



Mediated Communication, Public Opinion and Society Section

Abstracts of papers accepted for presentation at the annual conference of the
International Association for Media and Communication Research¹

IAMCR

**Madrid, Spain
7-11 July 2019**

Report any problems with this document to support2019@iamcr.org

Version: 16/04/19

¹These are the abstracts of the papers accepted by the IAMCR section or working group named above for presentation at the 2019 annual conference. This publication will be updated prior to the conference to include the papers that are actually included in the final programme. To be included in the programme, authors must confirm their participation to the heads of the section or working group by 11 April 2019 and register for the conference. Your place at the conference is not guaranteed until you have registered and paid the registration fee.

Id: 19470

Title: Estrategias de comunicación de las ONG en Guanajuato, México.

Session Type: Individual submission

Authors:

Name: Diana del Consuelo Caldera González

Email: calderadi@gmail.com

Country: MX (Mexico)

Affiliation: Universidad de Guanajuato

Name: Laura Elena Zárate Negrete

Email: lezarate@ugto.mx

Country: MX (Mexico)

Affiliation: Universidad de Guanajuato

Name: Ma. Eugenia Sánchez Ramos

Email: maru_sanchezr@hotmail.com

Country: MX (Mexico)

Affiliation: Universidad de Guanajuato

Abstract: En México existen más de 40 mil ONG registradas ante Gobierno, y más de 120 millones de habitantes. En Guanajuato, entidad ubicada en el corazón del país existen 1132 ONG y casi seis millones de habitantes, por lo cual se considera que existe una baja densidad asociativa, asociada a otras problemáticas de estas organizaciones como la falta de regulación y reconocimiento; problemas de financiamiento y desconocimiento de las acciones de este sector, las cuales en general se dirigen a la resolución de problemáticas de índole colectivo.

El objetivo de este trabajo es realizar un diagnóstico acerca de los mecanismos de comunicación que utilizan las ONG registradas en el estado de Guanajuato (México) lo cual permita comprender la efectividad de estas y proponer estrategias low cost para que logren mayor reconocimiento por parte de sus grupos de interés (colaboradores, donadores, beneficiarios y voluntarios).

El estudio se divide en dos etapas. La primera tiene una aproximación cuantitativa, con una muestra incidental de 150 ONG, a las cuales se les aplicó un instrumento en línea, para identificar si contaban con actividades sistematizadas de comunicación. La segunda etapa tuvo un enfoque cualitativo-hermenéutico y consistió en analizar algunas ONG que manifestaron sí realizar dichas actividades. Así, la investigación es mixta y tiene un alcance descriptivo y un enfoque no experimental.

Con el diagnóstico y el análisis fue posible identificar que las ONG en Guanajuato no han logrado identificar la importancia de las estrategias de comunicación interna y externa para lograr un mejor funcionamiento y sobre todo para lograr reconocimiento y visibilización de sus actividades.

Actualmente poco menos de la mitad de las organizaciones analizadas no realizan campañas de marketing, y el resto sí, principalmente a través de redes sociales y de una página institucional de internet, por lo cual el aspecto tecnológico surge como una constante.

Como conclusiones se proponen diversas estrategias que las ONG pueden adoptar, las cuales no implican grandes gastos, pero sí un compromiso firme para la implementación y el seguimiento de estas.

Id: 19514

Title: Community Radio and digital journalism photography: Narrating the peace, Colombia a case

Session Type: Individual submission

Authors:

Name: Ph(c) Mireya Baron Pulido

Email: mbaronpu@poligran.edu.co

Country: CO (Colombia)

Affiliation: Associate Professor Researcher Politecnico Grancolombiano

Name: Mg. Fabiola Leon Posada

Email: fabiolaleon@usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Journalist of RSF and Teacher of U. Santo Tomas

Name: Mg. Ximena Santisteban Casas

Email: marciasantisteban@usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Researcher of U. Santo Tomas

Name: PhD. Ricardo Serrano Navarro

Email: edgarserrano@usantotomas.edu.co

Country: CO (Colombia)

Affiliation: Teacher of U. Santo Tomas

Name: Mg. Marcela Tellez Pedraza

Email: mtellezp@poligran.edu.co

Country: CO (Colombia)

Affiliation: Teacher of Politecnico Grancolombiano

Abstract: Colombia, after the signing of the 2016 peace accords in Havana, is living and undergoing changes not only in its geo-socio-political condition, but also in its media condition: From telling the story of war to beginning to narrate peace, to confronting even the tensions of fake news. The present paper gathers two types of corpus that cover January - June 2018: the narratives in community radio stations of the center of Colombia and the photographic narratives in national and Spanish digital media. The question that the research investigates revolves around a macro question that covers the two media records: What are the journalistic narrative strategies used: a) the magazines of community radio stations in Colombia, and b) photography in native and non-native digital media in Colombia and Spain, with respect to the representation around peace, having as a framework "The Final Agreement for the End of the Conflict and the Construction of a stable peace"?

The research is of a qualitative nature, AD-Discourse Analysis was carried out, instruments were designed, Nvivo software was used, semantic networks, focus group interviews and data triangulation were used.

The goal of the study is to design digital communication strategies that, on the one hand, in a collegial manner with the teams of the community radio stations strengthen and make visible their mission by giving a voice to those who have not had it in the construction of social fabric and, therefore, in the construction of peace for the country. On the other hand, to propitiate some guidelines that from the visual narrative exalt stories and paratexts (Genette, 2001) that propitiate an iconic/indicial narrative (Eco, 1986), from frames (Entman, 1993) that emphasize the inclusion and not the stigmatization of actors, objects and socio and geo-political spaces of the country, both from the native and non-native digital press (Piscitelli, 2009) of Colombia and Spain.

Our preliminar results suggest a concern, in the first place, to strengthen the pedagogical role and the empowerment of voices that do not have voices (Osses, 2013) in the digital radio ecosystem. Secondly, to rescue the contribution offered by the theory of Framing, insofar as it dynamizes a way of meaning the world (Barthes, 1990), cutting off access to other possible visions; and suggesting both for the digital media of Colombia and Spain, an interest in narrating a representation of public opinion in the face of the hegemonic elite of the digital media company or for not narrating the feelings of the most vulnerable population in these internal conflict of the country: peasants, indigenous people and the child population.

Id: 19524

Title: What Will Affect the Evolution of the Reversal of Public Opinion: Based on Behavioral Intention and the Reliability of Conflicting Message

Session Type: Individual submission

Authors:

Name: Mingyan WANG

Email: wmycindy2020@126.com

Country: CN (China)

Affiliation: Shanghai University of Engineering Science

Abstract: The reversal of public opinion is a new special phenomenon. The first news of hot events released on social media is fake news in many cases. However, with the intervention of conflicting message, netizen might change their minds, there may be a true change in public opinion. The study attempts to analyze the evolution change in the reversal of public opinion over time based on the behavioral intention and the reliability of conflicting message.

Due to the intervention of conflicting message, different groups tend to change their views in the opposite direction (Carlo Proietti,2017). The intensity of social media use, social comparison tendency, and self-uncertainty might influence the reverse of behavioral intention by adjusting the frequency of social comparison (Buunk, 2005; Vries,2015; Butzer&Kuiper,2006). The frequency of social comparison, group identity, selective exposure, and intergroup emotions are significantly positively related to behavioral intention (Wang, 2018). The intergroup emotions play a major role in the intention to change attitudes and behaviors in the evolution of public opinion, followed by group identity, and selective exposure (Suhay,2015; Smith,2007; Cowan&Baldassarri,2018).

The study intends to refer to Deffuant-Weisbuch (DW) model. We plan to combine conflicting message propagation into opinion evolution. The two variables of behavioral intention factors and the reliability of conflicting message are introduced to build Deffuant-Weisbuch-Reversal (DW-R) model. A monotone increasing function is defined to describe the rate of convergence in the reversal of public opinion by using with the reliability of conflicting message and netizens' behavioral intention, as shown in $F(R)=2C \cdot R^{(1-\sin((\pi/2) \times r))}$. In this formula, the variable C is defined as the reliability of conflicting message, and the variable R is defined as the intention of netizens to change their behavior. The variable r is defined as the behavioral intention factors that might influence the group's intention to change the attitude. The evolution rules of Deffuant-Weisbuch-Reversal (DW-R) model are established: $x_i(t+1)=x_i(t)+F(R_i(t+1)) \cdot \mu(x_j(t)-x_i(t))$. The study analyses the evolution of public opinion by using the DW model and DW-R model. Results of this study are expected that DW-R model with conflicting message and behavioral intention factors is more consistent with the evolution of public opinion in complexity and openness of network. At the same time, the study will analyze the influence of the outgroup emotion, frequency of social comparison, group identity and selective exposure on the rate of convergence in the reversal of public opinion.

Keywords : reversal of public opinion ; behavioral intention; conflicting message; polarization

Note: The research is sponsored by Chinese National Social Science Funding (No 17BGL159)

Id: 19530

Title: A study of the relationship between critical thinking, health anxiety, exhibitionism, agreeableness and the spread of rumors on SNSs among middle aged and elderly people in China

Session Type: Individual submission

Authors:

Name: Di Wang

Email: dwang@must.edu.mo

Country: MO (Macao)

Affiliation: Macau University of Science and Technology

Abstract: With the popularity of social networking sites, rumors also found their way on these sites. Wechat, one of the most popular social networking sites in China, found and refuted rumors 490 million times in 2017 (Pengpai, 2018). Health is the most popular rumor topic in WeChat. Among the users who spread rumors, middle aged and elderly people are disproportionately more than other age groups (Sina, 2018).

Many scholars have tried to explain the motivations behind the spread of rumors (Allport & Postman, 1947; Rosnow, 1991). However, few studies have tried to explore what individual characteristics lead to the spread of rumors. This study shall examine the predictors of health related rumor spreading on Wechat Moment among middle-aged and elderly adults.

First, critical thinking could be related to the spread of rumors among middle-aged and elderly people. As people get older, their cognitive abilities are also getting worse (Whalley, Deary, Appleton, & Start, 2004). Many scholars found that critical thinking ability and the spread of rumors are negatively correlated (Chorus, 1953; Shibutani, 1966).

In addition, health anxiety may be another predictor of rumor spreading of middle aged and elderly people. Many studies have found that anxiety can lead to the spread of rumors (DiFonzo & Bordia, 2002; Rosnow et al., 1988). However, most of these studies have focused on situational anxiety. Studies have shown that chronic anxiety can also lead to the spread of rumors (Anthony, 1972). Middle-aged and elderly people are prone to health problems and may have high chronic health anxiety, which may motivate them to spread health rumors to reduce their health anxiety.

What is more, people who are high in exhibitionism may have a strong motivation to share what they know on SNSs. Therefore those high in exhibitionism may be more likely to spread health related posts on SNSs to show how knowledgeable they are.

Finally, many SNS rumors ask audiences to forward the posts by appealing to the emotions, fear and other techniques. People who are high in agreeableness may be easily persuaded to forward the rumor message on SNSs.

To test these hypotheses, 307 middle-aged and elderly adults who are over 45 years old were referred by undergraduate students from a university in China, to fill in an online survey with embedded experimental rumors. Results showed that critical thinking was negatively related to rumor spread intention, health anxiety and exhibitionism were positively related to rumor spread intention, while agreeableness was not significantly related to rumor spread intention.

Dr. Wang Di is an assistant professor in the department of communication at Macau University of Science and Technology, China. Her research interest is media psychology. Her articles appeared in

journals such as Computers in Human Behavior, Journal of Computer-Mediated Communication, American Behavioral Scientist, etc.

E-mail: dwang@must.edu.mo

Address: C208, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau, China.

Id: 19562

Title: The Influence of Social Media Bots on Youth Political Activism

Session Type: Individual submission

Authors:

Name: Mina Momeni

Email: mina.momeni@ryerson.ca

Country: CA (Canada)

Affiliation: Ryerson University

Abstract: In recent years, youth have garnered mainstream attention for their online collective action. For instance, in 2018, American teenagers organized a national school walkout to protest US gun laws by mobilizing via social media. Seven years prior, young Egyptians used social media to raise their voices against the autocratic government to demand change in the Egyptian revolution. What potential do Canadian youth have for engaging in such activism? As of 2017, 22.7 million Canadians were active social media users, with 84% being 18 to 34 year olds (Gruzd et al., 2018). Although many youths are engaged in social media for entertainment purposes, these platforms may be utilized by them to become politically active. Nevertheless, youth activism can be influenced by diverse forms of political manipulation on social networks. One of the complex mechanisms for this manipulation is software robots (bots), which can produce content and interact with humans automatically on social media with the purpose of imitating and changing their behaviour. This study investigates how knowledgeable Canadian youth are of the bots that threaten to disrupt their understanding of issues — and ultimately their political engagement — and what effects political bots have on youth activism in Canada. It will also explore the characteristics of complex bots, and recent efforts to detect bots on popular social media platforms. Scholars have explored the various functions of bots, which include encouraging political speech, influencing political events, and more importantly, playing a significant role in the spreading of fake news (Shao et al. 2017). Crucially, according to Canadian scholars McKelvey and Dubois (2017), “There has been limited academic work on political bots in Canada”; and they argue that Canada has neglected how important it is that bots are altering the country’s political discourse. Therefore, there is a considerable gap in research exists that this study can fill in an attempt to bring more awareness to this issue. This study will use a combination of qualitative surveys and focus group interviews to acquire data. Surveys are designed to determine to what extent Canadian youth are aware of the problematic nature of bots, and the threat they pose to their acts of citizenship. The survey will be administered to Canadian youth currently enrolled in post-secondary studies, and one university and one college from each province will be selected to take the survey. This research will produce several outcomes. First, the results will reveal if there is a gap in the knowledge of Canadian youth and may serve as a motivating force to propel action to address this issue. Consequently, this information may serve as the foundation for the development of educational material that can be used to inform Canadian youth on how bots affect their political behavior; this knowledge can be shared by Canadian provincial governments and ministries of education.

Id: 19637

Title: "Jóvenes y sucesos: Tratamiento informativo en la prensa digital española.'

Session Type: Individual submission

Authors:

Name: Javier Olivar de Julián

Email: javier@crystalfor.com

Country: ES (Spain)

Affiliation: Universidad Internacional de La Rioja (UNIR)

Abstract: Resumen

Introducción: El estudio del tratamiento informativo sobre accidentes con víctimas jóvenes puede ayudar a mejorar la elaboración de este tipo de noticias con un enfoque preventivo y también a preparar campañas institucionales más eficaces. Esta investigación analiza los aspectos formales y emocionales de noticias relacionadas con accidentes de tráfico, ahogamientos, caídas accidentales y suicidios. Si bien se han realizado varias investigaciones sobre el tema (Munoz-Munoz & Salido-Fernandez, 2018; Soto, & Sánchez, 2016), la novedad del presente análisis radica en la conexión directa de la variable “víctima joven” con el tratamiento informativo de la prensa digital y las cuatro principales causas de muerte externas en España. Metodología: Se han seleccionado seis periódicos generalistas digitales españoles: los diarios inmigrantes digitales elpais.com, elmundo.es, abc.es y lavanguardia.com y los diarios nativos digitales elconfidencial.com y 20minutos.es. Posteriormente, se ha realizado un análisis de contenido cuantitativo, recogiendo a través de Mynewsonline una muestra representativa de piezas periodísticas (n=4.733) relacionadas con el objeto de estudio y seleccionadas mediante la técnica de la semana construida. Resultados: Los resultados indican un alto número de noticias publicadas sobre víctimas mortales jóvenes en accidentes de tráfico respecto al resto de informaciones por otras causas externas, un bajo índice de registros de noticias sobre jóvenes relacionadas con las drogas y un tratamiento informativo más exhaustivo y sensacionalista en sucesos sobre jóvenes y niños que en otros rangos de edad. Discusión y conclusiones: Desde un punto de vista deontológico se observa que las noticias sobre jóvenes presentan con mayor frecuencia un alto grado de sensacionalismo. Esto podría interpretarse como un reclamo por parte de los medios, buscando una mayor audiencia que genere un mayor beneficio económico. A la vista de los resultados, se echa en falta un mayor esfuerzo ético de los medios de comunicación para evitar el sensacionalismo y para cumplir con las principales directrices de los códigos deontológicos del periodismo (Díaz-Campo & Segado-Boj, 2015).

Referencias:

Díaz-Campo, J., & Segado-Boj, F. (2015). Journalism ethics in a digital environment: How journalistic codes of ethics have been adapted to the Internet and ICTs in countries around the world. *Telematics and Informatics*, 32(4), 735–744. <https://doi.org/10.1016/j.tele.2015.03.004>

Munoz-Munoz, A. M., & Salido-Fernandez, J. (2018). Informative treatment of sportsmen’s wives and girlfriends (WAGs) in Spanish sport digital press. *Profesional de La Información*, 27(2), 331–340.

Soto, C. A. A., & Sánchez, K. D. V. (2016). Informative Treatment of Femicide in Chilean Digital Media in March 2016: An Approach to the Current Horizon from Gender Perspective. *Revista Comunicación y Medios*, 34, 52–69. Retrieved from <https://dialnet.unirioja.es/servlet/articulo?codigo=5904913>

Id: 19653

Title: Brand journalism as a modern direction in the journalism space.

Session Type: Individual submission

Authors:

Name: Veronica Yarnykh

Email: vyarnykh@gmail.com

Country: RU (Russian Federation)

Affiliation: Russian State University for Humanities

Abstract: The current state of the media space suggests an interdisciplinary approach. In modern media communications, the principle of multiplatform is used. The same material or topic is being promoted through several communication channels. The same principle is used in brand journalism. Brand journalism is creating journalistic content for your own company instead of waiting for the media to do it (Lisa Goldsberry,2017).

While traditional journalism focuses on the “who, what, when, where, how and why” of a story, brand journalism concentrates on the “why” by using interviews and article-based websites that provide journalistic information to support a product’s features. Journalism-style stories encourage readers to learn more about companies and their offerings and interests them in stories that don’t read like bullet-point-riddled marketing or advertising copy.

Brand journalism’s goals are to (Erin Feldman, 2016):

- Build awareness and affinity;
- Set the context for follow-up brand messaging (retargeting); and
- Acquire relevant audiences.

In this vein, brand journalism tools allow you to create a single image of a brand or organization in the eyes of stakeholders. It is the interests of stakeholders that become the main message of forming a single message of a brand or image of an organization. It’s necessary to say that brand journalism’s goal is to inform, entertain and persuade by collecting and communicating news, events and happenings (Light, cited in Swenson 2012) as A. Arrese&F.J.Perez-Latre (2017) mentioned.

Thus, it is necessary to note several key points. First of all, as noted above, it is the interests of the stakeholders. Here brand journalism serves essentially as a mediation platform for reconciling interests of different stakeholders. A single brand message must meet the interests and needs of all stakeholders. The second key point is the interests of the fragmented target audience. The task of brand journalism is precisely to bring a single brand message to the target audience through various convergent communication channels. Brand journalism blurs the boundaries of communication within the target audience space. A single message passing through different communication channels and in different formats contributes to its unified perception by the target audience.

As for tools and methods of brand journalism there are storytelling, using accounts in social media, organizing buzz-effects around the organization’s brand, forming website in new principles, etc. To date, quite successful cases of using brand journalism technologies in global corporations are known. Apart from a global marketing campaign McDonalds “I’m loving it!”, with which the journalism brand actually began, among the global corporations using this approach to interact with the audience are Cisco, Volvo, Red Bull, American Express, Google, etc.

References

Lisa Goldsberry (2017). What is brand journalism and is it right for your company? [Electronic assess]. URL\https://www.axiapr.com/blog/what-is-brand-journalism-and-is-it-right-for-your-company

Eric Feldman (2016). What is Brand Journalism. [Electronic assess]/
URL\https://www.cision.com/us/2016/01/what-is-brand-journalism/

Angel Arrese, Francisco J. Perez-Latre. The Rise of Brand Journalism? In book: Commercial Communication in the Digital Age Information or Disinformation?, Publisher: De Gruyter Mouton, Editors: Gabriele Siegert, Bjorn Von Rimscha, Stephanie Grubenmann,, April, 2017 - pp.121-139.
https://www.researchgate.net/publication/315625636_The_Rise_of_Brand_Journalism

Id: 19707

Title: Say Hello to Digital Hallyu in UAE

Session Type: Individual submission

Authors:

Name: Urwa Tariq

Email: emailurwa@gmail.com

Country: AE (United Arab Emirates)

Affiliation: UAE University

Abstract: Young Emiratis today are obsessed with Korean entertainment, from boy bands to television dramas, reality shows to movies. Intrigued by the newly emerging K-wave seen particularly among young females, this paper attempts to explore how Emirati females negotiate their cultural identities through their active involvement with Korean pop culture through digital media. It aims to study their perception of the Emirati media industry and compare it to the online K-media industry. A focus group was conducted at United Arab Emirates (UAE) University among females who were a part of the avid audience in the Hallyu phenomenon. This case study aims to analyze the rise of Korean wave in the UAE and identify the reasons for its rising popularity among Emirati females. It also recognizes indicators of possible threats to cultural identity. In addition, recommendations are provided for how to respond to the growing online K-wave and how to preserve the local identity.

Id: 19749

Title: Believing Online Rumors: Climate of Public Support and Internet Use

Session Type: Individual submission

Authors:

Name: Stephanie Jean Tsang

Email: stsang@hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Fake news and rumors often arise when individuals in a society have unbalanced access to information, especially when authorities, such as government officials, are the only ones holding information. Fake news and rumors have become a concern for many, as they are quickly spread, influencing public opinion and impairing both individual and societal decision-making processes.

According to Greenhill and Oppenheim (2017), the likelihood of an individual believing a rumor “has nothing to do with predispositions such as gender, age, education, and income.” In fact, they argue that factors like worldview, threat perception, and prior exposure explain variations in rumor adoption. To extend their line of inquiry, this study has tested the effects of perceived public support, whether one sees the public to be supporting oneself, on rumor adoption.

Specifically, this study explored whether and how factors like Internet use and perceived public support predicted individuals’ belief in online rumors. It was expected that the extent to which individuals viewed themselves as occupying majority or minority positions within society would impact their belief in online rumors that conflicted with government statements.

In this study, data from the Chinese General Social Survey collected by the National Survey Research Center at Renmin University of China was used. This was collected in China in 2015 (N = 12,000). Results suggested that the climate of public support had no effect on heavy Internet users’ belief in online rumors. However, among light Internet users, those who perceived themselves as occupying minority positions were more likely to believe online rumors than those who perceived themselves as occupying majority positions.

Given the prominence of online rumors, it is necessary to study factors that make individuals more likely to believe them over and above information released by government officials. This study suggested that infrequent Internet users’ perceptions of their minority or majority status may play a role in their belief in online rumors.

Author

Stephanie Jean Tsang

Hong Kong Baptist University

CVA1025, 10/F, Communication & Visual Arts Building,
5 Hereford Road, Kowloon Tong, Kowloon

stsang@hkbu.edu.hk

Stephanie received her Ph.D. from the University of Wisconsin-Madison and is now a Research Assistant Professor at Hong Kong Baptist University. Her areas of research include the psychology and biology of media audiences, in particular the impact of emotions on information processing and attitude formation. She also examines the new media and how individuals form perceptions of public opinion.

Id: 19771

Title: It's Not the Technology, Stupid: How the 'Echo Chamber' and 'Filter Bubble' Metaphors Have Failed Us

Session Type: Individual submission

Authors:

Name: Axel Bruns

Email: a.bruns@qut.edu.au

Country: AU (Australia)

Affiliation: Digital Media Research Centre, Queensland University of Technology

Abstract: Following the surprise victories of Brexit and Trump in 2016, even Barack Obama (2017) warned that “it’s become safer to retreat into our own bubbles”, thereby linking increased electoral volatility and polarisation with concepts such as “echo chambers” (Sunstein 2001) and “filter bubbles” (Pariser 2011). The politicians, journalists, and scholars who support these concepts suggest that, with online and social media as the key sources of information for an ever-growing percentage of the public (Newman et al. 2016), echo chambers and filter bubbles are chiefly responsible for the emergence of communities that espouse contrarian and counterfactual perspectives and ideologies, and for their disconnect from the mainstream.

Echo chambers are said enable these groups to reinforce their views by connecting with likeminded others; filter bubbles to shield them from encountering contrary perspectives. Such disconnection from and ignorance of alternative perspectives is assumed to result from a combination of individual choice, in selecting the news sources to consult or the social media accounts to follow, and the algorithmic shaping of such choices, as search engines, news portals, and social media platforms highlight and recommend some sources over others. As platform algorithms learn from the users’ choices, and users make those choices predominantly from the options promoted by the algorithms, a self-reinforcing feedback loop gradually curtails choice to an increasingly narrow and homogeneous set of options.

Rigorous empirical evidence for the operation of such processes is sorely lacking, however. Building on empirical studies that show no significant evidence of filter bubbles or echo chambers in search (e.g. Haim et al. 2018; Krafft et al. 2018; Nechushtai & Lewis 2018) or social media (e.g. Beam et al. 2018; Bruns, 2017), this paper argues that echo chambers and filter bubbles principally constitute an unfounded moral panic that presents a convenient technological scapegoat (search and social platforms and their affordances and algorithms) for a much more critical, fundamentally human-made problem: growing social and political polarisation. This is a problem that cannot be solved by technological means.

Research shows that even – indeed, perhaps especially – the most hyperpartisan users still encounter material that challenges their perspectives, and engage with users who represent opposing views (e.g. Garrett et al. 2013; Weeks et al. 2016). The central question is what they do with such information when they encounter it: do they dismiss it immediately as running counter to their own views? Do they engage in a critical reading, turning it into material to support their own worldview, perhaps as evidence for their own conspiracy theories? Do they respond by offering counter-

arguments, by vocally and even violently disagreeing, by making ad hominem attacks, or by knowingly disseminating all-out lies as 'alternative facts'? More important yet, why do they do so? What is it that has so entrenched and cemented their beliefs that they are no longer open to contestation? This is the debate we need to have: not a proxy argument about the impact of platforms and algorithms, but a meaningful discussion about the complex and compound causes of political and societal polarisation. The 'echo chamber' and 'filter bubble' concepts have seriously distracted us from that debate, and must now be put to rest.

Id: 19977

Title: Visual Communication and the City: The Impact of Mediatization(s) on Urban Planning Process and Practice in Egypt

Session Type: Individual submission

Authors:

Name: Mennatullah Hendawy

Email: hendawyy@gmail.com

Country: EG (Egypt)

Affiliation: Ain Shams University

Abstract: It is said "What is "meant" is invariably more than what is "said", in the context of urban planning and architecture, It is claimed in this paper that also: What is "meant" is invariably more than what is "seen".

Visual communication in urban planning and design disciplines form the main language of communication not only among planners, architects and designers, but also between them and the general public. In the context of Egypt, certain narratives and images of the city are observed to be communicated in the streets and in media. Today, by simply walking in Cairo streets or opening the national TV channels, you get captured by hundreds of real estate ads that share certain characteristics that can be summarized in two points; promoting moving out of Cairo and buying a new apartment or villa in a new city or a nearby compound, and the use of almost the same visual symbols that resembles how your future home and the future city looks like .

