialogue around the UN's sustainable development goals.

**Id:** 19217

**Title:** Institutionalizing Safety: The Sustainability of Hashtag Campaigns for Social Change

**Session Type:** Individual submission

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**Abstract:** In the current era of social media saturation, advocates for social change commonly adopt practices of online campaigns forged by hashtags, thus creating temporary discursive online publics. In response to concerns of sexual harassment associated with the iconic Calgary Stampede, a 10-day rodeo, a group of grassroots organizers partnered with the office of Calgary Sexual Health to promote a campaign called #SafeStampede in July 2015. Changing the expectations of typical behaviour at a century-old festival is a process that requires time. The campaign renewed for both the 2016 and the 2017 Stampedes. Over the course of three years, a clear pattern emerges, moving from framing and defending the message, gaining institutional allies, and finally to turning future campaign efforts entirely over to formal institutions.

As demonstrated by countless feminist campaigns such as #VAW, #EverydaySexism, #MeToo, and #TimesUp, social media campaigns are capable of creating long-running discussions to counter prevalent social norms (Highfield, 2016, p. 120). Twitter is a platform ideally suited for the emergence of hashtag publics (Bruns & Burgess, 2015, p. 13). Social media campaigns often begin with organizers generating a thematic hashtag designed to address an imagined community (ibid, p. 19). The hashtag tends to “imply a sense of collectiveness, a sense of audience who, even if its contours are blurred, shares the same interest” (Rocheleau & Millette, 2015, p. 245). However, making public claims for social change, even with an imagined, sympathetic public audience, inevitable meets with resistance.

In the case of #SafeStampede, the organizers consisted mostly of women who had found each other through private Facebook accounts where they identified people sharing similar concerns. Much of the original planning of the campaign occurred online through ‘Safe Spaces’ where strategizing without public criticism is possible. Once organized, they launched a website defining the issue, recommending resources for change, and reached out to the general public through Twitter, Tumblr, and mainstream news media, all pointing back to the website. What they faced, early on, were challenges to the boundaries of their claims. This largely came from a collective of Reddit users who were aware of the campaign before it launched and initiated resistance framed one way for a public Twitter audience and far more intensely on sub-Reddits. The result was that after the first year of publicly defending the message, most grassroots organizers expressed a high degree of burnout.

By the second year, several of the original organizers participated in advancing their message, but began to rely more fully on their institutional partners such as Calgary Sexual Health and the Stampede Board itself. Through bystander intervention training and interactive exhibits, formalized organizations gradually took the place of the original grassroots organizers until, in the third year, those activists were no longer visibly present in online claimsmaking. Though the affective cost of defending feminist messages in online environments may not be individually

sustainable over time, with the support of formal organizations, campaigns for social change can last well beyond the stamina of grassroots organizers.

**Id:** 19218

**Title:** An Examination of Following Celebrities on Twitter: A Parasocial Interaction Theory

**Session Type:** Individual submission

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**Abstract:** This study examines the parasocial interaction between celebrities and their fans via Twitter. An online survey was conducted on undergraduate students on a major public university in the United States. A total of (n = 122) from random sample were conducted the survey.

An early theory examining the relationships between celebrities and their fans is parasocial interaction. Horton and Wohl (1956) described the relationship between audience members and characters called “Personae” from media, theatre, radio, and television. Audience members probably see specific media personalities as friends and hold with them similar attitudes and values (Rubin, 2009). In 1985, Rubin, Perse, and Powell created the Parasocial Interaction (PSI) Scale. To date, the PSI-Scale is the most widely applied tool in the field (Dibble, Hartmann, & Rosaen, 2016).

Two hypotheses were used:

Because the most followed on Twitter are singers this hypothesis was offered

H1: singers are more likely to have the highest parasocial interaction among fans.

H2: The more fans follow celebrities on Twitter, is the higher parasocial interaction with their favourite celebrities.

H1 was measured by one-way ANOVA between ten types of celebrities (actors, athletes, singers... etc) and the parasocial interaction.

For H2, Three categories were created on SPSS. First, people who follow between 0-15 celebrities. Second, people follow 16-30 celebrities. Third, people follow 30+ celebrities. This section was measured by one-way ANOVA between the three categories and the parasocial interaction.

The most favourite celebrities for participants are Chrissy Teigen (n = 9: 7.3%) a model, followed by Kim Kardashian (n = 5: 4.1%) a model, Cole Sprouse (n = 5: 4.1%) an actor, Ryan Reynolds (n = 4: 3.3%) an actor, Donald Trump (n = 4: 3.3%) a politician, Damian Lillard (n = 4: 3.3%) an athlete, LeBron James (n = 3: 2.5%) an athlete, and Justin Bieber (n = 3: 2.5%) a singer.

The result of H1, There was not a significant difference among the type of celebrities. ( $F(9, 115) = 1.47, P > .05$ ). The parasocial interaction with social media stars (m = 51.2) higher than musicians (m = 49.6), comedians (m = 48.5), writers (m = 48.3), athletes (m = 47.0), actors (m = 46.5), singers (m = 45.0), models (m = 4.2), and politicians (m = 3.8). The results suggest that all types of celebrities have similar parasocial interaction The hypothesis is not supported.

The result of H2, a significant difference was found ( $F(2, 110) = 4.48, P = .013$ ). In a post hoc test, Tukey's HSD shows that the parasocial interaction with fans who follow many celebrities scored significantly higher ( $m = 48.5$ ) than fans who follow low number of celebrities ( $m = 43.0$ ). Fans who follow medium number of celebrities ( $m = 46.6$ ) were not significantly difference from the other two groups. The results suggest that the more celebrities people follow, the higher parasocial interaction with their favourite celebrities. So, the hypothesis is partly supported.

A future research should focus on different social networking site and analysing the parasocial interaction in different countries.