To what extent these dominant narratives and visuals impact/construct professional planning practice is still under-researched. This is interrogated in this paper through adapting an assemblage ontology and using Actor-Network-Theory (ANT). Using ANT, urban visualizations and media are perceived as both the method for research and the method for understanding planning practice in Egypt. Instead of studying the employment of media in urban planning, it is aimed to study planning through analyzing the media used and the media assemblages created. In other words, by looking at visualizations as one of the products of planners and media as the tools used in the planning process, this paper adapts a reverse/backward research process. To give an example, a two way interactive media entails a participatory planning process, while a one way media like TV ad or a billboard ad reflects a top down planning process.

In this sense, it is argued that there are different media assemblages that are used/employed by different actors/ actor groups - and that through the specific assemblages of media one could reflect on (1) planning practice; how is planning done (2) the kind of city, planners see/ plan and (3) the kind of public sphere they co-produce/ are part of. Hence, the main research question is what are the constructed media assemblages in the process of communicating planning in Egypt?, and How far planners assess the impact of the use of these media on the adopted planning process and their practice? In the end, the study proposes a new approach to study planning through 'Communication and media network analysis' whereby addressing communication pitfalls, planning practice can be enhanced.

Id: 20056

Title: From Stigma (Wailao) to Name Rectification (Yigong)' The Politics of Representation in Taiwanese News of Foreign Workers (1989-2018)

Session Type: Individual submission

Authors:

Name: Chunyen Chang

Email: cychang@mail.ncnu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chi Nan university, R.O.C.(Taiwan)

Abstract: There were many studies in the past have pointed out that mainstream news discourse has a high influence on living conditions of foreign workers in the receiving society. These studies analyze the media representations of foreign workers, and point out that the mass media basically plays a mechanism of othering. At the same time, the host society has always been the social structure that oppresses foreign workers (Bauder, 2005; Bauder & Gilbert, 2009; Rasinger, 2010; Familara, 2013; Cheng, 2016). However, reflecting on this kind of research has a tendency to regard the news media as a monotonous mechanism to consolidate a repetitious social structure that is the exclusion and oppression of others. Correspondingly, the mainstream news discourses have become an exclusive social construction without the possibility of playing a mechanism to accommodate minorities such as foreign workers. This paper argues that most of the relevant research perspectives ignore the possibility of changes in social structure, and therefore ignore the possibility that the role of the media will change under different social conditions. From the perspective of critical discourse analysis, the news discourses are close to the process of social change. It can also actively shape the practice of politics and society, and affect the social living conditions faced by foreign workers (Fairclough, 1995; Wodak, 2001). The rise of the name rectification movement around the world illustrates the variability of news discourse. Inferior groups can use name rectification to establish the sovereignty of cultural discourse and subvert the exclusive classification framework and power relations (Chiu & Chiang, 2012; Wang et al., 2018).

After the creation of the world-famous economic miracle, Taiwan entered the economic transition period after the 1980s. Foreign workers from Southeast Asia became Taiwan's increasingly dependent labor force. By 2018, their number has exceeded 700,000, and become the fourth largest group. However, they are also the most vulnerable group in Taiwan and have long been regarded as "others within others" (Tseng, 2004). The term "Wailao" (foreign labor) implies various class discriminations from the receiving society. The migrant-friendly movement that has emerged in Taiwan in the past decade has called on Taiwanese to use "Yigong"(migration workers) to call them and to try to subvert their social status. The migrant-friendly movement is close to Taiwan's development towards a human rights society. In fact, since the 1990s, Taiwan's mainstream value has been: to engage in social self-reform with multiculturalism. In this context, the research question raised in this study is: from foreign workers to migrant workers, from stigma (Wailao) to name rectification (Yigong), how does media representations of foreign workers change? This study will analyze the news discourses of foreign workers in Taiwanese mainstream newspapers from 1989 to 2018, and critically reflect on the role of the news media, whether it changes in response to

different social conditions. In conclusion, this article will discuss whether mainstream media in Taiwan can become a public sphere that accommodates outsiders.

Id: 20177

Title: Smartphone and Social Media Usage and Addiction: A Survey of Generation Z

Session Type: Individual submission

Authors:

Name: Niaz Ahmed

Email: niazahmed2020@gmail.com

Country: US (United States)

Affiliation: Professor Emeritus, Saint Cloud State University, Minnesota, USA

Abstract: The smartphone and social media usage has grown exponentially among the general public and specifically within the Generation Z known as “Gen Z” or “Gen Zers” (Statista, 2015). The Generation Z is the demographic cohort born during the mid-1990s to mid-2000s and has followed the Millennials or Generation Y (Seemiller & Grace, 2016; Wood, 2013). In terms of the size of Gen Z, current estimate indicates that about one-third of world’s 7.7 billion people are Gen Zers (Miller & Lu, 2018).

While the advantages of the smartphone and social media are recognized, excessive use may have negative consequences, such as loss of productivity due to distractions at work, school, and family settings (Montag & Walla, 2016; Lin, Lee, Lin, & Chang, 2015). Social media may have certain negative effects such as increased stress, reduced face-to-face interactions, lower self-esteem, and depression (Hawi & Samaha, 2016; Pew Research Center, 2016; Nazir & Samaha 2016).

Although a significant amount of research has been done about the use of smartphone and social media among Generation X and Y, insufficient research exists about smartphone and social media addiction among Generation Z. Since the digital world is changing rapidly every year, it is important to track its usage and impacts on an ongoing basis for detecting any trends and correlations and for identifying significant implications for counseling and intervention for parents, educators, and policy makers.

This study contributes to the evolving knowledge by examining the implications of the addictive use of smartphone and social media among Generation Z. A survey was completed by a non-random sample of 415 students at State University of New York in Oneonta during the academic year 2017-2018.

The results revealed that more than half of Gen Zers spend nine hours or more in a typical day using their smartphones, and nearly one-third use social media for 7-10 hours per day. In terms of Gen Zers’ exposure to fake news, 9 in 10 students indicated that they had seen some news on social media that turned out to be fake news. More than half of Gen Zers use digital communication most often than face-to-face communication, and believed that smartphones had deteriorated their relationship skills and actual relationships, and that the use of social media had decreased their face-to-face communication.

Furthermore, more than half admitted that they were addicted to the Internet and social media, and that the use of social media had negatively affected their academic achievement, writing skills,

relationship skills, and actual personal relationships. As for Generation Z's political attitudes and behaviors, three-fourths asserted that the social media negatively affected their attitude toward the government and politics, deteriorated their social trust, and had increased their stress level sometimes.

The data analysis indicates that the Gen Zers are spending an excessive amount of time on their smartphones and social media, and that much of the consequences are negative. These findings may have significant implications for counseling and intervention for parents, educators, and policy makers.

Id: 20195

Title: Do algorithms have a right to the city? Waze and spatial sovereignty

Session Type: Individual submission

Authors:

Name: Eran Fisher

Email: eranfisher@gmail.com

Country: IL (Israel)

Affiliation: Department of Sociology, Political Science, and Communication
The Open University of Israel

Abstract: Waze is an epitome of contemporary algorithmic culture: it is a web application using algorithms to render massive amounts of user-generated data into real-time, personalized driving recommendations for millions of drivers. While driving recommendations are personal their aggregative effect might have social-wide spatial ramifications, which are ultimately political. This article looks at one such spatial effect in order to unpack the political significance of algorithms in the context of space: the diversion of large volumes of traffic into previously serene neighborhoods with sparse traffic. By analyzing the clashing discourse and practices of three stakeholders: residents, political authorities and Waze, the paper uncovers the emergence of a new political modality influencing spatiality. Using “the right to the city” as a socio-political framework and juxtaposing it with actor-network theory as a socio-technical framework, we examine how algorithms are constituted as political actors, and how other stakeholders reposition themselves accordingly. This reveals the extent to which non-human actors participate in shaping the city. Algorithms – the agency of which is articulated by Waze – make political claims as representing a more democratic and egalitarian conception of the right to the city. Residents uphold themselves as the only political subjects having the right to the city, a right mediated through local and state political institutions. Algorithms assert their legitimacy as political subjects and as having a genuine right to the city. They do that by proposing a new political modality that bypasses the demographic qualities of individuals (where they live, their local culture, their subjective habitat narratives) and constructing individuals as data points in an objectified system of data, processed in order to achieve efficiency. Waze offers a new spatial imaginary where roads are abstract (uplifted) from their immediate space and are seen as homologous to all roads in the network. This allows to strip “local” residents of their privileged position, and reposition them in a new, de-localized space subject to the privilege of all drivers. Rather than imagining roads as nodes in the construction of space – of villages and neighborhoods – Waze imagines them as connectors between nodes in an otherwise abstract network.

Id: 20242

Title: Why reading the news, political interest and political knowledge is not enough: The mediating role of discussion frequency for network heterogeneity

Session Type: Individual submission

Authors:

Name: Nadine Strauß

Email: nadine.strauss@univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Name: Laura Alonso-Muñoz

Email: lalonso@uji.es

Country: ES (Spain)

Affiliation: Universitat Jaume I de Castelló

Name: Homero Gil de Zúñiga

Email: homero.gil.de.zuniga@univie.ac.at

Country: AT (Austria)

Affiliation: University of Vienna

Abstract: The US Presidential Election 2016 and the pervasive partisan flow of information about the presidential candidates online have revived the notion of ‘filter bubbles’ (Pariser, 2011) and ‘information cocoons’ (Sunstein, 2006). Journalists, critics and opinion makers were quick in identifying the scapegoats of the surprising turnout of the election, blaming social media for creating an information environment that has reinforced existing beliefs and strengthened political polarization (cf., Stroud, 2010; Knobloch-Westerwick & Meng, 2011). In fact, personalized algorithms (e.g., on Twitter, Facebook) may enforce people’s tendency to solely reside in information environments and social circles that affirm their personal opinions, attitudes and points of views (cf. Pariser, 2011).

However, not only has recent research casted doubt on the so-called ‘filter bubble’ (Nelson & Webster, 2017; Zuiderveen Borgesius et al., 2016), part of the theoretical rationale is also imperfect: citizens and voters are not active on the Internet or social media 24/7. Surely, recent figures show that 77% of Americans go online every day and 26% of Americans are online almost constantly (Perrin & Jiang, 2018). Yet these findings do not rule out that American citizens also get exposed to views and opinions about politics and current affairs when interacting with their peers in real-life settings. After all, the majority of people goes online for leisure and entertaining purposes rather than for political reasons (Park, Kee, & Valenzuela, 2009; Quan-Haase & Young, 2010). And political beliefs, attitudes and voting choices are still vastly influenced by face-to-face conversations with family members, friends and neighbors (Berger, Meredith, & Wheeler, 2008; Huckfeldt & Sprague, 1995).

It is in this vein that the discussion about the prevalence of like-minded information cocoons (Sunstein, 2006) needs to better incorporate the offline scenery theoretically and empirically. Furthermore, research needs to better explain why and under what circumstances people are more likely to encounter opinions and viewpoints that differ from their own - both online and offline (cf.

Choi & Lee, 2015; Lee, Choi, Kim, & Kim, 2014; Sunstein, 2018). Our research question thus reads: What are the structural processes that lead citizens to escape their common social circles when talking politics and public affairs?

To answer this question, we investigate the unique mediating role of discussion frequency for the manifestation of discussion network heterogeneity among citizens by using a two-wave representative panel survey in the US. Results do not only confirm previous findings that have identified (online) news use and discussion frequency (Brundidge, 2010) as influential factors for the degree of citizens' network heterogeneity, we also provide compelling insights for the important role that political interest, political knowledge and the consumption of news via various platforms play in this respect. Last, this study makes an important contribution in showing that the frequency of political discussion functions as the key element in explaining the mechanism that leads politically interested, political savvy citizens as well as regular news consumer to seek a more heterogeneous discussion network, disrupting the dangerous 'filter bubbles.'

Id: 20275

Title: The Relation of Socioeconomic Inequality, Academic Performance and Use of Mobile Phones in Chilean Students

Session Type: Individual submission

Authors:

Name: Ricardo Leiva

Email: rleiva@uandes.cl

Country: CL (Chile)

Affiliation: Full time professor at the Los Andes University, Chile

Abstract: According to many international reports, Chile remains a highly unequal society in terms of income, wealth and education (OECD, 2015). However, recent data shows there are not significant socioeconomic differences in this country at the time of acquiring mobile phones. The market saturation of these devices is observed in all socioeconomic segments, and low and high-income children get their first mobile phone at the same age (Subtel, 2019).

If there are not significant socioeconomic differences at the age of obtaining mobile phones in a developing country as Chile, is it possible to assume that uses and drivers to use mobile phones by different young Chilean populations are also the same? Not necessarily. Former research in developed countries shows that even between the same age cohort (e.g. millennials or Z-Gen's), there are significant differences of uses and drivers to use technologies based on gender, income and birth's year (Haddon, 2013).

It is important then to measure if different socioeconomic uses and drivers to use mobile phones depending on socioeconomic variables are related to a varied academic performance by students. Former research has demonstrated in developed countries, as England, that the academic performance of high and low-income schools varies depending on the intensity of use of mobile phones by their students. However, more research is needed to find similar relations in developing—and more unequal—countries.

With this study we try to figure out if there is a significant association between the socioeconomic level of Chilean students aged between 10 and 18, their time and motivations to use mobile phones, and their academic performance. To comply with this general research objective, a qualitative-quantitative approach is applied through focus groups and surveys: 8 sessions of focus groups will be carried out to understand subjects in depth and as background for questionnaires to be applied later. As a second instance, a face-to-face survey will be carried out: 300 students from schools in Santiago and 200 students from regions between 10 and 18 will be surveyed, complying with all ethical requirements. Variables to be measured will be based on demographic data and scales previously validated. We will correlate former data with standardized academic performance of students, controlling by variables as academic and educational capital of parents (number of years studying and educational level, for instance). As we are interested in knowing motivations of young people to use and communicate through mobile phones, we rely on the theory of uses and gratifications (Rubin, 1981).

With this study we try to deal with challenges posed by the IAMCR's call for proposals, in order to understand how the new communication technologies affect "the quality of communication, the quality of life and human dignity" of young Chilean students coming from very unequal socioeconomic environments.

References

- Haddon, L. (2013). Mobile media and children. *Mobile Media & Communication*, 1(1), 89-95.
- Subsecretaría de Telecomunicaciones (2019). *Estadísticas Sectoriales*.
- Rubin, A. (1981, August). The interaction of television uses and gratifications. *Journal of Broadcasting*, 27, 37-51.

Id: 20479

Title: Social acceptance of new technologies: accompanying research and scientific advice

Session Type: Individual submission

Authors:

Name: Corinna Lüthje

Email: corinna.luethje@uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: Social acceptance of new technologies is an important task of science communication. According to Wüstenhagen, Wolsink and Bürer (2007) social acceptance combines three dimensions: social-political acceptance, community acceptance, and market acceptance. Social acceptance can be achieved in a process of collective assessment, understood as complex interactions between technology and society, of a given project, integrating a plurality of actors (Fournis & Fortin 2017).

The aim of the interdisciplinary Space@Sea-Project is to develop artificial islands. The communication part of the project aims to accompany the design process and to promote the social acceptance of this new technology. First step of the communication research was a study on the experiences, needs and wishes of current and future inhabitants in order to make a suitable design for Living@Sea. A two-phased procedure was used. The first step was a survey of the project partners with the purpose to learn about their information needs. The second step was a qualitative questioning of experts (people with at least several months experience of living and working in artificial and isolated habitats). The interview guideline was based on the results of the survey of the project partners. The outcome of the investigation is a list of functional requirements for the design from the users' perspective in terms of comfort, availability, working conditions, design of the living area and the outdoor area, social life, leisure, safety, shopping, and ecology. Particularly aspects of media and communication were stressed by the participants.

Id: 20489

Title: FIRST RESULTS OF MIGRANT HUMAN RIGHTS RESEARCH Brazil and France. Case studies. (2018)

Session Type: Individual submission

Authors:

Name: Regina ANDRADE

Email: reginagna@terra.com.br

Country: BR (Brazil)

Affiliation: Universidade do Estado do Rio de Janeiro -Brasil

Abstract: Section: Mediated Communication, Public Opinion and Society

Regina Andrade reginagna@terra.com.br

Universidade do Estado do Rio de Janeiro

Graça Hoefel gracahoefel@gmail.com

Universidade de Brasília

Heloisa Ferraz grupoficina.psi@gmail.com

Universidade do Estado do Rio de Janeiro

Denise Severo pvp@gmail.com

Universidade de Brasília

Ligia Valadares de Almeida almeidaligia@hotmail.com

Universidade do Estado do Rio de Janeiro

This work intends to continue the presentation of participatory research with migrants, and to share the first results of the Migrant Parallel Lives Project - CAPES-COFECUB (2017-2020). It was observed that the psychosocial crossings obtained through reports of interviews with migrants in the city of Rio de Janeiro and in the city of Paris are very significant. Although they are realities and different situations, the subjects in "migrant" condition construct similar resistance processes, as well as own ways to re-signify life. THEORETICAL BASES - We work with the Analysis of Image elaborated by Hoefel (2016) and Analysis of Content of Bardin (1977), interviews Ferraz (2018) as well as theoretical studies on "Being in Civilization", Sigmund Freud (1930). We look for the representations of the daily life of 'migrants' turns to the personal and emotional difficulties of socio-cultural adaptation from their personal perceptions and sufferings. METHODOLOGY - We conducted a participatory research with several interviews with migrants and some were selected in Brazil and France and a cut of the situations of 'work' and reports of 'psychological distress' was made and these data were obtained during the years 2018 and 2019. SOME RESULTS - It was observed that in spite of all the difficulties, in general, they manage to build new relationships and original ways of being in the world. Work was the main issue addressed by migrants and the search for a job is the main objective, as well as one of the greatest obstacles. Among the main reasons for the challenge of professional insertion are the difficulties of 'language' and the lack of recognition of training diplomas. It is noted that work stands out as a structuring condition of the life and health of migrants, constituting a determining element in the process of social inclusion. FINAL CONSIDERATIONS - There is an urgent need for the construction of public policies for migrants in order to articulate work and mental health, favoring the generation of employment and income,

as well as the promotion of psychic health programs for migrants in both countries, Brazil and France.

Id: 20543

Title: Polarization of opinions in social media: Investigation of the formation and fragmentation of discourse of localism in Hong Kong

Session Type: Individual submission

Authors:

Name: Miranda Ma

Email: miranda@hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Political discourse arises when it seizes discursive opportunities in the society by exploiting the social, political and cultural cleavages. It also evolves and transforms across the changing social and political contexts (Steinberg, 1999). This paper seeks to investigate the formation, transformation and fragmentation of the discourse of localism in Hong Kong. It is argued that the rise and evolution of the localism discourse is a response to the ethnic-civic cleavage in the society. Moreover, by examining the representations in the mainstream and alternative media, it is found that alternative media have facilitated the emergence of the localism discourse, but at the same time, reinforcing the fragmentation and polarization of the discourse in recent years. The discourse of localism arising in Hong Kong focuses on the preservation of identity and autonomy of local citizens in resisting the growing political infringement by the Chinese authoritarian State into the political and social affairs of the Hong Kong Special Administrative Region (HKSAR). It also signifies the unprecedented realignment of the political dichotomy between the “pro-establishment camp” and the “democratic camp” that has been prevailing for decades in the political spectrum in the Hong Kong society. It is considered as a disappointment towards the democratic camp as it has adopted strong “anti-China” positions than the democratic camp overall (Kwong, 2016).

The traces of the localism discourse can be connected with the series of heritage preservation movement in the 2000s, whose activists fought to protect not Chinese high culture but mundane sites rooted in the everyday life of Hong Kong people. This notion of localism discourse embraced a post-materialist’ critique of capitalism, rejecting and carrying a ‘civic-oriented’ identification. However, the term localism was then fragmented into a more ethnic orientation in the later stages, striking for self-rule and autonomy in a more vigorous manner (Veg, 2017).

This paper, drawing on content and textual analyses from mainstream and social media, investigates how the social and political cleavages in the post-handover context in Hong Kong have paved the way for the rise and fragmentation of localism discourses. Moreover, the roles of social media in leading to formation of fringe voices, as well as facilitating polarization and ‘cyberbalkanization’ of the opinions among the localists would also be discussed.

References:

Kwong, Y. H. (2016). The Growth of “Localism” in Hong Kong: A New Path for the Democracy Movement? *The China Perspectives*, 3, 63-68.

Steinberg, M. W. (1999). The talk and back talk of collective action: A dialogic analysis of repertoires of discourse among nineteenth-century English cotton-spinners. *American Journal of Sociology*, 105, 736-780.

Veg, S. (2017). The Rise of “Localism” and Civic Identity in Post-handover Hong Kong: Questioning the Chinese Nation-state. *The China Quarterly*, 230, 323-347.

Id: 20557

Title: Party Identification and social distance on the third-person and first-person perceptions--take an example of the 85°C Bakery Café incident

Session Type: Individual submission

Authors:

Name: Yah-Huei Hong

Email: alicehong0323@gmail.com

Country: TW (Taiwan)

Affiliation: Fu Jen Catholic University

Name: Roland Chang

Email: rolandjohn@gmail.com

Country: TW (Taiwan)

Affiliation: Shih Hsin University

Name: Austin A. Peng

Email: Austin20071@gmail.com

Country: TW (Taiwan)

Affiliation: Soochow University

Abstract: After Taiwan President Tsai Ing-wen passed through Los Angeles to buy a coffee at 85°C Bakery Café, the café has since received a barrage of attacks from Chinese citizens and state media by accusing it of supporting Taiwan independence and undermining China's sovereignty. Food delivery companies in China have removed the café's products from their platforms. 85°C Bakery Café lost \$120 million in stock market overnight.

Responding to the incident, Tsai Ing-wen claimed that Beijing's pressuring of Taiwanese businesses is not helpful to the peaceful development of cross-strait ties. However, the media of China reported that anything related to Tsai Ing-wen has become a market taboo for Taiwanese companies. Even though many Taiwanese media called the Chinese government's claim "Orwellian nonsense," some other media criticized that Tsai tried to manipulate the 2018 election via her stop by the café, which aroused people's anger toward Tsai.

However, not everyone had a negative attitude toward Tsai. Pan-green group always support Tsai no matter how, so they might perceive the media messages about the incident have impacts on others, but it definitely won't influence their attitude toward Tsai. For pan-blue group who always dislike Tsai, they might perceive the media messages have influenced them to more dislike Tsai, but not necessarily has the same impact on others. The pan-green's perception is so called the third-person effect hypothesis (Davison, 1983) and the pan-blue's perception is the first-person perception (Atwood, 1994; Gunther & Mundy, 1993). According to the literatures (Cohen, Mutz, Price & Gunther, 1988; Meirick, 2005), social distance can be a mediated variable for the third-person effect, thus this variable will also be taken into account in this study.

To explore how much people dislike President Tsai, a big data analysis was applied by using QSearch Trend software, which covers 850000 media fan pages and personal fan pages. And to verify the third-person and first-person perception, an online survey was utilized. The InsightXplorer Limited in Taiwan was commissioned to conduct the online survey and the sample for this study was drawn from its Cyber Panel database - the biggest database in Taiwan, and 1000 random samples were collected finally.

The findings of the big data analysis showed that there were more than 26000 Facebook Unlikes for the President Tsai concerning this incident. The results of the online survey indicated that pan-green group tended to have the third-person perception, no matter for comparing self to others who live in the same county or different counties. However, there is no significant difference when comparing the people who live in the same county to the people who live in different counties. That also means for the pan-green group the hypothesis of social distance was not supported. Nonetheless, for the independent people, all of the three comparisons above showed significant difference. Third-person effect really exists among the independent people. Finally, the first-person perception surprisingly did not appear in the pan-blue group. The authors will provide possible reasons for the above results in the end of the full paper.

Id: 20570

Title: Information Processing, (Mis)information, and the Role of Social Ties on Social Media in Turkey

Session Type: Individual submission

Authors:

Name: Suncem Kocer

Email: suncem.kocer@khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Name: Cigdem Bozdog

Email: cigdem.bozdog@khas.edu.tr

Country: TR (Turkey)

Affiliation: Kadir Has University

Abstract: Against a backdrop of an increasingly polarized media culture, Turkey ranks first in a list of countries where people complain about fake news, according to the recent Reuters Digital News Report. While fake news circulate through social media platforms and digital communication channels fast and wide, publics in Turkey engage with news and information increasingly through social media platforms and instant messaging services. In a context like Turkey where media are utilized as a gizmo of political propaganda, users' engagement with online information is especially politicized. In this paper, our argument is twofold. First, different types of social ties play a key role in publics' access, assessment, and dissemination of content against a backdrop of increased political polarization. Second, Turkey presents a significant context for studying information processing behaviors of social media users in relation to strong and weak social ties (that is the strength of their bonding through invested time, emotional intensity, intimacy and reciprocal services) and for understanding dynamics behind the spread of misinformation. Focusing on Facebook, Twitter, WhatsApp, and Instagram, our research data will be collected through utilization of multiple research techniques including focus groups, media diaries, and semi-structured interviews. The timeframe is within the 4 months before and after the local elections in Turkey on 31 March 2019. Social media users in Turkey develop strategies of content assessment and circulation and tailor their strategies according to their specific target audiences and social ties by utilizing the tools of specific platforms. We claim that a cross-platform analysis looking at users' perceptions and experiences in different platforms and with divergent social ties is key for understanding how and to what end (mis)information is being received and circulated through the Internet.

Id: 20624

Title: Influence of Media Exposure on Perceptions of Media Credibility: The Mediating Role of Political Knowledge

Session Type: Individual submission

Authors:

Name: Mistura Salaudeen

Email: 18481264@life.hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Wenshu LI

Email: 18481809@life.hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Name: Steve Guo

Email: guo@hkbu.edu.hk

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: With the rapid advances in new media technologies, rise of partisan reporting and rampant presence of fake news, the need to investigate public perceptions of media credibility has assumed new social relevance and historical urgency. This study examines the extent to which different patterns of media exposure influence credibility judgment. On the assumption that rational evaluations are information based, we elaborate the relationship by looking at the mediating role of current event knowledge. The study is contextualized in Hong Kong where local print media and their audiences are the main units of observation. Operationally, at the news consumption end, we construct a scale ranging from non-users through skimpy scanners to avid readers. At the perceptual end, we separate credibility evaluations into three categories: perceived public interest of the media, perceived information quality produced by the media, and perceived metropolitan connection of the newspaper. We propose that regular exposure to newspapers is likely to lead to high knowledge of current political issues and consequently lead to poor perceptions of newspaper credibility. Analyses of valid data from a random sample survey of 529 local Hong Kong residents reveal several interesting findings: 1) There is a significant positive correlation between the frequency of respondents' newspaper readership pattern and their level of political knowledge, albeit at a superficial level, suggesting that regular readers of newspapers in Hong Kong are more conversant with current events than less frequent readers and non-readers of newspapers. 2) There is a significant negative correlation between respondents' level of political knowledge and their perceptions of newspapers' credibility along the dimensions of public interest and metropolitan connection. 3) However, we found a non-significant relationship between respondents' political knowledge and their perceptions of newspapers' information quality. These findings indicate that respondents with high knowledge of current political issues have poor perceptions about the public interest and metropolitan connection of newspapers, thereby judging the credibility of newspapers harshly. Also, we deduce that the more time respondents spend reading newspapers, the more

knowledge of local issues they have, as opposed to their limited knowledge of non-local events. Furthermore, there is no direct relationship between respondents' level of political knowledge and the quality of information disseminated by Hong Kong newspapers. Thus, political knowledge mediated the extent to which respondents evaluated the credibility of newspapers in Hong Kong. Theoretical and social implications are discussed.

Id: 20678

Title: A comparative analysis of the communication practices of individuals who volunteer with refugees in a conservative and in liberal state in the United States

Session Type: Individual submission

Authors:

Name: Andrea Hickerson

Email: aahgpt@rit.edu

Country: US (United States)

Affiliation: Rochester Institute of Technology

Abstract: Often studies on refugee resettlement focus on macro characteristics in the host community and/or micro characteristics of the refugees (Platt-Fowler and Robinson, 2015; Smyth, Stewart, Da Lomba, 2010). In general, less attention is paid to understanding refugee resettlement through the discipline of communication and, more specifically, the role of individual volunteers in refugee resettlement organizations who serve as powerful interlocutors in the resettlement process. Unlike refugees, volunteers have larger agency in host countries and can make significant contributions to refugee advocacy in larger, formal and informal civic and political arenas. This project seeks to understand the information seeking and sharing practices - both digital and interpersonal - of people who volunteer with refugees, with the intention of parsing how communication shapes an individual's motivation to volunteer, the likelihood their experiences spur political activism related to refugees, and how volunteers communicate about their volunteer experiences in their day-to-day lives. This research tests key predictors of political participation highlighted in communication research: knowledge, civic activism and informal discussion. Given that previous research highlights the significance of community level factors in refugee resettlement, this study compares the results of in-depth interviews with over 20 people each in Houston, Texas, and Rochester, New York, two states with different political and social service profiles. According to Lindlof and Taylor (2002), by using a phenomenological approach, "We gain insight into people's motives for action by engaging through their acts - primarily, acts of speaking" (Lindlof and Taylor, p. 36). A phenomenological approach enables researchers to probe individuals about their "in-order-to" and "because" motives (Schutz, 1967). Specifically, the results of this study will provide insight into the strategies and challenges refugee allies face and lessons that could be applied to larger political and civic organizing around refugees. Preliminary results in the New York context only suggest volunteers are driven to volunteer because of a self-described individual affinity to international causes, sometimes related to media coverage, and that volunteers typically do not engage in political activism for refugees even if they are otherwise politically active. Finally, volunteers said they usually do not initiate conversations about refugees in their daily interactions with family and friends, usually because they assume their views are already well known or consistent with the people they interact with most. Some expressed a reluctance to engage in discussions about refugees with acquaintances, but, if they do engage, they said it is usually to educate and correct misconceptions.

Id: 20801

Title: Top-down or Bottom-up' A Network Agenda-setting Study on Chinese Nationalism on Social Media

Session Type: Individual submission

Authors:

Name: Zhuo Chen

Email: zhuo.chen@u.nus.edu

Country: SG (Singapore)

Affiliation: National University of Singapore

Name: Chris Chao Su

Email: chris.su@hum.ku.dk

Country: DK (Denmark)

Affiliation: University of Copenhagen

Name: Anfan Chen

Email: caftsinghuaedu@gmail.com

Country: CN (China)

Affiliation: Tsinghua University

Abstract: The extent to which nationalist discourse is transferred between the upper authority and the people remains unclear. That is, does it follow a top-down or bottom-up direction? Taking Chinese nationalism on social media as a research context, this study applies a network agenda-setting (NAS) approach to empirically analyze how nationalist issues are connected and are thereafter transferred among different actors, including official organizations, social media influencers, and ordinary individuals. Based on large-scale data discussing two interrelated nationalism events on the microblog Weibo (N of total tweets= 25,185), supervised machine learning is employed to identify issue categories while semantic network analysis is completed to construct issue networks. The results of multiple regression quadratic assignment procedure (MRQAP) indicate that, on one hand, the assumptions of NAS are supported (i.e., when discussing the same event, organizations and influencers set the agenda-- issue networks--for individuals) and, on the other hand, the construction of nationalism somewhat follows a bottom-up direction (i.e., how individuals discuss one nationalism event impacts the way influencers and organizations discuss the subsequent event). Implication is discussed: First, this study shows good potentials to extend the application of NAS, from election to nationalism; Second, it empirically clarifies the direction of construction of nationalist discourse in the online settings, shedding light on the role of Internet in interfering in discursive production of nationalism; Third, it brings forth a reconsideration of “individual” and “media” agenda in an era of social media.

Id: 20810

Title: "You're All Fake!": Imaginaries of Manipulation and the Representation of Public Opinion on Social Media

Session Type: Individual submission

Authors:

Name: Yoav Halperin

Email: yoavhal@gmail.com

Country: US (United States)

Affiliation: New York University

Abstract: This paper examines the growing public awareness of manipulative agents that seek to derail political conversations on social media in Israeli society. Particularly, it investigates the manner in which this awareness is shaping Israeli Facebook users' interpretations of their online experiences. Drawing on a two-year ethnographic study of political interactions between right-wing and left-wing Facebook users in Israel, I show that many users have become alert and often reference the widespread online presence of automated bots, paid commenters, and provocation-loving trolls. I argue that users' constant (yet often speculative) allusions to the presence of manipulative agents allow these users to negotiate, challenge, and raise competing claims regarding whether certain prominent voices on social media are reflective of actual public opinion.

The existence of manipulative agents on social media has by now become a well-established fact. As studies show, over the past two years manipulative online actors have been deployed in campaigns to influence public opinion in a host of countries across the globe, including Israel (Bradshaw & Howard, 2018).

While crucial for understanding how manipulative actors and misinformation campaigns are shaping online information environments, however, scholarly attempts to detect and measure the scope of such operations only tell part of the story. Just as significant is the fact that ordinary social media users have become aware of the potential possibility of being exposed to various manipulative agents. Users today, in Israel as in other places, understand that the social media environment is filled with fake profiles; they know that many of the comments and posts they encounter online may be authored by automated bots; and they realize that other users with whom they interact may very well be disingenuous trolls. Manipulative agents, in other words, do not just manipulate users' imaginaries, but also give rise to imaginaries of manipulation. Their potential presence breeds a culture of online suspicion and often embroils users in arguments over what, and more importantly, over who is actually "real."

The aim of this paper is to elucidate some of the main facets of this culture of suspicion, and to analyze the ways in which it plays into how public opinion manifests itself on social media. To do so, I rely on interviews I conducted with politically-engaged Israeli users between 2016-2018, as well as on a qualitative analysis of discussion threads that appeared on widely-followed Facebook pages during this period. Drawing on such materials, I address Israeli users' understanding of and reaction to manipulative online agents such as "fake profiles," paid-commenters, and trolls. I examine why and when certain users choose to label their interlocutors as manipulative agents. And

most importantly, I show how such acts of labeling and allusions to the ubiquity of manipulation perform an important discursive function, in that they enable users to either resist or advance competing online representations of the Israeli public's political positions.

Id: 20860

Title: Permanently connected' Mobile Media Use in Interstices

Session Type: Individual submission

Authors:

Name: Stephan Görland

Email: stephan@goerland.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: Since we use our mobile phone always and everywhere our time arrangement seems re-structured. Through the ubiquitous character (Jauréguiberry, 1996) we are available anytime and with the spread of the mobile internet we are able to use mobile media in real time or asynchronous – it's the user's choice. In other words: using our mobile phone has a permanent real-time character. Terms like „permanently online, permanently connected“ (POPC) (Vorderer & Kohring, 2013) or always on (Turkle, 2008) refer to this phenomena.

With this development, former so called non-media times like “waiting for the bus, commuting or even sitting in the bathroom” (Rosa, 2015) can be filled with media use. The terms “dead time” or (the mediated consequence of it) “killing time” often used for these moments. Because of this, Green (2002) calls the cell phone a “Lazarus device”, a device which re-animates this dead and economically unproductive time. And according to Wajcman, smartphone use catalyses the effect of acceleration (Virilio, 2006; Rosa, 2015) with the consequence of a new time regime, the chronoscopic time (Wajcman, 2008, p. 61).

This presentation aims to evaluate the theoretical framework about media use in so called dead times. After a phenomenological and historical view on these time spans, empirical research (qualitative and quantitative combined) about these interstices will be presented.

The data shows a lot of media use in these in-between times with a polychronic character. The usage is multitasked, fragmented and at the same time ritualised. Especially the qualitative data shows that the recipients have an accelerated sense of time: electronic media save time because of easy and fast usage as well as the multitude of functions. But they steal back this time by their ubiquity: Doing so, the in-between-time usage becomes dialectical.

References:

Jauréguiberry, F. (1996). De l'usage des telephones portatifs comme experience du dedoublement et de l'acceleration du temps. *Technologies de L'information et Societe*, 8(2), 169–187.

Turkle, S. (2008). Always-on/Always-on-you: The Tethered Self. In J. E. Katz, *Handbook of mobile communication studies* (pp. 227–241). Cambridge, Mass.: MIT Press

Virilio, P. (2006). *Speed and politics* (2006 ed.). Los Angeles, CA: Semiotext(e).

Vorderer, P., & Kohring, M. (2013). Permanently Online: A Challenge for Media and Communication Research. *International Journal of Communication*, (7, Feature), 188–196.

Wajcman, J. (2008). Life in the fast lane? Towards a sociology of technology and time. *The British Journal of Sociology*, (Volume 59 Issue 1).

Id: 20870

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity
[Presentation]

Session Type: Panel Submission

Authors:

Name: Paolo Bory

Email: paolo.bory@usi.ch

Country: CH (Switzerland)

Affiliation: USI Università della Svizzera italiana

Name: Simone Natale

Email: s.natale@lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: Throughout its roughly six decades of history Artificial Intelligence (AI) has gone through phases of enthusiasm, in which the prospect of thinking machines was envisioned as a proximate future, as well as through phases of disappointment, in which its promises seemed far to be fulfilled. In the last few years, however, AI has experienced a new “summer” (Natale & Ballatore 2017) with the launch and the experimentation of products such as intelligent assistants, semantic search engines and self-driving cars, and the emergence of a rising range of fictional and non-fictional narratives through which visions of intelligent systems are represented and imagined at a socio-cultural level (Goode, 2018). As a recent report underlined, these visions run the risk of exaggerating both hopes and fears about AI, affecting public debate and the governance of these technologies (The Royal Society 2018).

The panel aims to explore the socio-cultural impact of fictional and non-fictional narratives of AI, focusing especially on a particular strand of representations and visions about AI: the portrayal of relationship between machines and humans as shaped by empathy. As media historian John Durham Peters (1999) famously underlined, empathy is a key component of the dreams and fears that people have attributed to communication media throughout history. For what concerns AI technologies, the idea of love and empathy between humans and machines has been a long-standing trope in science fiction, however it has recently gained new momentum as the idea of building sympathetic relationships with robots and AI systems entered into wider discussions about machine agency and ethics (Gunkel, 2012). Yet, narratives on “emotional” or “empathic” AIs do not only affect the social and cultural perception of an artificial alterity. Crucially, they also reveal the way in which human agents perceive and imagine themselves as social beings, whose humanity is defined and informed by their relationships with others. In this sense, narratives and visions about AI also provide new pathways to imagine and reimagine political and social issues such as inequality, individual rights, and human dignity.

Moving from this twofold narrative dimension of AI narratives, the panel aims to explore how different actors such as digital media companies, researchers, and sci-fi authors have narrated and articulated empathic relationships between humans and intelligent machines. Furthermore, the panel

aims to investigate how fictional and non-fictional narratives coming from different fields may influence each other, thus contributing to the construction and the articulation of a social imaginary of AI. By comparing and intertwining exemplary case studies, five panelists embracing different national and institutional contexts, career stages, and disciplinary approaches will explore how narratives of empathic intelligence have shaped and driven social discourses on the rise of AI in society.

Moderators:

Paolo Bory, Università della Svizzera italiana paolo.bory@usi.ch

Simone Natale, Loughborough University s.natale@lboro.ac.uk

Id: 20876

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity
[Presentation] A Beautiful Play: Deep Blue, AlphaGo and the Social Trust in AI

Session Type: Panel Submission

Authors:

Name: Paolo Bory

Email: paolo.bory@usi.ch

Country: CH (Switzerland)

Affiliation: USI Università della Svizzera italiana

Abstract: Since the birth of computer sciences, artificial intelligence has been studied, tested and imagined through board games like chess and Go. In the last decades, after a long series of experiments at academic level, also digital media companies have used board games to test and especially to show the progress of their new intelligent systems. In this context, challenges between human champions and new prototypes of AI have been portrayed as watershed moments in which a new artificial mind has come into being, even threatening the supremacy of the human race. Furthermore, games like chess and Go, coupled with spectacle, have become a distinctive narrative tool to expose not only new technological artefacts, but also new forms of human-machine interaction. The paper compares two key-events that marked the narratives around the emergence of AI in two different time frames: the game series between the Russian world champion Garry Kasparov and the IBM supercomputer Deep Blue held in New York in 1997; and the GO game series between the South Korean champion Lee Sedol and DeepMind's artificial intelligence AlphaGo held in Seoul in 2016. Relying on a corpus of primary and secondary sources such as newspapers and specialized magazines, biographic books, the live broadcasts and the main documentaries reporting the challenges, the paper investigates the way in which IBM and Google DeepMind used the human-machine competition to narrate the emergence of a new, deeper, form of AI. In particular, the comparison between the two narratives highlight how the Kasparov-Deep Blue match was presented by broadcasting media and IBM itself as a conflictual and competitive form of struggle between human kind and a and a 'hardware-based', 'obscure' 'humanlike' player. While on the other hand, the social and symbolic message promoted by DeepMind and the media conveyed a cooperative and fruitful interaction with a new 'software-based', 'transparent' and 'un-humanlike' form of AI. The two case studies show how AI companies mix narrative tropes, gaming and spectacle in order to promote in different ways and through different values the newness and the main features of their products. In particular, recent narratives of AI based on human feelings such as beauty and trust can shape the way in which the presence of intelligent systems is accepted and integrated in the near future. In this regard, the narrative of the game series with AlphaGo is an example of how the imaginary of AI can be exploited in the AI sector to convey the idea of a trustable and ethic company, capable of creating cooperative and empathic prototypes of new intelligent companions.

Id: 20878

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity
[Presentation] AI/Human Heteronormative Romance: In and Out of the Big Screen Bodiless Femmes.

Session Type: Panel Submission

Authors:

Name: Jimena Escudero Pérez

Email: escuderojimena@uniovi.es

Country: ES (Spain)

Affiliation: Universidad de Oviedo

Abstract: This paper discusses the performativity of female OS characters with regards to their male users. Taking Joi from *Blade Runner 2049* (Denis Villeneuve, 2017) and Samantha from *Her* (Spike Jonze, 2013) as case studies, the (re)creation of corporeality in disembodied women as an input for romantic engagement seems to be establishing a trend in recent SF productions.

In a way, these characters enable us to test the viability of non-dualistic approaches to the self in terms of body and mind, a concern that has populated much feminist theory of the body (Elizabeth A. Grosz or Fausto Sterling), while it obviously exposes the problematics of the non-human, bodiless alterity, particularly within the format of a (pre)configured female.

Through these two very different examples of bodiless characters, the presentation will address issues such as AI's role within the sentimental relationship, the concept of personhood, the construction of femininity, the mediation of technology in identity formation, mixed partnership, etc. The focus of the study will be the narrative positioning of such characters within the posthuman scenario of personal relations. We will also reflect upon the plausibility of these proposals and the extent to which we can find indications of similar phenomena in our current world, particularly with regards to virtual assistants.

Id: 20879

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity
[Presentation] Unhinging the Discourse: Is Public Debate about Artificial Intelligence Contaminated or Enriched by Science Fiction'

Session Type: Panel Submission

Authors:

Name: Luke Goode

Email: l.goode@auckland.ac.nz

Country: NZ (New Zealand)

Affiliation: University of Auckland

Abstract: AI experts frequently express a double-edged attitude towards science fiction. On the one hand, sci-fi can be a rich source of inspiration for technologists themselves, influencing career paths, aspirations and even specific projects. On the other hand, it is frequently accused of filling the heads of the general public with bad science, unrealistic expectations and ‘magical thinking.’ Typically, of course, mainstream science fiction dramatises AI through scenarios that depict it acquiring—or at least provoke the question of whether could actually acquire—‘sentience,’ and with it the capacity to experience rather than merely simulate feelings such as resentment, vengefulness, humiliation, love, compassion, joy, or empathy. The appeal of an AI-based sci-fi narrative also commonly hinges on its power to evoke an empathetic response towards AI ‘protagonists’ on the part of audiences.

AI experts understandably worry not only that lay members of the public are ill-equipped to disentangle plausible science from fictional dramatisation, but also that sci-fi tropes seep all too easily into popular news and non-fictional media narratives that fixate on the prospect of AI ‘going rogue’ or robots ‘rising up’ against their human masters — or alternatively, that human relationships will be irreparably damaged as we develop increasingly intense bonds with machines that tend to our emotional needs. Moreover, there is justified concern that, in the shadow of science fiction, popular coverage of AI is frequently missing the point because it fixates disproportionately on ‘sexy’ but largely speculative narratives about general purpose and anthropomorphic AI, at the expense of focusing more on the narrow purpose AI applications and algorithms that are already transforming society in powerful but relatively opaque or poorly understood ways.

In this presentation I will explore the way science fiction figures as part of broader concerns that public and media discourse around AI has become ‘unhinged’ from reality. But I will also argue that we need to consider the other side of the ledger and ask what positive role this popular culture genre can play in fuelling public debate about AI and its potential role in shaping the future. Science fiction certainly plays an important role in popularising (if not democratising) interest in an increasingly important but complex technological domain beyond the narrow realm of expert and elite interest groups. But more than this, I want to claim that it has a unique role in provoking important questions about post-human subjectivities and about ethical and emotional relations between human and non-human entities — questions that urgently need to be aired as AI grows in sophistication, complexity and social scope, but which risk being sidelined by scientific and

technocratic discourses. To that extent, I will suggest that science fiction is capable of ‘unhinging’ the discourse in some valuable and productive as well as problematic ways.

Id: 20880

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity
[Presentation] Narratives of Narrative Systems: Searching for the Human in Computer-Generated Texts

Session Type: Panel Submission

Authors:

Name: Leah Henrickson

Email: L.R.Henrickson@lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: The last two decades have seen the establishment of numerous companies driven by computer programs capable of generating textual narratives at speeds unparalleled by human writers. Using natural language generation (NLG), these companies have produced, for example: stock reports for Forbes (Groenfeldt, 2016), weather reports for the UK Met Office (Sripada et al., 2014), and personalised fitness reports for users of Bodybuilding.com (Case Studies). NLG mechanises otherwise monotonous text production practices, paradoxically ‘humanising’ data by translating numbers into narrative.

Yet applications of NLG are not limited to boilerplate texts. This technology is also applied in efforts to produce more aesthetic types of texts such as poetry and fictional prose. Every November since 2013, developers from around the world participate in National Novel Generation Month (NaNoGenMo), attempting to write codes capable of generating ‘novels’ (in the broadest sense of the terms) of at least 50,000 words. NaNoGenMo follows from a lineage of storytelling NLG systems believed to have begun in the 1960s (Ryan, 2017).

NLG brings conventional understandings of authorship into question. How do humans and NLG systems collaborate in the new labour economies emerging from mechanisation? Who is the author of the computer-generated text? Do NLG systems render human writers obsolete? This paper will explore such questions through consideration of both the available scholarly and popular literature and the opinions of ordinary readers expressed through a series of small-scale empirical studies conducted by the author. This paper will argue that the narratives we craft about NLG systems that themselves are crafting narratives are informed by expectations for ‘humanness’ in textual output and an underlying concern for human obsolescence.

Computer-generated texts represent today’s digital ecology, transforming what has largely been seen as an extension of the human self–text, the claim to authorship–into an obscure entanglement of human and computer involvements. Yet by applying a sociological perspective to an analysis of computer-generated texts, we can see these texts more clearly as what they are: human artefacts that augment –rather than affront–the human experience. In his *Bibliography and the Sociology of Texts*, book historian D. F. McKenzie explains that a sociology of texts directs us to consider the human motives and interactions which texts involve at every stage of their production, transmission, and consumption. It alerts us to the roles of institutions, and their own complex structures, in affecting the forms of social discourse, past and present’ (McKenzie,

1999).As digital technologies have evolved, mediation has appeared in myriad new ways: for example, desktop publishing software, spellcheck, and – of course – NLG. Despite concerns that NLG systems may obsolesce human writers, in actuality this technology’s output speaks to a wholly different part of the human experience: the ongoing negotiation of human-computer interaction as we dive deeper into our digital age. The focus of this paper will be on non-interactive static English-language texts in particular. Other forms of computer-generated texts (chatbot and Twitterbot output, interactive narratives, etc.) will be referenced only for context.

Id: 20881

Title: [Panel] Empathic Intelligence: Exploring Narratives of AI, Empathy, and Humanity
[Presentation] If Software is Narrative: Joseph Weizenbaum, Artificial Intelligence and the Biographies of ELIZA

Session Type: Panel Submission

Authors:

Name: Simone Natale

Email: s.natale@lboro.ac.uk

Country: GB (United Kingdom)

Affiliation: Loughborough University

Abstract: Software is usually studied in terms of the changes triggered by its operations in the material world. Yet to understand its social and cultural impact, one needs to examine also the different narratives that circulate about it. Software's opacity, in fact, makes it prone to being translated into a plurality of narratives that help people make sense of its functioning and presence. Focusing on the case of Joseph Weizenbaum's ELIZA, widely considered the first chatbot ever created, this paper proposes a theoretical framework based on the concept of 'biographies of media' to illuminate the dynamics and implications of software's discursive life. The case of ELIZA is particularly relevant in this regard not only because of its relevance in the history of digital media – the programme was in fact, as Andrew Leonard (1997) put it, 'bot erectus, the first software program to impersonate a human being successfully' – but also because ELIZA became the centre of competing narratives, whose trajectories largely transcended the actual functioning of this programme and shaped key controversies about the implications of computing and AI (pp. 33–34).

While ELIZA's creation at the Massachusetts Institute of Technology (MIT) in 1964–1966 was inspired by programmer Joseph Weizenbaum's determination to stress the illusory character of computers' intelligence, some of the narratives emerging from it reinforced the idea that machines think and understand language in similar manners as humans. Consequently, the software became a contested object that was interpreted as evidence in favour of two different, even contrasting visions: on the one side, that AI provides only the appearance of intelligence; on the other, that it may actually replicate intelligence and understanding by artificial means. In this sense, the case of ELIZA shows that the polarization of ongoing debates about AI is part of a longer history, on whose trajectory this article sheds further light.

Drawing on Weizenbaum's writings, on computer science literature, and on journalistic reports about Eliza, the paper discusses the programme's reception within computer science and AI research as well as in the popular sphere. As ELIZA's alleged capacity to talk attracted the attention of wide audiences in the United States and the world, and Weizenbaum's book *Computer Power and Human Reasons* (1976) became a popular success transcending the boundaries of the discipline, his creation presented AI in ways that sharply contrast with the vision of human-machine symbiosis that have dominated computer science since the 1960s. The paper will argue that the impact of this alternative vision was not without consequence, guiding the development of critical approaches to digital media as well as actual technologies and pragmatic strategies within AI research aimed at exploiting humans' liability for deception in their interaction with machines.

Id: 20953

Title: The 'sharent' trap: parenting in the digital age and a child's right to privacy

Session Type: Individual submission

Authors:

Name: Renee Barnes

Email: renee.barnes@usc.edu.au

Country:

Affiliation: University of the Sunshine Coast

Name: Anna Potter

Email: apotter@usc.edu.au

Country: AU (Australia)

Affiliation: University of the Sunshine Coast

Abstract: Parents' growing embrace of digital technologies raises new questions about privacy-related practices in relation to their children. In the age of Sharenting – parents sharing content about their children on social media – how do parents conceive of a child's right to privacy and what are the consequences of their sharing practices for their children, for the digitisation of childhood and for childhood itself?

This paper will draw on a pilot study that used an online national survey to investigate how Australian parents viewed the practice of sharing content of their children on Facebook and Instagram. Early findings from the study suggest that the majority of parents surveyed regularly shared content such as photos and videos of their young children online, principally for the purposes of keeping friends and family up-to-date. While Article 16 of the UN Convention on the Rights of the Child asserts children's right to privacy (UNESCO 1989) parents did not appear to prioritise their children's right to privacy in these digital activities. Indeed, a third did not believe their children had any right to privacy at all. Of those who did, the majority did not consider children's right to privacy existed until the child was either capable of understanding the concept of privacy, or of requesting it themselves.

Parental attitudes to children as the subject of an audience's social media gaze contrast sharply with the societal understanding that children constitute a special audience of media, and one whose immaturity and vulnerability render them deserving of our protection (Buckingham 1999; Lemish 2007) through formalised policy and editorial guidelines (Potter 2017). Close parental supervision and monitoring of children's media use are encouraged. The protection of the vulnerable child does not appear however to extend to the rights of the child around the use and distribution of their own digital image, in many parents' minds at least.

These privacy considerations have specific consequences when viewed with parents' digital skills, particularly their use of privacy settings, understanding about content rights, and their perception of the audience viewing their posts. Survey data reveal that most parents are unaware that their social media providers owns the material featuring their children once it has been posted online. Further, while parents constructed an imagined audience for their children's images consisting of close

family and friends, the diverse and extended actual audiences that formed their networks create a far wider distribution of such content. While many parents took active control of privacy settings to limit the audience of their posts, many did not, yet still maintained that content had a limited audience of close family and friends.

Parents' inadequate understanding of the visibility of their children's images, their inadvertent forfeiting of the rights to those images and, particularly, the widespread lack of regard for children's right to privacy suggest a recalibration of the relationship between children and the media. Clearly children as an audience are treated entirely differently from children as the subject of an assumed audience's gaze, an emerging disconnect which deserves greater investigation.

Id: 20974

Title: ALCOHOL-RELATED POSTINGS ON SOCIAL MEDIA: A CROSS-CULTURAL COMPARISON BETWEEN THE UNITED STATES AND KOREA

Session Type: Individual submission

Authors:

Name: Hye Eun Lee

Email: hyeeunlee77@ewha.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Name: Wufan Jia

Email: jiawufan@naver.com

Country: CN (China)

Affiliation: Ewha Womans University

Name: Jee Yun Park

Email: javivapark@gmail.com

Country: KR (Korea, Republic Of)

Affiliation: Ewha Womans University

Name: Hee Jung Cho

Email: helen0701@gmail.com

Country:

Affiliation:

Abstract: The significant role of Social Networking Sites (SNSs) as an online communication platform is growing rapidly in modern society. Considering the huge influence and importance of SNSs, we need to pay careful attention to its negative impacts as well as positive aspects. There is growing concern that people often post alcohol-related contents online, which may result in increased alcohol use and following problems. This phenomenon becomes more problematic when it comes to adolescents' SNS use since alcohol-related postings can trigger problematic drinking among adolescents which itself is already a serious problem in the US as well as South Korea.

Many studies already had reported concerns about binge drinking and related problems among young adults including college students in both countries. A number of previous studies have suggested that exposure to alcohol-related content is positively related to alcohol consumption (e.g. Boyle et al. 2016; Huang et al., 2014; Miller et al., 2014; Moreno et al., 2014; Westgate et al., 2014). Although the studies focusing on an overall model of alcohol-related posting motivations are scarce, there are still some studies that mentioned one or two specific intentions for alcohol-related posting. The current study includes the motives of alcohol identity clarification, relationship maintenance, entertainment, information, social norm, and self-expression as reasons for referring to alcohol on SNSs. Thus, this study aims to investigate the motivation of SNS alcohol-related posting among young adults. Then it proposes that three kinds of cognitions about alcohol: a) belief about outcomes of drinking (i.e., alcohol expectancies), b) the perceived pervasiveness of drinking (i.e.,

alcohol norms), and c) prototype of the typical drinkers (i.e., alcohol prototypes) can affect the motivations of posting alcohol-related content. Also, the study examines cultural differences between the US and Korea.

203 American participants and 233 Korean participants completed an online survey measuring alcohol use, Facebook use, alcohol expectancies, alcohol norms, alcohol prototypes, experience of exposure to alcohol-related postings, alcohol-related content posting behavior, and the motivations of alcohol-related content posting.

The preliminary results using path analysis showed that alcohol expectancies was a positive predictor of the motivations for relationship maintenance, entertainment and information and exposure to alcohol-related postings was a positive predictor of the motivations for identity clarification, relationship maintenance, social norms and self-expression. Some cross-cultural differences were obtained as well.

This research is meaningful to modern society in the US and Korea especially, since problematic drinking and consequential adverse effect are major issues amongst young adults in both countries. As exposure to alcohol-related posting is known to trigger drinking behavior, defining the motivation and understanding cognitive process of alcohol-related posting on SNSs should be a meaningful action towards preventing alcohol-related posting behavior. Related departments or SNS managers may refer to this study to secure users from alcohol-related contents that may cause social problems. Since the study has the limitation that it focuses on participants with a certain age and two nationalities only, future research may attempt to extend this study by including different age groups or other nations.

Id: 21014

Title: Powerful Communication - Career Advancement in Communication Science

Session Type: Individual submission

Authors:

Name: Franziska Thiele

Email: franziska.thiele@uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: In 1984 Bourdieu published a book called *homo academicus* in which he analyzed the power structures of the scientific field in France. In his work he identified several forms of capital into which scientists invested to accumulate power. 35 years have passed since then and the digitalization as well as the widespread usage of the internet have changed old and created new forms of communication within the field of science, thus altering the possible capitals scientists can invest into. Especially social media such as (academic) social networking sites, microblogs and blogs, but also new forms of (open access) publications have induced changes onto the scientific field. This raises the question, if the description of the capitals of science needs to be altered as well. Social scientists have been found to be rather active users of social media (Nicholas & Rowlands 2011; Moran, Seaman & Tinti-Kane 2012). As media are the material object of communication science it is likely that the knowledge about new media innovations and their usefulness for scientific communication is high among communication scientists. Thus the research question “what communication strategies communication scientists apply in order to accumulate power in their field” was developed. 16 German communication scholars from all three status groups (doctoral students, post-docs and professors) were interviewed in qualitative interviews on how their communication had changed since they first started studying and what communication strategies they found most useful for career advancement in the field of communication science. The interviews were analyzed with the qualitative content analysis by Mayring (2010). On the foundation of Bourdieu’s work, the interviews with the German scientists as well as current findings from literature the author has developed a theoretical model of communicative capitals, which scientists can invest into, in order to advance their career. Those communicative capitals are publications, teaching, presentations (e.g. on conferences), networking, presence in journalistic media and the use of social media (like Twitter, Academia or Facebook). The most important factor for the interviewees -as eight of them mentioned it - was networking as communication science is a small subject. “You know each other, you know how the others tick, you can't just step on your toes. And I think in this constellation it is important with whom you can work and with whom you are connected and who supports you if necessary.” (professor, male). The interviewed considered publications in international, peer-reviewed journals as the second most important factor to advance their career. Presentations were found to be less important, but helped to increase visibility, which was also the case with presence in journalistic media and activities on social networks, which according to the interviewees gained importance. Teaching was not considered to be an important factor “Nobody gets a professorship for good teaching.” (professor, female) This indicates that it might make sense to add the presence in social media as a new form of scientific capital and that presence in journalistic media as a form of outreach is getting more attention.

Id: 21020

Title: Hate Speech Against Refugees in Twitter: Large-Scale Analysis of the Spanish Tweets during the First Authorized Arrivals of Asylum Seekers in 2018

Session Type: Individual submission

Authors:

Name: Carlos Arcila Calderón

Email: carcila@gmail.com

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: Maximiliano Frías

Email: maxfrias@usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Name: Patricia Sánchez

Email: patriciasanc@usal.es

Country: ES (Spain)

Affiliation: Universidad de Salamanca

Abstract: Southern European countries have become crucial spots in the reception of refugees and migrants. Even when Greece and Italy have been on the focus of the Mediterranean crisis, other destinations such as Spain are becoming a new spotlight in 2018. This paper analyses the stream of Twitter messages in Spanish referring the boat Aquarius just before and after the announcement of Spanish President Pedro Sánchez (around noon of June 11, 2018) to authorize and welcome the ship. Hate speech refers to all the discourses that deteriorate the image of a person or a group of individuals based on their inherent or acquired condition. Based on previous studies that have found that certain events can trigger and even modify the public perception of refugees (Zhang & Hellmüller, 2017; Nightingale et al., 2017), we hypothesize that the average of negative messages as well as the hateful comments increased after the official announcement to welcome the Aquarius. We retrieved raw tweets at large-scale in real time using the Stream API of Twitter from June 8 to 17, 2018 (N=26,237), filtering those that declare language in Spanish and include “#Aquarius” in the field text. Two independent coders with previous training content analyzed the complete sample in order to obtain the General Sentiment (-1 Negative, 1 Positive, 0 Informative/Neutral), the inclusion or not of Hate Speech towards refugees and Hate Speech towards politicians. These categories overpassed the inter-coder reliability test ($K\alpha > 0.70$) in a random sub-sample of 1,000 messages. In addition, we run automated sentiment analysis based on a lexicon or dictionary, using SentiStrength to get the Language Sentiment. We found that most of the messages were positive (54%), informative/neutral (16.1%), or unrelated or written in other languages (5,8%). However, we found a significant part of negative messages (24.1%) that included hate speech against refugees (12.1%) and rejection against politicians (812%). The automated sentiment analysis detected a non-significant bias of negative words ($M = -0.04$, $SD = 1.69$). When we compare the online hate speech against refugees before ($M = 0.17$, $SD = 0.38$) and after ($M = 0.16$, $SD = 0.37$) the announcement, our analysis found that there were not statistical differences between the two groups, $t = 0.523(10120)$,

$p > 0.05$. By contrast, the general positive sentiment significantly increased from 0.31 (SD=0.79) to 0.4 (SD=0.88), $t = -3.375(1342.697)$, $p = 0.000$, and also the language sentiment became significantly less negative from -0.16 (SD=1.63) to -0.02 (SD=1.69), $t = -2.701(1496.475)$, $p = 0.000$. This means that even when the amount of hate speech against refugees remain similar, the messages discussing the Aquarius topic became in general more positive after the Government announcement, leading an opposite direction of our original hypothesis. We conclude that there was a high support in Twitter in Spanish regarding the welcoming of the boat Aquarius, and that the amount of online hate speech against refugees or politicians was not modified by the official announcement, and that by contrast this decision increased the positive sentiments. As limitations, we acknowledge that these results cover only the initial social media reactions and that supervised sentiment analysis may produce better results in the automatic classification.

References

- Nightingale A, Goodman S and Parker S (2017) Beyond borders. *PSYCHOLOGIST* 30: 58–62.
- Zhang, X. & Hellmüller, L. (2017). Visual framing of the European refugee crisis in Der Spiegel and CNN International: Global journalism in news photographs. *The International Communication Gazette* 79(5): 483–510. DOI: 10.1177/1748048516688134.

Id: 21026

Title: Problem Chicks: The framing and problematization of the chicken meat production industry in UK newspapers, 1985-2016

Session Type: Individual submission

Authors:

Name: Marie Garnier

Email: marie.garnierortiz@wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University and Research

Name: Margit van Wessel

Email: margit.vanwessel@wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University and Research

Name: Peter Tamas

Email: peter.tamas@wur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University and Research

Name: Severine van Bommel

Email: s.vanbommel@uq.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

Abstract: The public sphere has long been argued to be an essential element of strong democratic societies (Dewey; Habermas). The value on news to society often builds on the contribution of news to the public sphere and a healthy democracy, contributing vital resources for processes of information gathering, deliberation, and action (Fenton). Newspapers are an important forum in this public sphere, and indeed for a long time were considered the preeminent institution of the public sphere (Habermas). People expect the news to provide them with useful, reliable, and amusing information (Coleman et al.). Though the Fourth Estate has been a flexible concept, the ideal of the media as a Fourth Estate remains grounded on the notion that the media play an essential and highly political role with regards to the checks and balances that hold the powerful to account, a role that is at the core of the media's self-definition as the Fourth Estate (Schultz).

Critical theorists have long questioned these ideal-type expectations of the press. There is little empirical evidence to support the claim that the media are meeting the expectations that justify their rights (Callaghan and Schnell). Numerous studies have shown that the press does not live up to the ideals of a Fourth Estate (Curran and Seaton; Fenton), especially regarding the watchdog and civic journalistic roles (Hallin and Mellado; Hackett). Contrary to the watchdog role, some scholars argue that such coverage, perhaps intentionally, benefits those best served by public silence (Djerf-Pierre and Shehata), an argument consistent with perspectives found in critical media studies, such as the propaganda model (Herman and Chomsky).

This article reports on a study in which we set out to find evidence relevant to assumptions prior to normative debates over the role of the media in public debate. We conducted a systematic, longitudinal and in-depth analysis of newspaper coverage of the framing and problematization of the chicken meat production industry in the UK over three decades. We operationalised normative expectations through a series of concrete expectations against which we contrast the results of a two stage framing analysis: first, a theory-driven inductive stage (building on the work of Entman, Chong and Druckman), followed by a second and deductive stage.

While it might make sense – both theoretically and empirically – to ask of individual or collective actors what role they played, asking these questions of the media presumes that they are able to provide such accounts, that individual level results speak to collective characteristics, and that they behave as a coherent actor. Our epistemological challenge then was to develop an understanding of the role of media without starting out from the presumption of their coherence as an actor. The path we chose was, through painstaking examination of a case, to describe the mechanics of the process of public debate in, through and with the media, and then discuss the implications of our empirical findings for our understanding of the role of the media in such processes.

Id: 21110

Title: Communicating with fictional television: 'Lifeworld' and 'practical sense making' revisited

Session Type: Individual submission

Authors:

Name: Susanne Eichner

Email: seichner@cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: Research on the cultural circulation of television is underpinned by either cultural imperialism theory or the works of those rejecting it. Yet, both camps still take the concept of nation as their starting point. In this paper, I provide a way of conceptualizing the engagement with fictional television series as social practices, pleasures and meaningful consumption within the idea of lifeworld (see Schutz & Luckmann (1973) and Habermas (1981/1984)). I argue that the television drama series provide practical sense making to their viewers (Weiß 2001): that is to say, that viewers engage meaningful with the cultural products regardless of their national or cultural belongings. Instead of operating within the logic of culture, practical sense making is located in the social and within an interactionist perspective rather than within culture. It refers to meaningful topics for viewers which resonate with their life circumstances, their life phases, their value-belief system and attitudes and their central life course themes: in short, they resonate with the viewers' lifeworlds. This enables viewers to negotiate thronging topics and relevant themes regardless of how culturally close or distant they might feel to the presented way of life. In other words, television fictions do not only appeal because they are similar to our own views, cultures or norms or raise curiosity related to their exoticism, but they also appeal because they allow us to negotiate topics that are of particular relevance at a particular moment in our lives. The present perspective on audiences and reception process takes as its point of departure active and acting audiences that are "doing media" (Eichner 2017) as part of their social, everyday life activities. Audience doings are hence everyday life practices that are meaningful by providing "practical sense making" to the viewers both individually as well as socially. This paper draws on empirical data from a worldwide 9-country audience study using focus groups and individual interviews.

Id: 21119

Title: Bidirectional oriented communication of public institutions: the case of Quebec City, Canada

Session Type: Individual submission

Authors:

Name: Osiris González Galván

Email: osirisglezgalvan@gmail.com

Country: MX (Mexico)

Affiliation: Université Laval

Name: François Demers

Email: Francois.Demers@com.ulaval.ca

Country: CA (Canada)

Affiliation: Université Laval

Abstract: The contemporary public space allows the birth of new varied forms of interactivity among the actors, thanks to the new media structure that is integrated by digital micro ecosystems. These micro-ecosystems can be appropriated by the actors, individually or collectively, to achieve a specific objective.

This text is interested in a case of collective appropriation, specifically one of the subaltern elements of the State: public institutions. This study focuses on Quebec City, capital of the province of Quebec, Canada; and the interactions that this institution develops with other actors through the digital platform YouTube.

The study of the presence and activity of Quebec City on this digital platform was made based on two general premises: first, that the appropriation of institutions is carried out in an ideal of public communication, based on the democratic idea of promoting horizontal and bidirectional exchange. And the second premise, that the appropriation of new media is a gradual and differentiated process for each group of public actors.

This research suggests that there is a change in the conditions established in the communication contract that public institutions establish with other actors; this new engagement develops in three levels: 1) Functional, 2) Decisional and Political.

The Functional level aims to inform citizens about the services offered by the institution; the decision level, is responsible for the description of public policies, current and future; while, the political level, is related to electoral issues and political debates at the municipal level.

These three levels generated by the new communication contract generates three types of discourse that is determined by the new position adopted by citizens and public institutions, as well as a new set of rules that are the subject of constant debate and negotiation.

Id: 21144

Title: Theorizing Twitter as an Instrument of Civil Society for Freedom of Speech'

Session Type: Individual submission

Authors:

Name: Friedrich Krotz

Email: fkrotz@yahoo.de

Country: DE (Germany)

Affiliation: University of Bremen

Abstract: In the 1920s, the dramatist Bertold Brecht demanded a reversed radio with which people could not only listen but also present their own ideas and comments. In some ways, Twitter is such a thing – in a written form, not by spoken language.

However, today Twitter has a bad image: full of hate speech and fake news, abuse by politicians like Trump, manipulation by organized groups or paid agents, far too many bots that can't be recognized, programmed to influence public opinion. It seems that Twitter as an arena for the freedom of speech has turned into an arena of manipulation, lies and aggression. This today is discussed mainly in terms of what truth is, and with reference to the personal morality of the single individual Twitter users. In addition, laws are being passed in various countries that allow or even oblige Twitter management to control and delete participants' tweets, without taking into consideration that this may end in censorship. Of course, such discussions and such laws are necessary in specific cases. However, such a reverse written radio, on which everyone can express his or her views, must also be viewed from the perspective of freedom and democracy.

Thus, with reference to the mediatization approach, it seems necessary to ask, how Twitter may become helpful for making the public sphere more democratic as an instrument of civil society.

Then other ideas are coming up:

- o If we look at the media character of Twitter: People usually learn to write and read, but hardly anyone has ever learnt to engage in discussions with unknown people by means of writing – the use of Twitter thus requires a specific kind of media literacy. This media literacy must also take into account that with regard to globalization, individualization, and diverging cultural orientations, misunderstandings may happen easily.

- o If we look at the interests of the owners, they mainly collect data in order to earn money and thus disturb political communication by ads, which is forbidden for example for German Television news. This contributes to mistrust of the users.

- o If we look at the internal organization of Twitter, it is not recognizable who wrote a tweet in which interest, and this makes communication complicated and may contribute to insecurity and anger of the participants, as there are politicians catching votes, robots which ultimately do not react to arguments, professional agents, who do their jobs, and mobbing celebrities.

- o In addition, it would be important to look at more comprehensive theories that show how societal conditions affect people's communication: Jean Paul Sartre („the hell, that are the others“), Herbert Marcuse („The onedimensional man“), Erich Fromm („The fear of freedom in capitalistic societies“), David Riesman et al. (“from inner- directed to other-directed”) for example have been concerned with that.

Presenting and discussion these ideas with reference to empirical research, we will develop some proposals how to change Twitter such that it may become more focused on democratic necessities and the use of civil society.

Id: 21216

Title: La legitimidad de las pensiones actuales en Chile: una investigación en los medios masivos

Session Type: Individual submission

Authors:

Name: Fernando Rivas

Email: fernando.rivas@pucv.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Valparaíso

Abstract: La pensión y su monto constituye la principal preocupación de los chilenos que culminan su vida laboral, así como de aquellos que ya se encuentran afectos al sistema previsional. Y es que los reclamos han sido cada vez más crecientes, con manifestaciones callejeras y un intenso debate, debido a las escuálidas cifras, que no alcanzan para una vida digna. La OCDE determinó que en el país hay más de 1 millón de pensionados con sueldos inferiores a 158 mil pesos, es decir menos de 242 dólares mensuales.

Por tanto, la eficacia y eficiencia del sistema han quedado en entredicho y se ha avivado una ya larga discusión acerca de la legitimidad del mismo, así como de su implantación, hecho que aconteció sin mayores reparos ni oposición desde 1981, en plena dictadura de Augusto Pinochet, y bajo un predominio sin contrapeso de los economistas neoliberales impulsores del modelo que ha hecho famoso a Chile.

Las dudas acerca de esa legitimidad, acalladas en su momento y no cuestionadas posteriormente, se han vuelto crecientes y acuciantes, debido a su eventual carácter antidemocrático y autoritario, por lo que conviene revisar desde el punto de vista de su justificación el accionar del sistema mediático comunicacional, bajo la hipótesis de que éste habría sido un aliado más o una caja de resonancia informativa y persuasiva respecto a la conveniencia del fin de sistema de reparto y la instauración de un nuevo sistema sobre la base de la capitalización individual. Un ejemplo sería el del diario “El Mercurio” con su Administradora de Fondos de Pensiones (AFP), “El Libertador”, creada por el emblemático holding periodístico para incursionar financieramente en esta nueva modalidad. Determinar la existencia o no de esta relación será, en definitiva, la finalidad del presente proyecto de investigación.

Para alcanzar tal objetivo, se propondrá un diseño para la discusión, debate y afinamiento, a partir de la revisión de un corpus informativo procedente de medios oficialistas, como el propio “El Mercurio”, así como de oposición, representados por ejemplo por la “Revista Hoy”, bajo la técnica del Análisis de Discurso, que entregue nociones acerca de los criterios editoriales asumidos hasta el año 1985, considerado como el del segundo boom del modelo, luego de la crisis financiera de 1981, así como el establecimiento de los tópicos más frecuentes de aval o rechazo del nuevo sistema, lo cual será complementado con entrevistas a periodistas de economía y editores de la época.

Así será posible aportar elementos para una discusión mayor que sugiere que los medios de comunicación, en tanto apéndices empresariales de los grupos económicos dominantes, fueron el instrumento de validación persuasivo del nuevo modelo económico que vino a refundar económicamente el país y a restablecer los poderes conservadores tradicionales en la economía, la política, y, principalmente, la elite o clase dominante en Chile. Asimismo, esto podrá establecer y aportar información respecto de otros países, mediante el ejercicio comparado.

Id: 21229

Title: Communicative resources in digitalized societies. An essay on the ecology of mediatization.

Session Type: Individual submission

Authors:

Name: Irene Neverla

Email: irene.neverla@uni-hamburg.de

Country: DE (Germany)

Affiliation: University of Hamburg

Abstract: Recently, the discourse on enraged societies and on dystopy rises, claiming that mediatized and highly digitalized societies overcharge individuals excessively, and so would media industry, journalism and social media do. What was called “nervous society” around 1900 is now debated as enraged society or “affective publics” (Papacharissi 2015), focusing mostly on the impact of digitalized mobile communication. Obviously, periods of extensive dynamics in social and media change fuel these debates.

This paper aims to conceptualize the current debate from the perspective of communication theory, particularly concerning three resources of communication: time, space, attention. These are fundamental components in the ecology of highly mediatized societies, and will be discussed not only in terms of challenges but also of resilience on individuals and societal level. Based on theoretical considerations some core empirical data will be explored.

Capitalism and digitalization seem to ‘annihilate’ time and space. Data from media analyses and audience and users’ research show that today more stimuli are processed in shorter time periods, thus accumulating the speed of communication or even providing synchronicities. Similarly, ‘annihilation’ of space seems to provide ubiquitous shifts between close and distant places, thus creating ‘non-places’. How can individuals cope with ‘annihilations’ of time and space vis-a-vis non-changing biological rhythms (like metabolism) and thus respect nature? How can society respect human rights, economic justice and a culture of peace under the pressure of speed and non-places? How could we, individually and as communicative communities, adapt resilience and find alternative modes to cultivate communicative resources?

For the communicative resource of attention, besides time and space, also mental, cognitive and emotional capacities of inclusion and exclusion are required. Again, the issue of challenges and resilience arise. Patterns of public attention are coined, if not dominated by routines of journalism as core institution of public communication, but also by social media and its algorithms. What is the impact of journalistic routines (like scandalization, dramatization, entertaining) and algorithms (like number of users and likes) on the public attention? How would we define and dispose communicative waste, garbage, information-overkill? How do we define and store information, that we consider worth to be kept on safe places, for the individual and for collective memory and thus for future generations?

Finally, this conceptualization of communicative resources touches upon the ecological concept of sustainability, which usually refers to natural resources like water, or to material goods.

Consequently, this paper will raise the question whether our handling of communicative resources meets “the information needs of the present without comprising the ability of future generations to meet their own (...) information needs.” (Berglez et al. 2017: XXII).

Papacharissi Z. 2015: *Affective Publics*. Oxford.

Berglez P. et al. 2017: *What is sustainable Journalism?* New York.

Id: 21237

Title: Alone in the world: One museum's mission to reframe a globally persecuted people

Session Type: Individual submission

Authors:

Name: Janis Page

Email: jtpage@gwu.edu

Country: US (United States)

Affiliation: George Washington University

Abstract: Significance: This study explores the societal importance, communication strategies, and public impact of the Museum of Romani Culture (MRC) in Brno, Czech Republic—the world’s only museum dedicated to communicating the history and culture of the Roma, from their origins in ancient India and their migration through Europe to present-day life in the Czechia. Through the images, sounds, and visual dynamism of its physical space in a former Roma ghetto, and its events, education programs, and digital platforms, MRC presents counterstereotypes with the goal of breaking a society-wide aversion toward the Roma while working to empower the Roma to gain equal rights of citizenship.

Relevance: The study responds to MCPOS interests in human dignity, empowerment of citizens, addressing the “right to belong”, and technology’s enablement of communication.

Theoretical Framework: Standpoint Theory, Visual Rhetoric, Narrative Theory

Methodology: Participant observation, content and rhetorical analyses, and interview. The researcher explored the museum’s physical environment as a non-Roma visitor several times; is analyzing the museum’s digital content and conducting interviews with the museum’s director and staff members.

Preliminary Literature Review: Museums that offer multifaceted memories of troubled pasts, forced resettlements, and cultural adaptations and innovations help to challenge dominant historical narratives (Jehaszova, 2018). Museums make meaning, engage, and communicate through physical and virtual exhibitions, the latter which can create an authentic experience for online audiences (Sundar, Go, Kim, and Zhang, 2015).

RQs:

1. How does a cultural museum serve as a change agent through amplifying marginalized voices?
2. What are the rhetorical functions of the museum that convey authentic narratives?
3. How does the museum’s physical and virtual experience stimulate engagement, understanding, attitude formation, remembrance, and actions with diverse publics?

Preliminary Sources:

Horvathova, J. (2013). The role of healthy Roma self-confidence in the integration process. In H. Kyuchokov and O. Rawashdeh, Eds., *Roma identity and antigypsyism in Europe*. Munich, Germany: Lincom.

- Jehaszova, T. (2018). The troubled pasts of Hungarian and German minorities in Slovakia and their representation in museums. *Journal of Nationalism, Memory & Language Politics*, 12(1) pp. 52-71.
- Kress, G. & van Leeuwen, T. (2002). Colour as a semiotic mode: Notes for a grammar of colour. *Visual Communication*, 1(3), pp. 343-368.
- Lloyd, A. (2007). Guarding against collective amnesia? Making significance problematic: An exploration of issues. *Library Trends*, 56(1).
- Pieterse, J.N. (1997). Multiculturalism and museums: Discourse about others in the age of globalization. *Theory, Culture & Society*, 14(4), pp. 123-146.
- Sundar, S.S., Go, E., Kim, H.S., and Zhang, B. (2015). Communicating art, virtually! Psychological effects of technological affordances in a virtual museum.
- Van Baar, H. (2010). Romani identity formation and the globalization of Holocaust discourse. In A. Hoffman, ed, *Representation matters: (Re)articulating collective identities in a postcolonial world*. Boston: Brill.
- Wood, J.T. (2005). Feminist standpoint theory and muted group theory: Commonalities and divergences. *Women and Language*, 28(2) pp 61-64.

Id: 21245

Title: Virtual Reality ' How public relations can make use of immersive virtual experiences. An experimental study.

Session Type: Individual submission

Authors:

Name: Ralf Spiller

Email: rspiller@macromedia.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Name: Lisa Maaßen

Email: lmaassen@stud.macromedia.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Name: Michael Oehler

Email: michael.oehler@uni-osnabrueck.de

Country: DE (Germany)

Affiliation: University of Osnabrueck

Name: David Hahn

Email: david_hahn@online.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Name: Marco Inderhees

Email: m.inderhees@macromedia.de

Country: DE (Germany)

Affiliation: Macromedia University of Applied Sciences, Cologne, Germany

Abstract: This study considers the potential uses of virtual reality technology for the benefit of the public relations of NGOs and charity organizations. Due to their immersive potentials, virtual reality simulations offer new possibilities for the enhancement of recipients' empathetic responses. This study does not just focus on the correlation between this relatively young technology and its influence on empathetic sensitivities, but also on virtual reality's potential to enhance prosocial behavior (Rössel 2010). For these reasons, this study considers virtual reality primarily from the perspective of social psychology and embeds theories of empathy in the context of the media (Früh & Wunsch, 2009).

The stimulus used in this research is a documentary which deals with the issue of the water crisis in Ethiopia and tells the personal story of a young girl. Due to the portrayal of the problematic conditions for the girl herself and the ways in which the narrative builds suspense, the video can be categorized as very emotional and empathetically stimulating. Its content is particularly relevant as stimulus material, because numerous emotions are mentioned throughout the narrative of the video.

The experimental study was conducted with two experimental groups, whereby 30 test people received the stimulus material as a virtual reality simulation and a second experimental group of another 30 test people, paralleled in terms of age, gender and educational level, viewed the stimulus in a two-dimensional format.

Based on the collected and statistically evaluated data, consisting of measurements of emotional reactions, empathy values and information on the willingness to donate, it could be determined that the immersive experience has a significant influence on the perceived emotions, the degree of empathy and prosocial behavior in the form of donations.

The results of this experimental study strengthens not only those organizations that have already realized VR projects, but also encourages other organizations who have not yet engaged with the technology. It demonstrates an enormous potential for immersive experiences in terms of the sensitization of people to crises worldwide and the increasing of donation amounts, which can be seen as one of the primary goals of charitable organizations.

Sources

- Früh, W.; Wunsch, C. (2009). Empathie und Medienempathie. Ein empirischer Konstrukt- und Methodenvergleich [Empathy and media empathy. An empirical construct and method comparison] In: Publizistik, 54 (2009) 2, pp. 191-215.
- Rössel, J. (2010). Spenden und prosoziales Handeln. Eine Einschätzung aus soziologischer Perspektive [Donations and prosocial action. An assessment from a socio-logical perspective] In: Adloff, F.; Priller, E.; Strachwitz, R. (ed.) (2010): Prosoziales Verhalten. Spenden in Interdisziplinärer Perspektive [Prosocial behavior. Donations in an interdisciplinary perspective] Stuttgart: Lucis & Lucis.

Id: 21257

Title: Testing the Heuristic-Systematic Model of Information Processing for Public Support of Carbon Neutral Pledges

Session Type: Individual submission

Authors:

Name: Meaghan McKasy

Email: mckasym@gmail.com

Country: US (United States)

Affiliation: University of Utah

Name: Sara Yeo

Email: sara.yeo@utah.edu

Country: US (United States)

Affiliation: University of Utah

Abstract: One of the challenges of communication research is to move beyond the understanding of the human mind as an impervious black box (Geiger & Newhagen, 1993). As such, there are numerous theories and models that explore variables and pathways that influence how people process information to create knowledge. This analysis contributes to this scholarship by testing the effectiveness of the heuristic-systematic model (HSM) of information processing for predicting public support of carbon neutral pledges. Within HSM, there exist two qualitatively different information processing pathways that drive knowledge creation and judgement: heuristic and systematic. Heuristic processing is a quick, associative information-processing mode using low-effort cues, while systematic processing is slower, methodical, and requires more cognitive effort (Chaiken & Trope, 1999). Different topics and variables, such as ability and motivation, influence the direction and strength of individual information processing.

In this study, we use structural equation modeling (SEM) to analyze how citizens in Utah process information about municipal government carbon neutral pledges since four Utah governments have made pledges. According to the United Nations Framework Convention on Climate Change, carbon neutral pledges are actions that organizations, businesses, and governments take to measure and report greenhouse gas emissions, reduce their overall emissions, and offset the remaining emissions. In recent years American perceptions about climate change have become increasingly heated, emotional, and polarized along partisan lines (Hart & Nisbet, 2012; McCright & Dunlap, 2011). Manipulating anger or information frames could influence how people process climate change information. Therefore, after testing the HSM model, we examine the impact of a 2 (emotion) x 3 (frame) experiment embedded in an online survey (N = 942) where participants read an online article about local government carbon neutral pledges with either an economic, environmental, or moral frame, containing reader comments that were either angry or neutral.

We found that individual motivation and ability significantly increased systematic processing, but not heuristic processing. Additionally, the systematic processing route was the only significant pathway influencing support for carbon neutral pledges regardless of frame presented. This pattern was also observed among respondents in the anger condition. However, among those exposed to the neutral condition, both systematic and heuristic processing were significant paths to support for

carbon neutral pledges. The implications of our findings, which emphasize the importance of anger as a motivator of systematic information processing, are discussed.

Id: 21288

Title: The dynamics of online news framing, diffusion and public comments integration in multiple risk event: A case study of the 815 power outage in Taiwan

Session Type: Individual submission

Authors:

Name: HERNG SU

Email: herngsu@nccu.edu.tw

Country: TW (Taiwan)

Affiliation: National Chengchi University

Abstract: Taiwan suffered a massive power blackout on August 15 evening in 2017 that hit businesses and residential homes, affecting close to seven million households on the heavily industrialized island amid sweltering heat. The power outage was caused by a human technical error at state-owned gas supplier CPC Corp that affected the operations of a state-owned Taiwan Power Co power plant in northwestern Taoyuan. Taiwan's Minister of Economics Affairs Chih-Kung Lee had offered to resign over the incident, which was accepted by Premier Lin Chuan.

This study selects this event, namely August 15 power outage, examines the content and dynamics of news articles frames and public deliberation on the comment boards, and explores the social consequences of such deliberation on news readers. Research scope includes news from United Daily News, Liberty Times, China Times, Apple Daily and news sharing on PTT Bulletin Board System. Since 2000, PTT has become the largest online forum in Taiwan due to its increasing number of users. Various issues are enthusiastically discussed on PTT, even to a profound extent generating social impacts in reality.

A computerized content analysis was first conducted on user-generated comments on PTT, following 815 power outage news articles. Results showed the majority of the comments were relevant to the issue under debate and argumentative and thus qualified as public deliberation. Comments were predominantly followed certain news frames, such as how to prevent the re-occurrence of similar incidents and is the threat of a nuclear meltdown truly as ominous as the present on the island. The most prevalent argument was the goal of government totally denuclearization by 2025 is unattainable or not

The results show that comments outperformed news in shaping readers' thought diversity such that comments could stimulate people to think more when news is narrow, and limit people to think less when news is thorough. During the first three days of risk event the news frame had a positive correlation with news sharing. In addition, the diversity of the news frame had an impact on the number of comments, which single-frame news led to the most discussions. Besides, the diversity of frame had an impact on the position of comments, which single and no frame news led to higher proportion of neutral discussions.

Multi-frame news has a higher percentage of sharing (38.5%) and led to most "dislikes." A single-frame news can trigger the most discussions, with a total of 5,089 discussions, accounting for 56.4% of the total discussion. These sets of findings show that multiple frames news are covered by

the news media and can stimulate people to think more when comments is narrow. But online news readers may not appreciate for the multiple-framed news nor the multiple-themed comments that could improve people's opinion quality. Additionally, the findings show that public discourse on the Internet is not clearly "polarized" and "fragmented" along political ideological lines.

Id: 21292

Title: Polarized social media collective action framing: The case of LGBTQ protests in a Muslim nation

Session Type: Individual submission

Authors:

Name: Jeffry Oktavianus
Email: jeffry_oktavianus@yahoo.com
Country: HK (Hong Kong)
Affiliation: City University of Hong Kong

Name: Brenna Davidson
Email: brennadavidson32@gmail.com
Country: US (United States)
Affiliation: -

Name: Lu Guan
Email: lguan3-c@my.cityu.edu.hk
Country: HK (Hong Kong)
Affiliation: City University of Hong Kong

Abstract: The fight for LGBTQ equality is still ongoing, but the progress seems astonishing as many parts of the world make strides in protecting the LGBTQ individuals (Kiprop, 2017). However, the rejection of the LGBTQ community remains strong in numerous countries, particularly in Muslim nations. Indonesia, the world's largest country, shows the strongest refusal compared to its counterparts in Asia and the Pacific (Pew Research Center, 2013). In this country, LGBTQ behavior is deemed destructive and immoral, although in these past years some activist groups have tried to eradicate the discrimination (Siregar, 2018).

Recently, there was also a heated discussion related to LGBTQ in Indonesia after an executive of Go-Jek, an online transportation application, posted his support toward LGBTQ community on Facebook during Coming Out Day (October 11, 2018). The post became viral and sparked a public furor. Many citizens expressed their disappointment on social media, particularly Twitter. They engaged in a collective action using the hashtag #uninstallgojek to encourage other Indonesians to boycott the company that later became a trending topic on the platform (Sumardi, 2013). However, the protest also garnered mixed reactions as many also defended the company and the LGBTQ group on Twitter, bearing the same hashtag (Widyastuti, 2018). Both groups engaged in the debate and attempted to voice out and mobilize the other Indonesians to take their stances.

This present study aims to investigate the message characteristics and the actors of both groups (pro and contra LGBTQ) in the protest of #uninstallgojek. This research is grounded in the theoretical framework of collective action framing (Gerhards & Rucht, 1992). Framing can increase the salience of an issue in the people's perception which is crucial to mobilize participants, garner more support, and disarm the counter group (Entman, 1993). Past studies have identified three different frames in collective actions or protests: diagnostic (emphasis on the problems), prognostic

(emphasis on the solutions), and motivational (emphasis on reasons to participate) (Goh & Pang, 2016).

This study scrutinizes the collective action frames by conducting a Twitter content analysis. A total of 33,979 tweets embedding the hashtag #uninstallgojek were collected for the study. A data cleaning was performed to remove the duplication and irrelevant tweets. A total of 6,308 tweets remained for further analysis. Aside from message frames, these following codes were found to be a part of the initial coding scheme: actors (e.g., public figure, NGO, government, and so on), user activeness (active or passive users, measured by the number of posts), user popularity (high popularity or low popularity, measured by the number of followers), message themes, and message tones. The findings of this study will extend the scholarship of collective action frames in social media which is still rather scarce. It will also offer insights regarding the public concern in a Muslim nation related to the issue of LGBTQ support.

Id: 21326

Title: "I Feel Permanently Connected So I Broadcast Politics Constantly": Permanently Connected Perception as a Political Expression Motivator Among Young Adults

Session Type: Individual submission

Authors:

Name: Slgi Lee

Email: leesg@umich.edu

Country: US (United States)

Affiliation: University of Michigan

Name: Young Sung Kwon

Email: yoskwon@dau.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: Dong-A University

Abstract: The present study examines the ways in which non-political use of social media, particularly relational use, can motivate political use of the media. More specifically, this study examines how a unique perception that is fostered by the frequent use of social media can motivate political expression on the platforms. Thanks to the internet and mobile communication technologies, people are always online communicating with others and consuming information. Building on this phenomenon dubbed permanently online permanently connected (Vorderer, Hefner, Reinecke, & Klimmt, 2018), we argue that frequent relational use of social media can foster a permanently connected perception (PCP)—a perception that users are permanently connected to their online social networks—which in turn can play an important role in motivating online political expression.

A growing body of literature indicates that affordances of social media can make one's social network salient to them. Features of social media can increase the accessibility and attention to streams of communication incidents that take place in users' social networks (Ellison & Vitak, 2015). Such affordance of visibility and persistence may contribute to the perception that users are in a permanent conversation with others (Klimmt Hefner, Reinecke, Rieger, & Vorderer, 2018; Mascheroni & Vincent, 2016), suggesting that using social media for building and maintaining relationships can form a perception that they are permanently connected with others in their network (Klimmt et al., 2018).

The discussions around perceiving co-presence within mediated communication context and how the perception can affect communication behaviors are not entirely new. Literature on social presence theory suggests that when people perceive their communication counterparts as real and salient in a virtual setting, they are more likely to enjoy communication (Hassanein & Head, 2007), and feel attracted to the counterparts which in turn can increase their motivation to interact with them (Leea, Junga, Kimb, & Kimb, 2006). Given such evidence, it is conceivable that people who perceive a permanent presence of others may more likely to engage in expressive behaviors on social media as they are motivated to participate and continue the communication with others. Perceiving one's network salient even one is not physically online may also mean that they may

perceive the presence of the audience who pay attention to them all the time. This perception may play an important role in motivating political expression as the perception may foster an efficacious feeling which can empower them to express their own political views when opportunities arise.

An original online survey data on U.S. college students (N = 270) was collected to empirically test a) whether relational use of social media motivates political expression on the platforms, b) whether this process is mediated by permanently-connected perception, and c) among whom this effect occurs more strongly. The findings suggest that relational use is positively related to PCP, but not political expression. However, relational use is indirectly related to political expression through PCP among individuals who are politically interested. Implications of the findings will be discussed in more detail.

References

- Ellison, N. B. & Vitak, J. (2015). Social network site affordances and their relationship to social capital processes. In S. S. Sundar (Ed.), *The handbook of the psychology of communication technology*. (pp. 203-227). Hoboken, NJ: Wiley-Blackwell.
- Hassanein, K., & Head, M. (2007). Manipulating perceived social presence through the web interface and its impact on attitude towards online shopping. *International Journal of Human-Computer Studies*, 65, 689–708.
- Klimmt, C., Hefner, D., Reinecke, L., Rieger, D., & Vorderer, P. (2018). The permanently online and permanently connected mind: Mapping the cognitive structures behind mobile internet use. In P. Vorderer, D. Hefner, L. Reinecke, & C. Klimmt (Eds.), *Permanently online, permanently connected: Living and communicating in a POPC world*. (18-28). New York: Routledge.
- Mascheroni, G., & Vincent, J. (2016). Perpetual contact as a communicative affordance: Opportunities, constraints, and emotions. *Mobile Media & Communication*, 4, 310-326.
- Vorderer, P., Hefner, D., Reinecke, L., & Klimmt, C. (2018). *Permanently online, permanently connected: Living and communicating in a POPC world*. New York: Routledge
- Leea, K. M., Junga, Y., Kimb, J., & Kimb, S. R. (2006). Are physically embodied social agents better than disembodied social agents?: The effects of physical embodiment, tactile interaction, and people's loneliness in human–robot interaction. *International Journal of Human-Computer Studies*, 64, 962–973.
- Vorderer, P., Hefner, D., Reinecke, L., & Klimmt, C. (2018). *Permanently online, permanently connected: Living and communicating in a POPC world*. New York: Routledge

Id: 21343

Title: #MeToo India Rising: Digital activism and collective voice of sexual abuse survivors

Session Type: Individual submission

Authors:

Name: Harshini Veerapandi Palanisamy

Email: hello@harshiniraji.in

Country: IN (India)

Affiliation: Anna University, Chennai

Name: Uma Parasuraman

Email: umarisvan@gmail.com

Country: IN (India)

Affiliation: Anna University

Abstract: In line with globalization and technological innovation, digital media is swiftly growing and taking over the world. Online activism or digital activism is an important aspect of the internet. Following the popular digital activist movements, where authoritarian governments and rulers have been upturned, digital activism sheds light and impacts social issues, one such prominent event is the Arab Spring (Wilson & Dunn, 2011). Internet activism goes far beyond surpassing geographical and temporal walls that is associated with political and social issues (Bennett, 2003).

#MeToo movement is an uprising of the voices of women and men who have been subjected to sexual harassment. Initially, the #MeToo movement began in the America; it was founded by Tarana Burke in 2006. The movement gained momentum in the recent past in India- in 2018, but the volume of the protest is ground breaking. The survivors recounted and narrated horrific events where they were sexually abused in multiple online media. The movement has brought to spotlight, how the digital arena is a key platform in harnessing the expressions of various individuals.

The paper discusses the digital participation of individuals in the form of Facebook posts, Instagram posts, Tweets and blogs. The public opinion process transcends individual opinions in to a collective opinion. Also, the use of social media in these mass movements happens in line with the agenda setting theory which brings to the attention of the public and policy makers, a set of issues that needs quick attention. The research highlights the importance of the collective, in case of #MeToo, women who have been affected by sexual violence thereby bringing a debate about consent, and how the spiral of silence theory facilitated the movement, and still stands true since it's conception.

The paper identified and studied the various posts in social media platforms- Facebook, and Twitter regarding the #MeToo movement in India during the period of October-December 2018. Some participants preferred to ask other victims to speak up about such events undergone by them whereas some participants sought legal justice for their torment. Facebook allows 'sharing' of a post put up by an individual or page and Twitter allows 'retweeting'. The process of sharing these stories and accounts of victims indicated the presence of spiral of silence theory phenomenon to be true. The quantitative study focusses on the number of shares and retweets and the possible

reactions to the accounts, thereby providing a liberating opinion for participants who expressed themselves.

Id: 21504

Title: Successful Edutainment YouTuber, Successful learning' Examining The Interaction Effects of Enjoyment and Positive Emotions on Learning

Session Type: Individual submission

Authors:

Name: You-Ting Ding

Email: dorcass2670@gmail.com

Country: TW (Taiwan)

Affiliation: Graduate institute of Mass Communication, College of Communication, Fu Jen Catholic University

Abstract: Entertainment-Education (EE), refers to “the intentional placement of educational content in entertainment messages” (Singhal & Rogers, 2002, p. 117), has been popular since the online platform such as YouTube provided effective entertaining and learning environment. Many YouTubers are successful in creating series of learning video clips to help audience to learn and have fun. Wojcicki (2018) indicated they invested \$20 million in YouTube Learning to support education creators. In Taiwan, the most popular teaching English YouTube channel named RayDu English has over 2 millions subscribers.

According to Fredrickson’s (2004) broaden-and-build theory, positive emotions can broaden people’s momentary thought-action repertoire and broadened mindsets can help for novel and creative actions. Pride, a positive emotion related to the confidence in an individual’s learning achievement and it can drive people to work hard in the tasks (Tracy & Robins, 2004). Positive emotions are also related to enjoyment. Pleasure can lead to greater enjoyment (Oliver & Bartsch, 2010). Trigwell, Ellis, & Han (2012) found students had a deep approach to learning in the state of a strongly positive and weakly negative emotions. However, competing theories argue that enjoyment only positively predicted subjective knowledge (the feeling of being informed), not objective knowledge. (Schneider et al., 2015; 2016). Therefore, the current study aims to investigate the interaction effects of enjoyment and positive emotions on learning. In addition, because most of the English teachers in Taiwan are females, the current study also includes gender stereotype as a factor of audience’s enjoyment.

This study employed a 2 (Female YouTuber v. Male YouTuber) x 2 (More challenging learning content v. Less challenging learning content) online experimental design. This research chose the most popular English-teaching YouTube’s channel in Taiwan, which named RayDu English to examine viewers’ emotion after watching a two-minute cutting video and whether the viewers’ emotion would affect viewers’ enjoyment and learning. In particular, this research focused on emotion “pride,” because people take seriously on learning English in East Asia culture. The result showed that those who watched a female Youtuber English-teaching video had more enjoyment than those who watched a male Youtuber English-teaching video. Positive emotion ($b = .71$) and negative emotion ($b = -.15$) would affect enjoyment in different way, and enjoyment would positively affect viewers’ learning ($b = .31$). Participants’ learning were affected by both positive emotion and negative emotion but had no difference with the gender of youtuber. Surprisingly, pride did not predict enjoyment and learning. The theoretical implications and limitations were discussed.

Id: 21513

Title: Presumed effect of fake news on the global warming in a cross-cultural context

Session Type: Individual submission

Authors:

Name: Seong Choul Hong

Email: hong21@kgu.ac.kr

Country: KR (Korea, Republic Of)

Affiliation: kyonggi University

Abstract: 1. Introduction

Fake news is often used in political, terrorism, crime, natural disasters, and financial news. However, science is also a prey of fake news. Specifically, global warming is one of most utilized science topic in the fake news. Despite most scientists recognize that man-made climate changes are happening, but a few argue that it is anything to be worried about. Famous politicians joined to fuel to the fire, by asserting that increased global temperatures could be a natural climate shift, not caused by greenhouse gases. Many scientists worry about fake news' effect, because fake news may hurt public support and change policy on climate change. In this vein, the current study tested the presumed effect of fake news on global warming. Specifically, the relationship between the third-person perception of fake news and its related behaviors needs to be explored in a cross-cultural context.

2. Methods

The study mainly aims to test whether cultural constructs influences on the third-person perception and its corrective actions. Thus, participants were recruited in the countries with different levels of cultural constructs (individualism, collectivism, and high & low uncertainty-avoidance). A total 770 people from India, Spain, Korea, and United States responded to an online survey through Qualtrics Panels with conditions of gender and age splits in May, 2017.

3. Results

First, the study tested whether the third-person perceptions of fake news actually occurred. The study found that perceived media effects on self and others had some significant discrepancies in the four nations, $t(769) = 11.886, p < .001$. The largest third-person gaps were found in the United States, $t(188) = 8.092, p < .001$ and the smallest third-person gaps were in India, $t(168) = 2.817, p < .01$.

By using Amos, the study conducted a path analysis with maximum likelihood estimation. As individualism increases, the third-person perception increases. However, collectivism increases, the third-person perception decreases. Amos results illustrated that presumed media effect was a good predictor of related behaviors. But the third-person effect negatively influence on only the regulation, not on donation. We also examined the link between cultural constructs and the behavioral component. Collectivism positively associated with the corrective action of donation, while uncertainty-avoidance turned out a positively predictor of support for regulation as preventive effect.

4. Conclusions

The current study found that the self-other disparity in presumption of fake news was related to cultural constructs such as individualism and collectivism. However, individualism contributes to enlargement the gaps between self and others but collectivism devoted to decreasing the gaps. Moreover, the presumed media effect was the more robust predictors of the corrective actions. Even though fake news spread faster and bring more emotional reactions of recipients than real news, worries over fake news and its effect may be moderated by cultural factors such as individualism, collectivism, and uncertainty-avoidance.

Id: 21615

Title: Deliberation, justice and punishment in two controversial issues involving violence: reduction of the age of criminal responsibility and Femicide Law in Brazil

Session Type: Individual submission

Authors:

Name: Gabriella Hauber

Email: gabihauber@gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Minas Gerais/Brazil

Name: Rousiley Maia

Email: rousiley@gmail.com

Country: BR (Brazil)

Affiliation: Federal University of Minas Gerais/Brazil

Abstract: This study focus on the Deliberative Theory to analyze how people express and defend their points of view about two controversial issues concerning violence: the reduction of the age of criminal responsibility and the Femicide Law. While several studies about online deliberation investigate the procedure of online discussions, such as justification, respect and civility, we are interested in the content of the reason-giving, especially in how ordinary citizens discuss different types of violence and demand punishment for them. We argue that there are deliberative moments in online conversations where, for example, citizens engage with the arguments of others, at the same time that they can not be expected to be constantly in cooperation (Goodin, 2005, Steiner et al., 2017). In the perspective of Critical Theory, the resolution of conflicts and a possible decision-making in a deliberative process would take place through mutually acceptable and justifiable argumentative exchanges that would lead to a final understanding (Cohen, 2009; Habermas, 2011). We believe that analysing online conversation from deliberative theory, by observing how people justify their opinions, may reveal nuances about citizens' preferences. We contend that different popular conceptions of justice are related to the way in which adolescents, men and women are seen. Whereas most Brazilians are in favour of reducing the age of criminality, the need for a specific law against femicide is constantly questioned.

The demands for harsher punishments and a more rigid justice system in relation to increasing crime have long existed, but it has been reinforced along with the growth of the so-called "conservative wave". However, there is widespread cry for stricter punishment for adolescents. This study draws on different data: a sample of news on the Femicide Law and on the reduction of the minimal age of criminal responsibility that are shared on Facebook pages, and comments on such news on Facebook collected during the electoral period. We apply content analysis as a methodological strategy. We created the following categories to analyse the material: a) Problem definition: cultural; social; criminal; isolated case; others; not applicable; b) Attribution of guilt: only blames the victim; condemns the crime, but blames the victim; blames the aggressor; blames the Brazilian legislation; blame culture / society; others; not applicable; c) Proposal for a solution to the violence: the victims to protect themselves; apply the current legislation; cause suffering to the aggressor; arm the population; proposing public policies; other; not applicable; d) Arguments

against and favourable to Femicide Law and Penal age reduction. Thus, we expect to find a higher incidence of punishment claims, with less call for mitigating factors of violence, in the case of adolescent compared to men who committed femicide (H1) and the severity of violence interfering more on the demand for punishment in the case of men than in the case of adolescents (H2).

Id: 21643

Title: Free speech in the digital age: the relevance of Article 19 and higher education in communication

Session Type: Individual submission

Authors:

Name: Joana Fernandes

Email: joanaf@esec.pt

Country: PT (Portugal)

Affiliation: Instituto Politécnico de Coimbra/Escola Superior de Educação - IC NOVA - CEIS20

Name: Gil Ferreira

Email: gbatista@esec.pt

Country: PT (Portugal)

Affiliation: Instituto Politécnico de Coimbra/Escola Superior de Educação - LabCom-IFP

Abstract: We begin with the perception that, in the history of humanity, there have never been so many possibilities for freedom of expression as there are today. In a time marked by the abundance of technologies and platforms dedicated to discursive participation, with global reach and characterized by openness, most individuals in the Western world can be editor of itself, and can publish their thoughts online, where theoretically they can be seen by any of the billions of other people.

As a result, and paradoxically, never like today the evils of freedom of expression have been so strongly marked, in a list that includes from discourses of hate and discrimination to manipulation, disinformation and growth of extremism, plus the feeling of powerlessness to organize and give order to the multiplicity of information and perspectives that coexist.

On the other hand, the promises contained in the potentialities of interaction via social networks, in the relationship between a company and its consumers, are not being fully utilized or, worse, are leading to fragmentation of a target group – the consumers – that are always not fully protected, atomizing the consumer / company relationship and shaking the structures of a consumer-citizen community (Kent, 2013, Valentini, 2015, Elving & Postman, 2017).

This new state has immediate and profound consequences on how journalists, advertisers, and public relations professionals build or destroy the "public communicational space" (Ilhen & Ruler, 2011, 245). By perceiving the public sphere as a space of dynamics of co-creation of the symbolic reality, it is important, as teachers of higher education, to focus on the models of formation that are being privileged, questioning whether they contribute to the consolidation of a thought and an action in the polis that reinforces the fundamental spirit inscribed in Art. 19th of the UDHR of 1948 and incorporated in 1966 into Article 19th of the International Covenant on Civil and Political Rights.

The values associated with freedom of expression remain important today, and are sustained as an inalienable requirement. What has changed is the technological context in which we try to perceive these values, and the transformations that this context has brought to the various social actors, from ordinary individuals, previously defined as an audience (Rosen, 2006), to media professionals (public relations and journalists), which formerly held the quasi-monopoly of intermediation.

In this communication, we propose starting from the models of human rights education (Tibbits, 2002, 2016, Tibbits & Katz, 2017, Zembylas, 2016) to frame the forms assumed in the training of students of Media Studies and Organizational Communication for the accomplishment of article 19th as common denominator of both professional activities. A contextualization in the Portuguese reality will be fundamental (following the model of Shriramesh & Vercic, 2001) to perceive the political, economic and cultural obstacles that can conflict with proposals of intervention in the speech(s) on human rights.

Id: 21851

Title: Imagen mediática de la inmigración venezolana en Colombia: estereotipos y aporofobia.

Session Type: Individual submission

Authors:

Name: Viana Jaraba Silva

Email: viajasil27@yahoo.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana de México

Abstract: La inmigración como discurso informativo va en creciente demanda, sin embargo no siempre se satisface con el nivel de precisión, rigor y calidad deseable en los medios de comunicación, quienes tienden a alentar en mayor medida lo polémico y silenciar la normalidad en su tratamiento informativo. Las últimas investigaciones desarrolladas destacan encuadres negativos en torno a las noticias sobre inmigración, reflejando una imagen problemática que asocia a la población inmigrante con amenaza social, económica, cultural, delincuencia e ilegalidad. Van Dijk (2007) apunta que la representación mediática que se ha hecho de la inmigración ha jugado un papel especial en el desarrollo de las actitudes prejuiciosas a través de la legitimación de los discursos racistas, toda vez que los medios como formadores de la opinión pública tienen gran incidencia en la formación de estereotipos, desvirtuando su sentido social y función de servicio por convertirse en instrumento de manipulación informativa. Tomando como referencia el caso de Colombia, en este artículo analiza la manera en que los noticiarios televisivos construyen aquellas noticias relacionadas con la población inmigrante venezolana, apoyada en elementos teóricos de la investigación en medios y periodismo, tales como Teoría del Encuadre, y del Modelo de Construcción Informativa Audiovisual Eficaz (Morante, 2010). Analiza, 1) como dos noticieros de canales privados en Colombia abordaron y caracterizaron las noticias relacionadas con la inmigración de venezolanos durante el período agosto de 2018 a Enero de 2019; 2) la naturaleza del discurso periodístico predominante en ambos canales de televisión y los diferentes estereotipos propagados por cada medio durante ese período; y 3) si los encuadres registrados promueven la aporofobia (Cortina, 2017). El estudio ofrece evidencia empírica que puede servir de base para orientar acciones futuras que ayuden a periodistas y comunicadores a informar mejor sobre la inmigración.

Id: 21864

Title: Everyday Encounters in a City of Compounded Crisis

Session Type: Individual submission

Authors:

Name: Afroditi Maria Koulaxi

Email: a.m.koulaxi@lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics and Political Science

Abstract: While the “refugee crisis” has disappeared from our vocabulary and screens, crisis stills defines imagination and practice in cities that are now challenged through the arrival of refugee waves. As significant numbers of migrants have now settled in European cities, there is a need to reflect on how Western subjects perceive “others” vis-à-vis their own identity. Thus, the presentation aims to explore how mediation of migration (different modes of communication, from face-to-face encounters in the city to the digital encounters on social media platforms) can also be considered as condition of identity formation, through its particular meanings that are always contextual.

The proposal promises a comparative study that explores everyday encounters with newcomers in a city of compounded crisis, and interrogates how locals react to and negotiate their mediated encounters (with newcomers) through their own experience. Aiming to examine how individuals construct meanings of identity, the paper offers an innovative approach by asking individuals to articulate their own understanding of identity through their experience of newcomers in their neighborhoods as well as by observing the complexities of everydayness in the city. This provocative research design aims to understand how media power might be contested by embodied encounters between newcomers and settled residents. A comparative approach in this context has the potential to explore how the embodied encounters with newcomers problematize the mediated, but also how the mediated ones have shaped the embodied.

It is timely, as it addresses identities in the city in crisis through the lens of mediation. Taking a closer look on the Athenian reality, in the heart of Greece, it seems that the so-called “refugee crisis” is a dimension of a broader context of compounded crisis in the city. It unpacks the reasons why Athens, that still feels the repercussions of receiving large numbers of migrant populations, is a paradigmatic case study to consider taking into account the following: a) the interaction of several crisis that contribute to the city’s urban decay; b) the strong contextual dimension in mediated and embodied encounters with newcomers; c) the intersectional identities of Greek individuals; and, d) the history of encounter and historicity of alterity in this context.

My presentation seeks to demonstrate the importance of studying the role of mediation (symbolic power of the media and how audience, as consumers of the media, engage with the respective power) in accommodating and/or disrupting dominant/hegemonic identities in a crisis-ridden urban context. It is vital to understand how media can become resources for settled residents’ identity and how social positions are encountered, created and contested through particular urban spaces and everyday spatial practices.

Keywords: mediation; encounters in the city; identity; crisis

Id: 21890

Title: News Learning Influencing HIV knowledge and Behavioral Intention of HIV Prevention

Session Type: Individual submission

Authors:

Name: Qi Zhao

Email: zhaoq053@163.com

Country: CN (China)

Affiliation: Student, Northeast Normal University, China

Abstract: HIV remains a major global public health problem in the world. The media, as the main channel for public access to HIV related information, plays an important role in the dissemination of HIV knowledge. It also has an important impact on the public's knowledge of HIV and behavioral changes. This study uses the Cognitive Mediation Model as the theoretical framework to examine the influence of motivation of media use, news attention, and elaboration on HIV knowledge and the behavioral intention of HIV prevention.

The objective of this study is to apply cognitive intermediation models to the field of health communication and to examine how the public can learn health knowledge from the news media. Another purpose of the research is to expand the cognitive mediation model and analyze how it affects behavior.

The Cognitive Mediation Model was used to discuss how the public gains knowledge about public affairs and politics. The original studies explain the role of information processing strategies in the relationship between motivation and political knowledge in political communication. The growing research has focused on the application of this model in health communication. They focus on health risks such as cancer or flu, revealing the significant relationship between motivation, news attention and elaboration with acquiring knowledge about health issues. Moreover, past studies introduced self-efficacy, risk perception and other factors to extend the fundamental outcome in health communication. However, previous studies have less explored the impact of Cognitive Mediation Models on health behaviors. We propose that the model can be extended to behavioral intentions. Specifically, we argue that motivation, news attention, elaboration, and knowledge will be positively associated with behavioral intentions.

Using multistage cluster sampling procedures, a probability sample of college student in Changchun city, Northeast China was drawn. First, 6 universities were selected at randomly from a pool of 37 universities in Changchun. Three majors were selected randomly from each of the 6 universities. Then one class were selected from each of the 18 majors. Finally, the questionnaire was administered to students enrolled in the 18 classes. The present study has analyzed a subsample of 609 Chinese college students (response rate 83%), 49.8%male and 50.2%female.

The results show that the Cognitive Mediation Model can be applied to health contexts, in which motivation were positively associated with news attention and elaboration. News attention and elaboration in turn positively influence public knowledge about HIV. Also as expected, news attention and elaboration are two potential mediators in the relationship between motivation of

media use and HIV related knowledge. In addition, the motivation has significant indirect effects on behavioral intentions, as partially mediated by news attention, news elaboration, and HIV knowledge. The author conclude that the Cognitive Mediation Model can be extended to behavioral outcomes, above and beyond knowledge. Thus, the study can contribute to the research that takes the Cognitive Mediation Model of news learning approach to the behavior in health communication.

Id: 22032

Title: Citizenship, Exile and Sites of Contested Identities: The case of Mediated Narratives of Muslims in India

Session Type: Individual submission

Authors:

Name: Ruma Sen

Email: rsen@ramapo.edu

Country: US (United States)

Affiliation: Ramapo College

Abstract: From social media to mainstream news today, citizenship is being discussed and debated mainly because of the fears associated with the refugee crisis that has now taken on global proportions. Perhaps the single largest consequence of the post 9-11 world has been the concern over what happens to countries torn asunder by wars, both from outside and within their borders. Contiguous to these conversations has been the discourse on citizenship, its parameters and circumstances/contexts, with the discourse being increasingly about questions of belonging and legitimacy. Media's role in these conversations is undeniable, especially in today's climate of a parallel discourse of "news and perspectives" running through social media platforms, where the discussion continues to pivot around who can and should stay within the borders, and who should be kept out.

This paper draws from a larger ethnographic study to demonstrate the deep disconnect between mainstream media's biased and limited accounts and the community's own narratives of their lived experiences. Through this paper I explore the ways in which members of displaced Muslim communities in Gujarat, India create spaces of articulation and animate their discourses of resistance as they struggle against the larger conspiracy of silence engineered by mainstream media and the forces of the nation state. The aim of the ethnographic study was to explore the correlation between socio-economic factors, class-based politics and the strategic use of religion by power-brokers across all political platforms to fuel dissatisfaction and dissent.

Sentiments that have festered in the minds of a billion-plus population for over six and a half decades have now polarized the country into irreconcilable factions with deep-rooted mistrust toward each other, which in turn have framed contemporary politics and provide future frameworks for the political economy of the nation. As Kausar argues, "although the Muslim community in India has been facing the disruptive forces of Hindu communalism ever since the decline of the Moghul Empire in India, these were never so violent and destructive as what the Muslim Indian community is experiencing today" (2006, p. 353). The displaced folks of Gujarat embody their own and the trials of other similar groups across India.

All the participants of this ethnography record their own lived experiences through the multiple phases of riots and other acts of violence they faced in and around Ahmedabad. Ironically, while historical and mediated accounts of the riots and communal violence exist, there are no narratives of lived experiences, recorded either in media or through research studies. This ethnographic data reveals unprecedented insights into identity constructions by members of these displaced Muslim

communities of Ahmedabad. These are participants whose lives have been irrevocably altered by the violence-induced displacement and migration within their own homeland, who continue to occupy the barely visible margins and be strategically exploited by power-brokers.

Id: 22134

Title: Reimagining Technology

Session Type: Individual submission

Authors:

Name: Jeremy Swartz

Email: jher@uoregon.edu

Country: US (United States)

Affiliation: University of Oregon

Abstract: This paper presents disciplinary suggestions for mediated communication that can account for increasingly multidimensional interactions and transactions of technology. Technology is assumed as practical arts, tools, techniques, processes, moral knowledge and imagination to navigate our everchanging world (Carey, 2009; Marvin, 2009). In a broad sense, technology also can be understood as methods of intelligent inquiry and problem-solving (Dewey, 1930; Johnson, 2014). But technology is not merely a tool, fix or repair. In a scale, pace, and pattern sense, technology can be understood as complex systems of organisms and their ongoing relationships with their environments.

This presentation presents thoughts on the history and definitions of technology and issues relating to value(s)/valuing/valuation, intelligent inquiry, and problem-solving. In this way Eric Schatzberg's (2018) recent historical study of the conceptualization of technology speaks directly to this point.

“... the instrumental concept of technology effaces the role of human agency [and] restricts this agency to a narrow technical elite or the rare inventive genius. ... [while] the cultural concept of technology is human centered, stressing use rather than novelty.”

It also considers technology through the lens of a complex systems approach. This is exemplified by the relationships between biological, environmental, and emerging pattern recognition systems (e.g. machine learning and deep learning).

The presentation concludes with references to recent interdisciplinary research and development, suggesting that mediated communication researchers might benefit from considering a more expansive and inclusive notion of technology. It is where value and/or values are understood in relationship to the distinction between valuation and valuing.

Id: 22151

Title: La investigación de la libertad de expresión en el ámbito de estudios de la Comunicación en España

Session Type: Individual submission

Authors:

Name: Rainer Rubira-García

Email: rainer.rubira@urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Name: Juliana Colussi

Email: juliana.colussi@urosario.edu.co

Country: CO (Colombia)

Affiliation: Universidad del Rosario

Name: Flavia Gomes Franco e Silva

Email: flavia.gomes@urjc.es

Country: ES (Spain)

Affiliation: Universidad Rey Juan Carlos

Abstract: La libertad de expresión ha sido un objeto de debate científico en el campo de la comunicación con un importante hito en el conocido informe MacBride, publicado por Unesco en 1980. Nuestra investigación indaga sobre la libertad de expresión como objeto de estudio en el campo académico de la Comunicación en España desde un punto de vista histórico-crítico. La meta-investigación, en este caso planteada sobre uno de los ejes de trabajo fundamentales de la Unesco como es el ejercicio de la libertad de expresión, permite descubrir las características del discurso científico para determinar el estado de una disciplina, corregir debilidades y avistar posibilidades de desarrollo. En ese sentido, la vigilancia epistemológica sobre un campo de estudios es fundamental para su dinamismo y proyección futura. Estudiar las prácticas de investigación en torno a la apropiación científica de la libertad de expresión como objeto de estudio en Comunicación es relevante porque nos sitúa frente a un cuerpo de conocimiento actual pero a la vez muy cambiante, con un creciente carácter transversal en el contexto de la globalización y que podría tener una enorme importancia en la redefinición del propio campo académico. Entre 2007 y 2013 hemos seleccionado una serie de casos de análisis de un universo de tesis doctorales y proyectos de investigación. La base de datos de origen se encuentra disponible en línea en la web www.mapcom.es (Mapcom, 2017). El discurso científico ha sido analizado teniendo en cuenta aspectos de productividad, los niveles comunicológicos abordados y las fuentes de datos de las investigaciones. Para determinar los rasgos teóricos del discurso hemos considerado las disciplinas científicas marco, las categorías o conceptos de la investigación, las palabras clave esenciales y la tipología de objetivos perseguidos. Finalmente, hablaremos sobre los diseños metodológicos determinando los campos de análisis, los tipos de muestra, las técnicas de investigación privilegiadas y dentro de las mismas cuáles en específico han sido más empleadas así como las formas de triangulación predominantes.

Id: 22193

Title: SOUTH AFRICAN TWITTER WARS: CONTESTED TRUTHS ON RACE POLITICS

Session Type: Individual submission

Authors:

Name: Mthobeli Ngcongco

Email: ngcongom@ufs.ac.za

Country: ZA (South Africa)

Affiliation: University of Free State

Name: Linda Fekisi

Email: FekisiLNX@ufs.ac.za

Country: ZA (South Africa)

Affiliation: University of Free State

Abstract: Guided by the relational dialectics theory, we investigate the contested discourses on twitter around race politics in South Africa. Through a qualitative frame analysis of tweets reaching theoretical saturation, this paper explores the dialectic nature of this race discourse by analysing tweets in and around the Chicken Licken saga. This paper evaluates multiple findings on contested truths. Firstly, it mainly postulates that twitter allows for the dominant discourses on race politics in South Africa to be challenged by those whose voices have been historically marginalized in the country. Secondly, it analyses the manner in which news outlets frame the saga in their coverage. Lastly, it explores discourse themes prevalent through the manner in which citizens contests their views on what they deem as “offensive” to them as consumers.

This above is interesting in view of how the technological affordances of Twitter challenge, contest and enable social fissures in developing nations. The advent of social media technologies such as twitter have in particular enabled new social spaces for contested discourses in South Africa. These technologies have promised to undo the spacial boundaries left by the legacy of apartheid which continues to legitimate limited dialogue across racial boundaries. In this light, this paper focuses on how twitter affords spaces for new contestations of voices. It will thus, for example, reveal some aspects of how those previously marginalized contest certain ‘truths’ that have been dominant in discourses around racial politics. We utilize an advert by Chicken Licken, a fast food franchise in South Africa, as an exemplar of the unfolding nature of these race discourses. For this advert was banned for apparently reversing historical colonial arrangements. In the advert, set in 1650, a black man sets off on sail to discover a new land and punctuates his arrival by naming it Europe. This sparked debate about the discourse of colonialism and what constitutes reverse racism, revealing social fissures in a rich variety of ways. A twitter war ensued between different factions each claiming to affirm truth on what constitutes reverse colonialism. The Advertising Regulatory Board (ARB) of South Africa subsequently pulled it off air after deeming it offensive and unsuitable for the South African audience(s). Investigating this ‘twitter war’ is a potentially fruitful empirical ground for understanding the communicative affordances of new media in post-apartheid South Africa.

Id: 22210

Title: New ecosystem of fake news and its influence: How a natural disaster in Japan turned into a political storm in Taiwan

Session Type: Individual submission

Authors:

Name: Chen-Ling Hung

Email: hungchenling@gmail.com

Country: TW (Taiwan)

Affiliation: Graduate Institute of Journalism National Taiwan University

Abstract: This study aims to examine the new ecosystem of digital journalism between Taiwan and China. Based on the case study of “Kansai Airport Event”, it will analyze how weak journalism welcomes fake news/misinformation and endangers democracy and decision making.

The story started with Typhoon Jebi which hit Japan in September 2018 and paralyzed Osaka.

Kansai International Airport was forced to shut down and took emergent measures to relocate 2600 foreign travelers. To everyone’s surprise, what happened to the tourists from China and Taiwan caused a political storm in Taiwan and led to the suicide of a Taiwanese envoy. The tragedy is seen the result of a series of misinformation /disinformation which forced the political system to respond in an extreme way.

What happened in the Kansai Airport? What kind of information/misinformation were made and shared? How did a natural disaster in Japan turn into a political storm in Taiwan? To answer these questions, this case study will sort document and trace information flow across borders and media platforms. Frame theory will be applied to identify story tellers and their narratives. In result, this study will bring reflections on how media, prosumers and the government response to the new communication ecosystem, what we call the post-truth era (Godler & Reich, 2017).

The literature of digital journalism emphasizes on the openness of news production and distribution (Lowrey, 2011). The new ecosystem is joined by traditional media, online media, bloggers, and social media which share stories and define meanings (Picard, 2015). It welcomes the era of “we media” and celebrates the empowerment of grassroots participation (Gilmore, 2004). It also puts journalism standards in risk since truth verification and public interests are not the primary rules any more. While disinformation is fuelled by new technology, as UNESCO (2018) warns, this kind of information disorder is an “unprecedented global threat”.

Based on the theoretical framework, the information flow of this case echoes the ecosystem of digital journalism. The chaos started from a report circulated on Chinese online media, claiming that Chinese consulate in Osaka evacuated 750 Chinese from Kansai Airport. Chinese users commented that their “mother country is so powerful”. On the other hand, an article posted online complaining of the inaction of Taiwan’s embassy also attracted attention. Online discussion between Taiwan and China became sources of the daily newspaper and 24-hour TV news channels, which produced a strong theme of pointing fingers to Taiwan’s embassy in Japan, even though the truthiness of online information was not well verified.

Put in the context of market driven journalism, partisan media and political rival between Taiwan and China, Taiwanese media frame news story into the competition between Taiwan and China to inspire people’s emotions for their interests both economic and political. The price is the quality of public discussion and policy making as well as media’s credibility.

This study fits the conference theme “Communication, Technology, and Human Dignity: Disputed Rights, Contested Truths”. It also fits CCAM section with its concerns on “journalism practices from below, citizen journalism, challenges to journalism in an era of fake news and social media”.

Id: 22222

Title: Analyzing the network of connective media around the concept of income inequality on Twitter.

Session Type: Individual submission

Authors:

Name: Laura Perez-Altable

Email: laura.perez@upf.edu

Country: ES (Spain)

Affiliation: DigiDoc Research Group - Universitat Pompeu Fabra

Name: Ariadna Fernández-Planells

Email: arferpla@upv.es

Country: ES (Spain)

Affiliation: Universitat Politècnica de València

Name: Ana Serrano-Tellería

Email: ana.serrano@uclm.es

Country: ES (Spain)

Affiliation: University of Castilla La Mancha, Spain

Abstract: The income inequality is one of the major challenges of our societies and one of the main topics on the recent political agenda (Pickett & Wilkinson, 2015: 132), especially since the global financial collapse. As Mike Savage (2016) affirms, inequality is everywhere: in the representations that the media makes of reality, as well as in our daily social life or in social networks. Over the past years, there has been an increase interest and the topic has been gained importance. However, scientific investigation on this phenomenon is still scarce. Paying attention to digitally mediated conversation, this research focus on Twitter as a digital platform and social network used for set the topic in the agenda. Consequently, this paper wants to shed light on the flow of information about the concept of income inequality on Twitter during the year 2018. Social media have the potential to facilitate more participative democracy and a disruptive value for challenging traditional interests and modes of communicative power (Loader & Mercea, 2011). Thus, we focus on identifying how public opinion is created and disseminated in relation to the concept of "income inequality" in Twitter. That is, determine who are the main actors that promote and disseminate the debate on income inequality and the original sources of the information. From a methodological point of view, based on the work of Adrienne Russell (2017), we propose an analysis of "the networked hive of connective media users" (ibídem: 48). According to Jose van Dijck (2013) the ecosystem of connective media involves the social media platforms, as well as the users and the media, and the relationships established among them. In that sense, media and user become completely dependent on one another. Data were gathered during the year 2018 and it was collected using the Twitter advanced search with the keyword 'income inequality'. Later, we analyse the data to establish the network with the free software Gephi and also we analysed the links on the tweets to identify and describe the information flows. The results suggest the existence of a hierarchical network in which traditional media accounts are the main actors of the information spread. They are therefore the ones who guide the conversation

around the concept of income inequality. Secondly, it has been detected that the information disseminated on the network comes from reports made by NGOs that had been published by media outlets. Hence, non-institutional democratic actors as NGOs, together with traditional media, emerge as political agents that place the income inequality debate into the social media agora.

References:

Loader, B.D.; & Mercea, D. (2011). Networking Democracy? *Information, Communication & Society*, 14(6): 757-769.

Pickett, K.E.; Wilkinson, R.G. (2015). Recalibrating Rambotti. Disentangling concepts of poverty and inequality. *Social Science and Medicine*, 139, 132-134.

Russell, A. (2016). Journalism as Activism. *Recoding Media Power*. Cambridge: Polity Press.

Savage, M. (June 9th, 2016). Sociological Dilemmas and the Inequality Agenda. [Blog post].

Retrieved from: <https://blogs.lse.ac.uk/researchingsociology/2016/06/09/sociological-dilemmas-and-the-inequality-agenda/>

van Dijck, J. (2013). *The Culture of Connectivity. A critical History of Social Media*. Oxford: Oxford University Press.

Id: 22323

Title: Mediatized Homophobia: Exploring the meanings and domains of homophobia on Social Media (SM)

Session Type: Individual submission

Authors:

Name: Bridget Alichie

Email: bo.alichie@unizik.edu.ng

Country: NG (Nigeria)

Affiliation: Nnamdi Azikiwe University

Abstract: Social media (SM) has gained astounding growth and popularity worldwide as a veritable tool used by a wide variety of users in creating ideas and meanings of their virtual world, and to authenticate civic engagements around societal issues that affect them. Specifically, scholarly sources across the globe have noted the increasing use of SM networks as a voice among minoritized populations on critical social issues like sexual orientation, racism, religious oppression among others.

Within Nigeria, scant queer literatures have also dubbed the SM the alternative safe spaces for Lesbians, Gays, Bisexuals, Transgenders and Queer persons (LGBTQs). The SM platforms are adjudged to tools rapidly facilitating the needed voice and visibility to formulate emotional and social discourses on their “right to belong” among the LGBTQs as minoritized group. This is widely perceived as a function of a turbulent religious, political and legal Nigerian context, following the anti-gay laws in Nigeria under the Same Sex Marriage Prohibition Act (SSMPA) on January 2014. These incidences have since opened on a huge discourse on state-sponsored homophobia in Nigeria among local and international civil society organizations. Conversely, it exposes the need to explore private domains of home and family, especially the private users of SM. Thus, eclipsing the minoritized LGBTQs from personally defining what online freedom means for them. However, to explore this, a queer research of this nature in Nigeria, LGBTQs who are criminalized would be potentially unwilling to be reached. Consequently, a qualitative digital ethnography is employed to elicit primary data electronically. Having sought and received the support of The Initiative for Equal Rights (TIERs), the only Nigerian-based Not-For-Profit organisation currently working on rights of sexual minorities, this research adopts a snowballing approach. By this, Facilitators at TIERs serve double roles of Key Informant Interviewees (KIIs) and gatekeepers to help recruit 10 potential In-depth Interviewees (IDIs) among LGBTQs over anonymous closed social media groups. All ethical Concerns will be strictly adhered to and interviews will use online completion and submission forms. The following specific objectives will be explored: (1) In what forms do experiences of homophobia manifest against LGBTQs on SM platforms? (2) What is the relationship between state instituted homophobia under the anti-gay law and expressions of online homophobia by private users? (3) In what ways do online expressions of homophobia impact on SM participation for LGBTQs? (4) How are LGBTQs in Nigeria navigating online homophobia against them as sexual minorities?

Drawing on the Foucauldian discourse analysis, this research will ultimately unpack how knowledge about certain issues in society are constituted in tandem with social practices, subjectivities as well as the power relations that drive knowledge production. Evidences are drawn

from findings evidence to discuss the implications of these developments on minoritized populations in order to suggest practical remedial measures to online homophobia.

Id: 22386

Title: A mysterious disappearing act: Public relations, disinformation and democracy

Session Type: Individual submission

Authors:

Name: Lee Edwards

Email: l.edwards2@lse.ac.uk

Country: GB (United Kingdom)

Affiliation: London School of Economics

Abstract: In both academic and practitioner debates about fake news and disinformation, the role of the public relations industry has been largely overlooked. An overwhelming emphasis has been put on the responsibilities of platforms and media organisations to control and monitor content so that fake news can be eliminated from our information feeds. Yet, remedies for stopping disinformation must surely also incorporate investigations and controls over the creation of fake news in the first place. Sources of fake news and disinformation have been analysed when they have been scandalously visible, but actors are generally cast as shadowy individuals or organisations working to unseat democracy, and placed firmly outside the spectrum of acceptable communication practice. In fact, disinformation campaigns have been, and continue to be, executed as a normal, common public relations tactic since the profession emerged over century ago.

This paper explores how the PR profession has facilitated its own disappearing act from the disinformation debate through narratives that prioritise the professional project, position ‘good’ practitioners and practice as the journalist’s (and by extension, the citizen’s) friend, and focus only on commercial, rather than political outcomes of its work. I argue that, contrary to its claims of concern for the public interest, PR’s professional legitimacy among both the public and its clients depends on reframing ‘organized lying’ (Arendt, 1968) as normal and unproblematic, with effects limited to the economy rather than politics.

I argue that the historical lack of sanctions on unethical PR has led to a precedent of weak regulation, where public opinion is the only source of objections to its incursions on democratic freedom and debate (and often acts only in retrospect, as corporate misdemeanours are usually revealed post-hoc), while the force of law and government policy is notably absent. The lack of strong regulation is exponentially more important in a digital age, where the sources and actors who construct and circulate undemocratic communication are harder to identify and track than ever before.

I conclude by arguing that we must revise the normative, weak approach to PR industry regulation that has left disinformation practices unchecked. Rather than passively accepting PR as an inevitable part of promotional culture, we must closely examine the detail of contemporary practice, decide which activities are acceptable, in which contexts, and which are not – and regulate the latter. We must argue against the artificial separation of ‘good’ from ‘bad’ public relations, and against the assumption that commercial disinformation has limited or no effect on political life. Finally, I argue for an expanded understanding of how ethics and morality might be applied to public relations work,

to underpin a more honest assessment of how some practices may damage democracy, rather than cause it to thrive.

Id: 22428

Title: Instaparenting: Exploring the sharing behaviors of parents on Instagram.

Session Type: Individual submission

Authors:

Name: Giulia Ranzini

Email: g.ranzini@vu.nl

Country: NL (Netherlands)

Affiliation: Vrije Universiteit Amsterdam

Name: Gemma Newlands

Email: g.e.m.newlands@uva.nl

Country: NL (Netherlands)

Affiliation: University of Amsterdam

Abstract: With the increase in popularity of image-based social network sites (SNS) such as Instagram, users have transitioned to a different manner of self-presentation which prioritizes highly stylized visual content (Moon, Lee, Lee, Choi, & Sung, 2016). For many, Instagram profiles represent a curated archive, depicting special occasions, travel, and other events they wish to remember (Chua & Chang, 2016, Sheldon & Bryant, 2016). For parents, in particular, Instagram is a tool through which they share not only pictures of themselves but also pictures of their family life, often involving their children (Le Moignan, Lawson, Rowland, Mahoney, & Briggs, 2017). However, while the act of updating an Instagram profile can represent an opportunity to establish a “digital legacy”, accessible by friends and family who are not nearby (Gulotta, Odom, Forlizzi, & Faste, 2013), parents also report important concerns about their children’s data (Kumar & Schoenbeck, 2015). Hence, since audience sizes are not easy to estimate, parents might find themselves juggling a desire to share important events in their children’s lives with the fear that their children’s privacy, either digital or physical, might be at risk.

Previous qualitative research has explored the value of SNS-based sharing for parents, highlighting its value not just for interactions, but also as an important source of support and community (Ammari & Schoenebeck, 2016; Morris, 2014). Parents have reported complex strategies of negotiation over their sharing behaviors,

which actively take into account previous reactions from their audiences, as well as the sharing behaviors of friends and family (Ammari, Kumar, Lampe, & Schoenebeck, 2015). While substantial research has been dedicated to the online sharing behaviors of children and adolescents (Livingstone, 2008, 2018, Marwick & boyd, 2014), empirical, and especially quantitative research on parents' sharing is still lacking. Our study wishes to provide a first exploration on parents' sharing behavior on Instagram, analyzing its relationship to parents' privacy concerns, privacy self-efficacy, and motivation to use the platform. Based on two samples (N=330, N=320) of Instagram users from Italy and the UK, we explore what influences the posting behavior of both personal pictures, and photos featuring one's children.

Id: 22470

Title: Pseudo-AI: Labour Implications for a Hidden Human Workforce

Session Type: Individual submission

Authors:

Name: Gemma Newlands

Email: gemma.e.newlands@bi.no

Country: NO (Norway)

Affiliation: University of Amsterdam and BI Norwegian Business School

Abstract: Narrow artificial intelligence (AI) has been widely adopted in the workplace, inciting questions about whether AI will lead to Keynesian ‘technological unemployment’. One argument against replacement is the secret reliance on human labour in the execution of many ‘AI’ services. This phenomenon, referred to as ‘pseudo-AI’, involves a process of ontological obfuscation whereby technological deficiencies are bootstrapped through the use of human workers. While AI systems are ontogenetic, consistently upgrading in a process of extended-beta, pseudo-AI goes beyond the standard use of human workers to oversee the AI-training. Instead, human workers (in usually remote call-centres) either a) fulfil the tasks explicitly described as automatic/algorithmic and/or b) communicate to users pretending to be the AI.

Pseudo-AI has been used to bootstrap cognitive tasks. Expensify, for instance, used human workers to manually process receipt data instead of using their AI-driven ‘SmartScan technology’. According to the CEO of Expensify, the use of humans was merely ‘a technical detail’. Pseudo-AI has also been used for social tasks, such as fulfilling the social functions of chatbots and other non-human agents which rely on natural language processing. Although chatbots and other social AI systems have exploded in popularity, chatbots persist in only offering limited functionality to users. Since users have limited patience for continued failure in either speech recognition or comprehension, it is not surprising that humans are sometimes used by organisations to ‘fill the gaps’. X.ai, an ‘AI’ personal assistant service, is one such example where human workers had to pretend to be chatbots in consumer interactions.

Since machines have increasingly been viewed as communicative subjects, the notion that the machine may be another human potentially destabilises certain theoretical assumptions. Indeed, most communication research operates on the underlying assumption that each communicator is aware of the ontological status of the communicative partner. This paper will therefore act as a call for greater awareness of the status of the ‘machine’ in human-machine communication.

In addition to issues of technological dehumanisation, one key implication is the consequence for communicative respect and labour quality. Nass and Moon, applying Langer’s social script theory, argue that people interact with computer systems ‘mindlessly’. While humanlike behaviour on the part of technological entities can lead to polite treatment by users, recent research demonstrates that people put more effort into conversations when they think their partner is human. More problematically, chatbots also receive input which is frequently abusive and of a sexual nature. Without transparency on behalf of the organisation and clear advertisement of the workers’ human

status, human workers may therefore increasingly face what must be termed inhumane treatment in this technological masquerade.

Id: 22480

Title: Taking intergroup contact to the future: Decreasing prejudice towards people with schizophrenia via encounters in virtual reality.

Session Type: Individual submission

Authors:

Name: Roland Toth

Email: roland.toth@fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Name: Daniela Stelzmann

Email: Daniela.Stelzmann@fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Name: David Schieferdecker

Email: d.schieferdecker@fu-berlin.de

Country: DE (Germany)

Affiliation: Freie Universität Berlin

Abstract: Intergroup contact is an effective tool to decrease prejudice (Pettigrew & Tropp, 2006), but people are often too anxious to engage in direct outgroup encounters. Researchers have investigated indirect forms of contact - among others, exposure to outgroup members in media. While studies yield initial support, they have mostly focused on traditional mass media consumption (for an overview, see Park, 2012). We suggest that new media technologies, namely virtual reality (VR), allow for a more immersive form of mediated contact that can reduce prejudice more effectively.

Virtual reality (VR) enables users to experience computer generated environment almost as if they were real (Freeman et al., 2017). We, therefore, assume that VR scores high on core dimensions of intergroup contact, namely the involvement of the self in contact and the sensual richness of the contact (Harwood, 2010). At the same time, VR contact should not be burdened by the (anticipated) anxiety that is often evoked by face-to-face contact. While VR has not been studied as a tool for outgroup contact, its effects on attitudes and behavior have been demonstrated in other domains, for example in behavioral therapy (Valmaggia, Latif, Kempton, & Rus-Calafell, 2016). Therefore, we test a complex model describing how audiences react to outgroup contact in VR and whether it can reduce prejudice.

We study the effects of VR contact with the highly stigmatized group of persons suffering from schizophrenia (e.g., Schulze & Angermeyer, 2003). Symptoms of schizophrenia are hardly understood in the general population, as people with schizophrenia appear in media content almost exclusively as ‘cunning mad men’ or ‘serial killers’.

We implement a 2+1 posttest-only laboratory experiment. In cooperation with a psychiatric hospital, we recorded a 360° video in which a male schizophrenic patient gives a personal account on how the illness affects his life. The person is portrayed in a likeable, positive manner. We will randomly expose participants to one of three conditions. The first group watches a regular 2D-version of the

video on a laptop. The second group watches a 360°-video using a VR-headset. The control group watches an unrelated video. Afterwards, everyone completes a questionnaire reporting on experienced immersion (moderator), intergroup understanding, anxiety and empathy (mediators), prejudice (dependent variable) and direct contact, own psychiatric history, prior VR-experience and socio-demographics (controls). To test the longevity of effects, we run a follow-up survey after a couple of weeks.

Participants are mostly adolescents. Based on an expected effect size of $\eta = .15$ (Kalyanaraman, Penn, Ivory, and Judge, 2010), we aim for a minimum sample size of $N = 119$ to achieve a power of $1 - \beta = .95$ with an alpha error tolerance $\alpha = .05$ (Faul, 2007). We will use structural equation modeling to analyze the moderated mediation model. Data collection will be finished by the end of March 2019 so that the findings are ready for presentation by the time of the upload of a full paper.

Id: 22496

Title: Memeing elections: The affective politics of memes in the 2018 Colombian presidential campaign

Session Type: Individual submission

Authors:

Name: Valeria Cortés

Email: v.cortes@javeriana.edu.co

Country: CO (Colombia)

Affiliation: Universidad Javeriana

Name: carlos barreneche

Email: barrenechec@javeriana.edu.co

Country: CO (Colombia)

Affiliation: Universidad Javeriana

Abstract: Internet memes, along with GIFs, selfies, 280 characters texts, and other native digital objects, have become central elements in the rhetoric of online discourse today. Political memes usually carry with them provocative messages powerful enough to mobilize public opinion, to the extent that they are often weaponized in political campaigning and disinformation strategies. During the last US presidential elections took place the first so-called “great meme war” (Nagel, 2017), where actors from the political fringes (the Alt-right movement) attempted to influence the political climate on the Internet through the propagation of memes -carrying the expression of anger and fear of disaffected white young males along with white supremacists themes. Noteworthy in this case is the way how Trump’s team successfully capitalized and harnessed these networks as part of the campaign strategy.

After the 9/11 attacks and the war on terror, a new media regime has taken central stage in which media act mainly through the modulation of collective human affect to mobilize populations, in contrast with the previous media regime in which communication was oriented mainly towards truth (symbolic representations/ideology) (Grusin, 2010). Today this shift is ever ore present, when in the age of social media, emotion, social prejudice, and personal beliefs (epistemic bubbles) seem to have overtaken facts and rational deliberation in online political discourse. It is therefore critical to look into how the circulation of affect, favored by the affordances of social media (short formats, the privilege of visuality over narrativity, and rapid circulation), is shaping public opinion and political campaigning (Castells, 2008; Samson, 2012).

This paper will discuss the results of a research project that traced the affective tones of memes during the last Colombian presidential campaign, looking at memes’ formal characteristics, sentiment, intentionality and reach, and how these variables relate to the very dynamics and temporalities of such political contest. In order to do so, the data analyzed was extracted from Facebook groups during the campaign period, including both internet memes produced by users, and their associated circulation and sentiment metrics (so-called Facebook “reactions”). A sampling strategy was implemented with the aim of representing the whole political spectrum in dispute. The final analysis 1) illuminates how different politically-oriented Facebook users (from

the left to the right) appropriated the language of memes in order to express political views and influence public opinion; 2) compares differences in use and formal rhetoric across the spectrum; and 3) maps the specific affects that mobilized their circulation within those networks in order to characterize motivations (from fun and critical irony to militancy).

Bios

Carlos Barreneche is assistant professor at the Communication Department, Pontificia Universidad Javeriana. He is also editor of *Revista Signo y Pensamiento*. His fields of expertise are political economy of media and technology, digital culture, software studies, critical data studies and surveillance studies.

Valeria Cortés is a journalism student at the Pontificia Universidad Javeriana. She is currently doing an internship in *El Espectador*, a newspaper of national circulation in Colombia, where she writes in the Business and Technology sections.

Id: 22591

Title: Fake news en las elecciones presidenciales 2018 en Brasil: un análisis cuantitativo

Session Type: Individual submission

Authors:

Name: Juliana Colussi

Email: julianacolussi@gmail.com

Country: CO (Colombia)

Affiliation: Universidad del Rosario

Name: João Canavilhas

Email: jcanavilhas@gmail.com

Country: PT (Portugal)

Affiliation: Universidade da Beira Interior

Abstract: La elección de Jair Bolsonaro para presidente de la República de Brasil es el más reciente acto electoral en el que las redes sociales online (RSO) han tenido una fuerte influencia. Aunque hay pocos estudios sobre este caso, el hecho de que el candidato no haya realizado ninguna actividad política presencial en la segunda vuelta, junto con la declarada oposición de gran parte de los intelectuales brasileños y de los grupos mediáticos más fuertes, lleva a que las RSO surjan como el canal decisivo para su elección. Un rápido análisis a lo que ocurrió en estos espacios durante la campaña, sobre todo en Facebook, Instagram y Twitter, permite verificar que la oposición al actual presidente tuvo también una fuerte campaña en las RSO, recurriendo a hashtags de gran éxito como #EleNão por lo que WhatsApp podría haber sido palco importante porque es una red cerrada y tiene una intensa utilización en Brasil, en particular a nivel de grupos familiares.

Esta investigación busca verificar qué tipo de contenidos fue más compartido en los grupos familiares de Whatsapp durante la campaña presidencial brasileña de 2018 y, de éstos, qué porcentaje contenía información falsa. La relevancia del estudio se justifica debido a la dificultad de acceso a datos de dicha aplicación y porque durante la campaña electoral se comentó en la opinión pública que este canal era una fuente de desinformación. Se ha llevado a cabo el análisis cuantitativo de 472 publicaciones compartidas en diez grupos de familia. El acceso a los datos fue posible gracias a la colaboración de ciudadanos que atendieron nuestra convocatoria para participar en el estudio. Los resultados señalan que la imagen fija con texto corresponde al tipo de contenido más circulado en los grupos y que un 60% de las publicaciones posee información total o parcialmente falsa. Los hallazgos corroboran la existencia de un círculo de desinformación entre los usuarios de WhatsApp.

Id: 22607

Title: The Influence of Journalistic Style in Online News: Reporting on a Violent Attack Abroad

Session Type: Individual submission

Authors:

Name: Ashley Riggs

Email: ashley.riggs@unige.ch

Country: CH (Switzerland)

Affiliation: University of Granada/University of Geneva

Abstract: Part of a larger interdisciplinary and cross-cultural study on cultural representation in online news, this paper seeks to demonstrate that journalists' stylistic choices significantly affect content and messages, influencing, in turn, the way news consumers perceive the people and societies reported upon. Scholars in translation studies and crisis communication (e.g., Federici, 2016; Schäffner, 2014) have called specifically for applying stylistics to the study of online news and have argued that more research on the linguistic characteristics of cultural interactions during times of crisis or conflict is urgently needed. In addition, work on cultural translation (Maitland, 2016) and cosmopolitanism (Bielsa, 2016) has demonstrated the value of considering media output as a means for readers to engage with the foreign. The paper draws from these disciplines and theoretical areas and contributes to filling the existing research gap by sharing findings from the analysis of a corpus of online news from England, Spain and Switzerland.

To investigate stylistic features, articles from mainstream online newspapers of each country were selected. All addressed the deadly attack that took place in Nice, France on 14 July 2016 and were published shortly thereafter. Given the location of the event, the journalists were reporting on a foreign society and place. Therefore, they acted as intercultural mediators, whose ethical role is to improve communication between cultures. Yet various studies have found that, instead, journalists often engage in "othering" (Allan, 2014 [2010]) and sometimes both rely on and perpetuate prejudices, in particular where Muslims/Islam and foreign countries are concerned (e.g., Brownlie, 2010; Ogan et al., 2014; Piquer Martí, 2015; Rane, Ewart & Martinkus, 2014). Investigating style sheds light on how this occurs and it may, in turn, encourage reflection and changes in practice. The stylistic characteristics of modality (terms which communicate levels of certainty, possibility, probability and doubt), alliteration and metaphor, as well as the term 'jihad' and its derivatives, and information about French society, were analyzed using QDA Miner. Results include uses of modality which give suppositions or other unproven content a patina of fact; diverging uses of symbolically powerful metaphors which also reflect news sources' political affiliation; uses of alliteration and metaphor that are likely to heighten fear and distrust of cultural "others". However, left-leaning newspapers tend to historicize and contextualize more, which can offset the fear and distrust. Finally, there is a surprising tendency in one source for journalists to misuse the term 'jihad' and its derivatives, despite the clear indications about this term provided in the newspaper's own editorial guidelines.

It is hoped that this paper will persuade fellow participants of the value of examining stylistic characteristics of news and how they contribute to reinforcing or challenging prejudices – a significant issue given the media's influence on public opinion, policy and cultural debate and given the right of the "cultural other" to be represented with dignity.

Id: 22616

Title: The Gamification of the real life: mobile game culture among Iranian smart phone users

Session Type: Individual submission

Authors:

Name: Ghodsi Bayat

Email: ghodsibayat@yahoo.com

Country: IR (Iran, Islamic Republic Of)

Affiliation: Assistant Professor in Communication Faculty of Allameh Tabataba'i university, Iran

Abstract: The mobile games that were originally designed for users' entertainment, found other meanings in combination with other human needs. Smartphone games as a part of the technology discourse which is now evident in all societies has been recognized as one of the most popular dimensions of popular culture among Iranian users. This research seeks to explore the intrinsic and constructive meanings of the online games and its functions among actors through an exploratory approach.

After reviewing the game-related theories and by applying snowball technique, 20 semi-structured interviews with heavy players in Tehran were conducted. Using Grounded theory method and the framework of the paradigmatic model of Strauss & Corbin(1994) for data analysis, the multiple and varied uses of players, the casual conditions, the context and intervening conditions, the action strategies and also the consequences of consuming these games were recognized.

The findings of the study indicate that the silly and the serious are interlinked in the view of games users and this process results in some social and cultural functions under enjoyment as the pivotal phenomenon. Also the research recognized consequences for players such as paying high expenses, social immorality, financial abuse and decrease of real life values.

Key words: culture, online game, Grounded theory , smart phone, gamification

Id: 22635

Title: Emoji Usage: What and Why beyond the Algorithmic Analysis

Session Type: Individual submission

Authors:

Name: Reena Shah

Email: drreenashah13@gmail.com

Country: IN (India)

Affiliation: Indus Institute of Management Studies

Abstract: Emojis are digital pictograms that appear in electronic media in text messages and emails or other technology mediated communication platforms. Use of emojis transcends cultural barriers as they are visuals and therefore beat the limitations that language holds. Facebook, while celebrating the ‘World Emoji Day’ on 17th July 2018 revealed that on any given day more than 900 million emojis are used every day on Messenger (World Emoji Day, 2018). Emoji Tracker gives real time data of emojis used on Twitter, while Emoji Stats another analytics platform constantly updates information on emojis used on iOS systems (Emoji Tracker, 2019& Emoji Stats, 2019), thus accentuating the popularity of emojis.

Though popular, the discourse on emojis is largely seen in newspaper and magazine articles whereas systematically conducted scientific studies are scarce. Furthermore, the limited systematic inquiry in this area are limited to technical studies, focusing on algorithm analysis of humongous quantitative data overlooking the people who are posting these emojis. In the present study therefore, an attempt is made to study the use of emojis from an individual’s behavioural perspective.

Analysis of online user database has established that 92 percent of global online population use emojis (Infographics, 2016) out of which 86 percent users on Twitter alone are 24 and less years old (Emoji Statistics, 2017). Hence, the proposed study is examined in the context of young university students who fall in this age bracket. Focused Group Discussion (FGD) was conducted on 11 participants with an average age of 22.5 years. The discussion was transcribed and thematic analysis was then conducted. Based on this and the review of literature, an initial set of 87 items was generated. For content validity of these items, they were presented to 50 university students. Out of 87 items, 45 items that had high frequency weightage were carried to the final questionnaire which was administered to 250 university students. This survey data was then analyzed using exploratory and confirmatory factor analysis.

Social media platforms, linguistic pattern, social relationships, emotional connect, level of formality and gender, emerged as important factors that drive emoji usage. The public and private nature of social media platform and the level of formality involved in a relationship influenced the frequency and the types of emojis being used. Likewise, factors such as social and emotional connect indicated how emojis are used in a range from lighthearted conversations to more intense relationships. The supplementary and complementary use of emojis along with text was brought out in linguistic pattern.

The findings of the study indicate the psychological implications and socio-behavioural impact of emoji usage which can be used for creating regulations and norms. What appears to be casual pictorial supplement of textual messages holds the power to be developed as a stand-alone language which could impact the usage of language-dependent communication. As a few articles indicate popularity of emojis is likely to recede the language evolution, impact inter-generational dynamics and an entirely new genre of expressions are likely to develop with its own unique set of norms.

Id: 22703

Title: Sarcastic Much! The Importance of Humor as Means of Being Uncivil When Commenting News Articles

Session Type: Individual submission

Authors:

Name: Andrés Rosenberg

Email: aarosenb@uc.cl

Country: CL (Chile)

Affiliation: Pontificia Universidad Católica de Chile

Abstract: Can humor be perceived as an uncivil expression on online communication?

Public opinion on online forums such as news comments, are usually pointed out as a battleground of uncivil, impolite and aggressive speech. Moreover, it is particularly troublesome when this type of speech revolves around domestic politics, since these issues are supposed to evoke deliberation among informed citizens. However, amidst common expression of incivility, such as stereotyping and profanity, humorous expressions (e.g. irony and sarcasm) -while being present- are usually left out from academic analysis on online uncivil speech (Papacharissi, 2012; Chen, 2014), most probably because they are hard to measure, since humor is strictly ingrained within a specific culture, and different receivers are bound to disagree on whether a commenter has been sarcastic or not.

As part of my doctoral dissertation, I conducted a content analysis of 4,620 news comments on the Chilean presidential elections of 2017. Among other things, I analyzed whether humor was used by these news users to either attack the article's topic, or to attack another users' previous comment. Three independent coders were trained and achieved a satisfactory agreement on capturing humorous speech as means of being uncivil (88% agreement, Krippendorff's $\kappa = 0.66$.)

Findings from the analysis show an impressive growth of incivility when the variable "humor" is incorporated: 31% of comments have at least one form of incivility, whether it is profanity, stereotyping or insulting someone, but when humor is incorporated -as means of being uncivil- more than half of the comments (52%) contain either uncivil traits or humor.

Considering these findings, a theoretical discussion is presented as to explain why humor needs to be incorporated into uncivil speech analysis, and how such expressions are used by users as an alternative and effective way of insulting another person or group without any the more common forms of aggressive expressions. Some of the explanation can be found in the affordances news's comment sections offer, like posting images such as "memes", and the moderation of swear words, which can lead to users being more creative with their insults and use sarcasm and irony as means of camouflage their true thought.

Id: 22752

Title: Selfie Posting Behaviour: A Systematic Process Analysed through the Lens of Interaction Ritual Theory

Session Type: Individual submission

Authors:

Name: Ruchi Tewari

Email: ruchi.tewari@micamail.in

Country: IN (India)

Affiliation: MICA

Name: Reena Shah

Email: drreenashah13@gmail.com

Country: IN (India)

Affiliation: Indus Institute of Management Studies

Abstract: Selfie posting on social networking sites (SNS) may appear to be a casual activity but the growing volume of the postings (Statista.com, 2017) creates an interesting research-worthy observation. Past research indicates (Shah and Tewari, 2016; Sorokowska, Oleszkiewicz, Frackowiak, Pisanski, Chmiel, & Sorokowska, (2016) that there exists an association between current selfie posted and feedback received or given on others' selfies. The objective of this study is to make a theoretical analysis of the cycles of selfie-posting and feedback mechanism and identify the impact on the members who participate in the selfie-posting and feedback process. Based on the Interaction Ritual Theory (Collins (1981, 2004; Summers-Effler; 2002) and the findings about selfie posting behaviour from the literature, two focused group discussions were set-up with 10 and 11 college students respectively. The FGDs lasted for about 90 minutes and the thematic analysis of the transcript of the discussion indicated that selfie posting is a systematic process marked by a set of activities falling into two phases – pre-sharing and post sharing, each with distinct sub-stages covering the entire life-cycle of the selfie, right from when it is captured till it is posted and receives comments and feedback and its impact on the subsequent selfie behaviour. The stages, phases, behaviour and impact of selfie-posting corroborates with the tenets of the Interaction Ritual Theory. Results of the focused group discussion suggest that selfie posting on SNS is a group activity with a few norms and adherence to these impacts the dynamics of the group. Though at an individual level, the purpose of selfie posting is to establish an identity of the self. Factors like capturing and editing a selfie to present the desired self-image, control over others' response and 'public' and 'private' feature of the SNS are important determinant of the selfie posting decision. Findings of the study adds force to the argument that technology is a powerful influencer which is re-defining social norms of human behaviour.

Keywords: Selfie-Posting Behaviour; Social Networking Sites (SNS); Interaction Ritual Theory, Image Representation – Self and Public; Interpersonal Communication

References

Collins, Randall. 1981. "On the Microfoundations of Macrosociology." *American Journal of Sociology* 86: 984-1014.

Collins, Randall. 2004. *Interaction Rituals*. Princeton, NJ: Princeton University Press.

Shah, R. & Tewari, R. (2016). Demytifying 'Selfie': A Rampant Social Media Activity. *Behaviour and Information technology*, 35(10), 864-871.

Sorokowska, A., Oleszkiewicz, A., Frackowiak, T., Pisanski, K., Chmiel, A., & Sorokowski, P. (2016). Selfies and personality: who posts self-portrait photographs? *Personality and Individual Differences*, 90, 119-123. <http://dx.doi.org/10.1016/j.paid.2015.10.037>.

Summers-Effler, Erika. 2002. "The Micro Potential for Social Change: Emotion, Consciousness, and Social Movement Formation." *Sociological Theory*, 20/41-60.

Id: 22769

Title: Why the critical discourse analysis is a viable method on analysing medial constructed reality as symbols'

Session Type: Individual submission

Authors:

Name: Danny Schmidt

Email: danny-schmidt@web.de

Country: DE (Germany)

Affiliation: PhD Student

Abstract: The construction of reality has different sources of theory. The cognitive construction (Maturana, 1982), the social construction (Luhmann, 1984), the medial construction (Schulz, 1976) and the symbolic construction (Jäger, 2009) of reality for instance are methods of epistemology that depends relational to each other. The basic of epistemology in a constructivist approach is the context of knowledge with no direct ontological access. The media holds a vital function in that process because “The function of the media is to create the common sense and the social memory. The media processing the reality by creating, updating and expanding the social memory. (Luhmann, 1996, S.82). So, to analyse medial construction of reality means, to analyse the social memory. The critical discourse analyse is one approach to analyse the construction and reconstruction of the social memory or as Jäger (2009, S.223) stated: “Discourse analysis demonstrate the use of resources in the context of truth that is accepted within the society at a certain time”. The resources in the context of truth are by Jäger’s approach all visible in the collectivistic symbols of a society or as Jäger (2009, S.133) stated: “with the resources of symbols that are shared by all members of a society it is possible to construct a social reality and we can see how these resources are framed by the media”.

The so called “cold war discourse” was researched by comparing the coverage of the Brisbane G20 Summit in November 2014 by the German newspapers Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung and Der Spiegel. The result of that research project showed the potential of collectivistic symbols to create plausibility in an environment of possibilities and therefore reduce complexity within the social system. For instance, the term “Berliner Mauer” directly relate to the Berliner Mauer (1961-1989) and is narratively interrelated to several historical events, political wise, cultural wise, value wise etc. “This narrative-network is the base to establish cultural consent in a certain cultural space” (Jäger & Jäger, 2007, S.54). That interrelated narrative network lead to narrative possibilities and phrases like “Die Mauer in den Köpfen” or “Mauerspecht” that are part of the common sense and the social memory and thus able to construct certain reality.

Jäger, S. (2009). Kritische Diskursanalyse. Eine Einführung. Münster: Unrast

Jäger, M. & Jäger, S. (2007). Deutungskämpfe. Theorie und Praxis kritischer Diskursanalyse (Medien, Kultur, Kommunikation). Wiesbaden: VS Verlag

Luhmann, N. (1984). Soziale Systeme. Grundriss einer allgemeinen Theorie. Frankfurt/ Main: Suhrkamp

Luhmann, N. (1996). Die Realität der Massenmedien. Wiesbaden: VS Verlag

Maturana, H. (1982). Erkennen: die Organisation und Verkörperung von Wirklichkeit. Braunschweig und Wiesbaden: Springer

Schulz, W. (1976). Die Konstruktion von Realität in den Nachrichtenmedien. Eine Analyse der aktuellen Berichterstattung. Freiburg: K.Alber

Bio Note:

Danny Schmidt studied Media and Communication Sciences in Berlin, Auckland and Erfurt. He is currently working on his doctorate with a focus on international reporting, stereotypes and discourse analysis under Prof. Kai Hafez at the University of Erfurt.

Id: 22789

Title: Resistance to Facts and Hate Speech: Turkish Netizens' Reactions against Syrian Refugees

Session Type: Individual submission

Authors:

Name: Tirse Erbaysal Filibeli

Email: tirse.erbaysalfilibeli@comm.bau.edu.tr

Country: TR (Turkey)

Affiliation: Assistant Professor, Bahçe'ehir University

Name: Ayberk Can Ertuna

Email: canertuna@gmail.com

Country: TR (Turkey)

Affiliation: Ph.D.

Abstract: In today's network society, everyone is a digital 'prosumer'; not only passively consuming, but also producing and distributing content. This, however, leads to the spread of not only information based on facts but also false and harmful content therefore, causing major information disorders at this post-truth era. Despite the rising popularity of the term "fake news", the motivation, the actors and the strategies behind this problem should be analyzed carefully and the complex socio-political, cultural and economic structures should be taken into account in analyzing each specific case in one country. Therefore, a wider term; "information disorder", that covers disinformation, misinformation, mal-information etc. should be employed to give a research a more comprehensive substance. Especially in dealing with one of the most disadvantaged groups in the society namely the refugees, the mechanisms behind the viral spread of disinformation should be analyzed carefully.

According to the latest figures by official sources, the number of Syrians in Turkey is more than 3 million 632 thousand. However, this is a contested figure according to many scholars studying migration because with tens of thousands of "unregistered" migrants, the number is expected to exceed 4 million. This number makes Turkey the hosting refugees more than any other country. The negative perception of refugees is increasing in the country as more refugee camps are closed and more Syrians are enforced to live in the outskirts of cities each day. In the latest research, nearly 67% of respondents stated that they were "not pleased" with the presence of Syrian refugees. A year ago, in 2017 this number was nearly 55%. In the same research more than 59 % of respondents wanted the government or stop refugee inflow. The mainstream media is both provoking and profiting from the negative portrayal of refugees with discriminative rhetoric. The most notable effort against media's polarizing role came from the Turkish verification initiative; "teyit.org". They had so far analyzed false information spread on the web and fact-checked most viral 24 fake information about Syrian refugees. Besides, to make people conscious about these false contents, they produced a short documentary news on those fake stories about Syrian Refugees.

In this study, by referring peace studies, especially Johan Galtung's theory on 'vicious cycle of violence', we define disinformation as a form of 'cultural violence', it has been asked "Does information disorder about Syrian refugees causes hate speech and hatred actions against Syrian

refugees?” To answer this question, the comments below the most viral fact-checked twenty-four false contents will be analyzed according to critical discourse analysis by using Nvivo Qualitative Data Analysis Software. Besides, to understand the mechanism behind disinformation surrounded the social networks, the profile of users who created and diffuse false contents will be analyzed.

Id: 22812

Title: INDIA'S RIGHT TO PRIVACY: A CRITICAL ANALYSIS OF MEDIA COVERAGE OF THE RIGHT TO PRIVACY VERDICT

Session Type: Individual submission

Authors:

Name: Sarthak Abhyudaya

Email: sarthak.abhyudaya16@gmail.com

Country: IN (India)

Affiliation: Member

Abstract: The Supreme Court of India in August 2017 in its landmark judgement declared Right to Privacy as a fundamental right. It opined that Right to Privacy was intrinsic to life and liberty. The verdict came in the wake of the petition filed by petitioners challenging the Indian Government's move to make Aadhaar, the unique identification system mandatory for people seeking to benefit from various social welfare schemes. The petitioners had argued, the Aadhaar violated an individual's privacy since it contained the biometrics of the citizens intending to enrol under the unique identity system. During the course of the hearing the government defended its stance saying that privacy was not an absolute right and the Aadhaar was needed to ensure the right to dignified life for citizens by plugging leakages in distribution of subsidies. The court ruled privacy was an intrinsic part of human life and fundamental right of every citizen. Media played its role in informing the people about the developments related to privacy. It reported the court's verdict, the implications and the benefits of implementing Aadhaar, the government's position, the opposition's argument and experts' opinion too.

It is in this regard, the paper examines the news coverage of the court's verdict and reports related to privacy and Aadhaar as published by the three news portals and how they set an agenda for both the citizens and the government with reference to the issue. The primary data was collected from three leading English news portals- www.thehindu.com, www.timesofindia.indiatimes.com and www.scroll.in. The data was gathered after monitoring the coverage on privacy and Aadhaar for a month from August 01-31, 2017. The month of August was chosen for study, since the verdict on Aadhaar was to be declared on August 24, 2017. News reports from bureaus, agencies, editorials, columns and interviews published in the three websites were used as the prominent source of study. The theoretical framework of the study is based on Barney Glaser and Anselm Strauss's Grounded Theory. According to the theory, four themes Privacy, Biometrics, Data Security and Surveillance, were developed during the course of data analysis. The news portals stressed on privacy being one of the most important constituent of an individual's right to life and liberty. They also emphasised on the idea that privacy lied in the right to be left alone. The portals also argued that the adoption of a strong biometric identity system can have repercussions for a democratically robust country like India. The news portals feared this may give rise to surveillance and can be used to throttle free speech. However, the portals also debated the need for a balanced data protection law for the country. Upon analysis of the articles, it was found that the press can still be used as the prominent agenda-setter for setting privacy and data protection related issues as one of the primary agenda for the government and the citizens alike. Further inferences and findings will be discussed during the conference.

Id: 22815

Title: Spanish University Students and Television: Young audience's opinions about their relation with traditional TV channels and new Platforms

Session Type: Individual submission

Authors:

Name: Juan Francisco Gutiérrez Lozano

Email: jfg@uma.es

Country: ES (Spain)

Affiliation: University of Malaga (Spain)

Name: Antonio Cuartero Naranjo

Email: cuartero@uma.es

Country: ES (Spain)

Affiliation: University of Malaga (Spain)

Abstract: The young and child population in Spain, those young people between 12 and 24 years old, are moving away, progressively and quickly, from the consumption of traditional Television to online platforms. In 2018 there was a historical record in the decrease of its follow-up of traditional TV (10% less than in 2017). Although young people still represent a prominent group among the traditional Television audience, now this age group spends the most of their time on the Internet (3 hours and 31 minutes person/day; Kantar Media Data-Barlovento, 2018). But despite of this, Spanish youth continue to monopolize much of the mainstream television contents, since characters of their age are commonly present in both fiction series and entertainment Television programmes, and also in the most famous reality-TV formats. The aim of this paper is to describe and analyse the opinions of the Spanish youth audience about their representation as group in traditional television channels. Specifically, we will go inside the answers of a group of university students (between 18-22 years old; sample to be determined but expected to be around 200 informants) to know better their opinion about those contents as well as on the engagement strategies developed by fiction and entertainment productions of both the Spanish Public Services and also commercial channels. In the same trend, we want to know how they evaluate the attempts done by these broadcasters in order to rejuvenate their audience and also to engage juvenile publics in their digital tools like social networks or websites. The methodology carried out will be based on quantitative/qualitative survey, through a questionnaire that will collect the opinion of Spanish university students about their presence on TV contents and their current relationship with traditional television. The questionnaire will be divided into three blocks of questions: the first, on the ways of Youth representations; the second, to know what formats or genres are their favourites; the third, to inquire about the degrees of agreement/rejection about aforementioned strategies. Finally, we would like to identify their perception of how the specific social problems of Youth are shown by traditional TV channels in comparison with new online platforms such as Netflix.

We hope that the research will gather information to check whether, despite the fact that traditional television consumption decreases, young people still have a stable contact with these channels; or if the success of platforms products such as 'Elite' (Netflix) is due to the fact that they could find there a better portrayed of their aspirations or concerns. On the other hand, we also want to know their opinions about how traditional television repeats certain attitudes or stereotypes when it comes

to representing issues such as gender violence, bullying or sexual identity among the youth population.

This research is part of the National Research Project CSO2017-85483-R 'JUVEN-TV: New consumption versus old stereotypes: analysis of the reception by Spanish youth of their current television representations', funded by the Ministry of Science, Innovation and Universities of the Spanish Government.

Id: 22837

Title: Perception of Chinese Audience on Image of Foreign Media

Session Type: Individual submission

Authors:

Name: Yi Ding

Email: yd06ty@yahoo.com

Country: HK (Hong Kong)

Affiliation: Hong Kong Baptist University

Abstract: Since China entered the WTO in 2002, many international media groups have gradually entered China's media market ranging from television, films, music to theme parks, network games, electronic business and logistics. However, it is hard for foreign media to expand its scale in China. Even some large international media groups are unable to gain large profits from the Chinese media market. For these reasons, despite the tightening oversight by Chinese government on media policies, the perception of Chinese audience on foreign media should also be taken into account. It is important for foreign media to learn about what the media image of foreign media in the eyes of Chinese audience is and it is necessary to learn how to grasp the perception of Chinese audience to enhance the attention rate and influence. However, even with the globalization and dramatic 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 aims 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 in the research.

The core issues of the research are as following:

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?

Id: 22880

Title: How does Opinion Diversity Differentiate among Platforms with Different Digital Architecture' A Comparative Study of Jiang Ge Event in China

Session Type: Individual submission

Authors:

Name: Kaiyuan Ji

Email: jky18@mails.tsinghua.edu.cn

Country: CN (China)

Affiliation: Tsinghua University

Abstract: Social events are increasingly discussed online, where ideas concerning public interests frequently appear along with daily chatting. For example, a crime of passion, known as Jiang Ge Event, was intensively discussed in terms of legal institutions across countries, ethic, details and progress across different SNSs. Although Internet as a space for political communication attracted some attention, few study explored online discussion where political implications appear unexpectedly. Thus, this paper will explore how digital architecture encourages opinion diversity among platforms.

This paper adopts the definition that digital architecture is the composite of functions, designs and operation strategies. Three kinds of digital architecture are employed as analytical framework. Classification means architectures that afford for presenting topics and perspectives in several categories. Filtering mechanism affords for selective exposure of information, such as censorship, moderation of hashtags and hyperlinks. Classification and filtering influence the possibility of whether multiple perspectives could be viewed. Network structure affords for connections between accounts, including following mechanism and groups centers. This influences the introduction of different ideas and their potential to be discussed, because ideas flow along interpersonal network in SNSs.

Content analysis is conducted to analyze justification process of online discussion. Justification process is measured in topics, perspectives and quality of justification to reflect opinion diversity. Posts are collected from Zhihu and Sina Weibo from November 9 to December 31 in 2017. 466 posts of Weibo and 107 posts of Zhihu are analyzed after stratified sampling. Responses are collected and sampled to analyze the refute or observation compared with posts. Also, discourse analysis is employed to compare digital architectures for further explanation.

Research findings indicate that network structure of Weibo induces centralized interpersonal network where one-way interaction from opinion leaders to audience appears. Opinion leaders in Weibo are news media and entertainment celebrities, so both posts and responses center on truth and emotion with homogeneous responses. Network structure of Zhihu encourages decentralized interpersonal network with multiple centers depending on quality of justification. Also, more interaction between centers and audience can be observed. Accordingly, posts of Zhihu center on law institutions and ethics with high quality of justification found in both posts and responses. Posts of Zhihu are classified into distinctive topic hashtags controlled by operators and hyperlinks of different perspectives are recommended. Thus, classification enhances the impact of network

structure to proactively inspire diverse opinions in Zhihu. Classification in Weibo fails to clearly present different perspectives, leaving network structure dominating one-way flow of ideas. Additionally, extreme emotional justification will be filtered in Zhihu, and content of posts support this feature.

Moving beyond observation on single platform or feature, this study explores how digital architecture encourages diverse opinions. To explain specific casual effects, survey and interview to investigate user behaviors based on media affordances are necessary for further studies. Except for opinion diversity, more aspects of online discussion should be studied.

Id: 22923

Title: Social Media and Democracy: A Case Study of the Zimbabwe 2018 Harmonised Elections.

Session Type: Individual submission

Authors:

Name: Meli Ncube

Email: ncbmel001@myuct.ac.za

Country: ZA (South Africa)

Affiliation: University of Cape Town

Abstract: Ever since African countries attained independence, their governments have monopolized old media, such as state-owned newspapers, public broadcasters and radio stations, to give only their slanted versions of what is happening in their countries (Gumede 2016). These African countries have frequently manipulated the flow of information, either through propaganda through state-owned media or by withholding information that would show citizens the true state of their incompetence, misrule and corruption. Perceived government critics; opposition, and civil society groups have often been side-lined, vilified and projected as lacking credibility or being in the pay of western and former colonial powers in the dominant state-owned media (Cavatorta 2012; Gumede 2010, 2012; Habib 2016).

However, the mediatisation of society — the influence media exert on society and culture — has spawned new forms of political communication in the public sphere, accompanied by an implicit promise for more deliberative discourse (Lilleker, 2006). New technologies, most notably the Internet and social media, have increasingly made it possible for African citizens across the continent to distribute and receive alternative sources of information to government propaganda, disinformation and secrecy.

Consequently, African governments have been clamping down on the Internet, social media and messaging applications in attempts to silence democratic opposition, civil society and activists' mobilization against poor governance expressed through these platforms (Gumede, 2016). 6 African countries have so far resorted to blatantly blocking access to social media sites for various reasons. Between 2016 and 2017 Uganda, Congo, Chad, Burundi, Zimbabwe and Ethiopia all blocked access to WhatsApp, Twitter and Facebook for reasons ranging from security to allowing students to prepare for exams (i.e. to study without social media distracting the students) (Chutel, 2018).

It has been widely expected that towards, during and after the 2018 polls there will be regulation and repression of Internet rights in Zimbabwe (Kalemera et al 2016). However, with former president, Robert Mugabe famously staying off social media, his successor Mnangagwa, in a break with tradition has verified Facebook and Twitter accounts. Freedom of speech has remarkably improved, with Zimbabweans openly criticizing the government without fear of retribution. On the other hand, most critics and a large section of Zimbabwean citizens are sceptical of the new government's commitment to reform.

The proposed research seeks to examine the state of social media in the era of fake news, and the use of social media in Zimbabwe in the everyday lives of its citizenry, with specific reference the events surrounding the 2018 harmonised elections. The research will study information flow, influence, and opinions and sentiments towards the new dispensation and the effect deliberations on

social media have had on the outcome of the elections. To some degree perhaps the findings might also help hypothesise what the future holds for the ordinary Zimbabwean in their quest for freedom of expression using social media in Zimbabwe.

Id: 22973

Title: Use of Digital Social Networks for the communication of business innovation

Session Type: Individual submission

Authors:

Name: Maria J. Vilaplana-Aparicio

Email: maria.vilaplana@ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Name: Mar Iglesias-García

Email: mar.iglesias@ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Name: Marta Martín-Llaguno

Email: marta.martin@ua.es

Country: ES (Spain)

Affiliation: University of Alicante

Abstract: Spanish companies that receive public funds to execute their Research, Development and Technological Innovation (R&D&i) projects must comply with communication and transparency obligations, which are established in European and Spanish regulations. Despite the proliferation of Digital Social Networks (DSN) these are not included within the communication requirements. Therefore, the objective of this research is to analyze whether the companies that receive R&D&i funds use the DSN to complement the communication actions. The study focuses on the companies that have received support from the Center for Industrial Technological Development (CDTI), the main Spanish organization that manages R&D&i aids. The profiles of Facebook, Twitter, Instagram, YouTube, Pinterest, Google + and LinkedIn are observed for 24 months. The conclusions indicate that social networks are practically not used to complement the communication obligations required by the reference regulations. It would be necessary to include them within the communication requirements in order to increase their impact and reflect on the contents to be published, when they should be published and in what social networks they should preferably be done.

Id: 22989

Title: Optimizing the self: The reformulation of employee subjectivity in Canada's digital media industry

Session Type: Individual submission

Authors:

Name: Vanessa Ciccone

Email: v.ciccone@lse.ac.uk

Country: CA (Canada)

Affiliation: London School of Economics

Abstract: Change is one of the few consistencies for those working in the digital media sector in Canada. Within industry workplaces focused on application development, so-called intrapreneurship is a dominant business ethos, with companies urging their employees to evolve at the pace at which technology changes through continuous learning, upskilling, and innovations to stay ahead of competition. Being entrepreneurial at work is aligned with the trend toward “self-optimization” that has become common in the digital media industry, which has been accompanied by a cultural shift that urges employees to be “100 per cent in” within both professional and non-professional contexts, operationalizing the promise that productivity will lead to success, happiness and fulfillment. Building on Michel Foucault’s work on the self, the present paper examines the corporate ethos that promotes being “100 per cent in” as part of a broader technology of optimization that calls on people to bring their best selves not only to the workplace, but to all other contexts they find themselves in. It argues that the propensity to attempt to optimize oneself is related to a slippage of work time into all other time, and influenced by an intersection of bodies of thought related to self-care, productivity and efficiency. In orienting professional and personal lives toward incessant productivity under the guise of a healthy work-life balance that urges people to ‘be present’ and bring their ‘full selves’ to all settings, the “100 per cent in” shift requires employees to adopt optimization as a tireless technology of self, with a lens toward continuous data collection through self-knowledge and self-improvement techniques. This shift is operationalized by applying data-driven approaches that suggest that with the right information, mastery of the self and adequate time investment, desirable results can be consistently yielded. Drawing from fieldwork at a digital media workplace and industry conferences and events in Canada, this paper begins to assess how employees’ subjectivities are being reformulated in cultural terms that are related not only to the productive working self that is aligned with neoliberalism, but also to a self that is oriented toward a specific kind of self-care and balance. Analyzing early data from this recent multi-sited fieldwork, the paper examines the subjectivities of an elite cohort of employees, investigating what their interactions and discourses in everyday settings within the sector might suggest about the values shaping the online experiences of users, and regarding the integrity with which the self is conducted among those working in the industry.

Id: 23199

Title: Cultural social media environment changing the arena of the metanarrative: Arguments, critics and description (Egyptian case study).

Session Type: Individual submission

Authors:

Name: Sahar Talaat

Email: saharota@gmail.com

Country: EG (Egypt)

Affiliation: Future University Egypt- FUEFacultad Ciencias de la InformacionDept. Journalism II

Name: Teresa Velazquez

Email: Teresa.Velazquez@uab.cat

Country: ES (Spain)

Affiliation: Autonomous University Barcelona - UAB

Abstract: During the last five years the technological communication development in the Arab cyber culture has been extended not only in time, space and content, but also in creating a new types of “ Social Network Sites” in Arabic language that converge between the local narrative identity and the new social communication technologies.

The aim of this research is to analyze the development of several socio-cultural criteria related to the online elements that grasp processes in the modern Arabic cultural and art formats. Using a qualitative and quantitative methods in this study on several private and collective social media (Facebook and Instagram) pages have an objective to analyze the innovative contents that highlight the identification of the hyper local-social interactivity participations and its changing narrative aspects. It requires observing profoundly this hybrid Arabic cyberspace represented in some alternative communities.

These social media networks pages provide valuable and different styles of knowledge among the abundance of information that are invading our world. Analyzing these chosen pages provide discussing and comparing among their socio-cultural narratives regarding the variety of ages, jobs, social concepts, experiences, ideologies, various activities, etc. These groups create a new intra-connected network while they are sharing all types of information. It is necessary to focus on the development of the cultural interactive environment among the Egyptians on social media to measure the aspects of democratization in this transitional society.

In this research, there is a need to use an exploration method to measure the social media practices; asking questions about its capability to enhance a parasocial interaction within the Arab community. This research could help in gathering the heterogeneous social media elements that could develop cohesion, unity, and shared experiences among virtual/real relationships in the society. This study could a sample for mediated cultural studies on regional and international perspective. It reveals a step forward for an international adaptation in different regions.

Id: 23217

Title: The Tinder effect: Increased self-esteem and confidence in social interactions that go beyond the use of the app within users from Madrid and Mexico City

Session Type: Individual submission

Authors:

Name: Rodrigo Cardoso Gonzalez

Email: rcardoso8847@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Nacional Autónoma de México

Abstract: This is the result of a research done in the past three years. Tinder is more than a dating app, it is a presentation app: connects people with different interests and motivations. Sometimes it's not all about casual sex or looking for a serious partner to start a relationship, not even for recognition and validation through the others, but something more important: just people trying to meet someone else, to chat, to connect.

In the connected world we are living, the distance is not much of a factor, not as much as it was 10 or 20 years ago. On Tinder, its users can meet anyone from all over the world, or most of it. Some, more than we used to imagine, are not just looking for a physical interaction, but to know who that person is, and what can they learn from his or her life, culture, studies and motivations, small or big talk, depending on how it works.

It is a big thing that the other person is real. This feeling about Tinder and other dating apps is growing. People can really use this applications to meet a real person.

The results to be presented on this paper show that most users use this app to practice social skills that then they will be able to use in a face to face date with another user or any other social interaction with people outside from Tinder. They gain self-esteem and confidence on Tinder. It's a virtual space full of real emotions. The use of this app was important after breaking up with their boyfriend or girlfriend, as well as when they feel that they can't make those interactions when being face to face. What it is more important is that almost all described being socially different after their use of Tinder, with users or non-users, on school, university, in their work, with people they like or many more social situations. This shows that, at least from the results of this study, Tinder can become an arena for practicing social skills that can be used as a simulation for other social scenarios.

The research was done following theories about the self, the digital self and mediated communication.

Keywords: Tinder, loneliness, confidence, self-esteem, social skills, mediated communication.

Id: 23230

Title: Systemic Gendering in Facebook Group Participation

Session Type: Individual submission

Authors:

Name: Jiyoung Ydun Kim

Email: jiyoung@cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Name: Anja Bechmann

Email: anjabechmann@cc.au.dk

Country: DK (Denmark)

Affiliation: Aarhus University

Abstract: This article aims to investigate gender differences in Facebook Groups by measuring the effect of gender on the potential for and actual participation in open, closed and secret Facebook groups as identified by the size of personal networks, number of group memberships and the number of posts and comments made in the groups. The study relies on a unique large-scale sample of data from Facebook as the largest international community platform mirroring the national Facebook population in Denmark and South Korea. Based on BRMS (Bayesian Regression Models using Stan), the study finds that the relationship between gender and participation is a nuanced one, strongly modulated by gender inequality. We find a general pattern with females being more engaged than males in Denmark and the opposite being true for South Korea, across the number of friends, group memberships and post/comment activities. However, privacy settings show a limited effect on gender differences. The article contributes to the field of social media participation as it shows that stereotypic gender participation differences are flourishing in a hitherto understudied domain of the large communication arena of Facebook Groups.

Id: 23243

Title: Media ideologies and media repertoires of "alternative media"-users between selective criticality and pragmatic trust

Session Type: Individual submission

Authors:

Name: Christian Schwarzenegger

Email: christian.schwarzenegger@phil.uni-augsburg.de

Country: DE (Germany)

Affiliation: University of Augsburg

Abstract: Long before Donald Trump's Twitter handle became eponymous as a relentless stream of alternative facts and political agitation, populist ideologies have repeatedly aimed to establish media ecologies of their own as a means to bypass the critical journalism. In recent years, the rise and proliferation of mostly online media outlets related to the new political right could be observed in the US and in many European countries. Besides such new "alternative media" related to the populist-right, also media financed by Russia, e.g. Sputnik News and RT- Russia or media outlets which spread conspiracy theories or dubious information have gained prominence as self-proclaimed alternative media.

The emergence of these new alternative media coincided with a purportedly decreasing trust in journalism as well as social and political elites. The Reuters Digital News Report 2018, indicates that mistrust in legacy media may eventually result in an increased use of alternative media and unconventional sources of information.

Alternative media has always been a debated term, but was rather related to socially progressive ambitions and pro-democratic political goals while 'ulgy alternative' like the right wing political media remained widely understudied. These new alternatives in the contrary are typically discussed in relation to propaganda, disinformation, and the spread of fake news, echo chambers and how they contribute to political polarization or ultimately as a threat to democracy and not as alternative media.

Most of the public and academic discussion about them is focused on the contents and the kind of (mis-)information, which they share and what impact there communication efforts could possibly have on the mainstreaming of radical stencils in public opinion, the propagation of populist views or specifically the outcome of elections. Potential effects of these media are often inferred from their contents. Little is known however about the users of these "new alternative media", their motives and mindsets and the meaning they attribute to these media as well as the role they play in the media repertoires of their respective users.

This papers addresses this research gap as it provides a perspective on media repertoires, media ideologies and media practices of users of a diverse alternative media (populist political right; sceptical/conspiracy and pro-Russian). Based on a 29 in-depth interviews with alternative media users it shows that the alternative media play very different roles in the media repertoire, and that this role is based on personal dispositions, media epistemologies and previous experiences.

Alternative media are used either as balancing sources, which users do not necessarily trust, but suggest that they can cope with whatever biases they have. Others see them as critical counter-publics challenging the status quo, while others uncritically accept them as truth, deeply identifying with them and a community around them. Users generally considered themselves critical thinkers, who cared a lot about seeking the truth and objective reporting; rarely reflecting that these newly found sources may be unreliable. The research sheds light on the complex diversity of motives and practices why and how people use dubious alternative media while allegedly seeking the truth.

Id: 23276

Title: Stepping into celebrity adventure shoes: an analysis of Uganda's domestic tourism trends: case study #Tulambule (let us tour) Instagram and Tweeter handles 2016 - 2018

Session Type: Individual submission

Authors:

Name: Ann Mugunga

Email: ann.mugunga@gmail.com

Country: CN (China)

Affiliation: Hong Kong Baptist University

Name: ANGELLA NAPAKOL

Email: angelsbeny@gmail.com

Country: UG (Uganda)

Affiliation: Uganda Christian UNiversity

Abstract: This paper seeks to examine celebrity following as a driver of domestic tourism in Uganda. The content on #Tulambule (let us tour) Instagram and Twitter pages from 2016 – 2018 shall be collected using API and data scrapping; and analysed using R to establish the multiple linear regression models. Domestic tourism shall be studied as the dependent variable and celebrity tweets and retweets, the frequency and popularity of certain tourist sites and number of tourist posts of the other handle users and followers, as independent variables. The authors will examine the relationships between the role of leisure involvement with celebrities' mention and destination popularity (measured by destination likes, posts, tweets and retweets on #Tulambule Instagram and Twitter). The paper shall rely on the social influence theory as well as the concept of celebrity fandom to examine the trends of domestic tourism in the country; and the goal is to advance our understanding of how following a celebrity or public figure's social media page influences domestic destination traffic in the global south.

Key words: Domestic tourism, social influence, celebrity fandom, tulambule, social media

Id: 23318

Title: Gender Equality on/of YouTube. The Friction of Participatory Culture and Unequal Commercial Logic of Social Media

Session Type: Individual submission

Authors:

Name: Christine Linke

Email: christine.linke@uni-rostock.de

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: The video-platform YouTube is worldwide one of the most important and widely used social media networks. Its user-based structure enables communication in online public spheres and new transmedia discourses. Nevertheless, the actual processes of empowering people and representing diversity has to be questioned and analyzed regarding YouTube's potential of participation (Jenkins et al. 2015) und connectivity (Dijck 2013). Previous studies found that male actors are most successful and hence more visible (e.g. Wotanis et al. 2014). Our research question therefore was, "How is gender equality enabled on/of YouTube and are there differences regarding visibility and production?" We hereby conceptualize gender as socially constructed, in social situation enacted („doing gender“ West/Zimmermann 1987) and intersectionally interwoven with other categories of difference (Winker/Degele 2011).

To answer our research question with empirical focus on German language YouTube we followed a multimethod approach combining a quantitative content analysis of YouTube-channels (N=2000 Videos based on the 1000 most view German language channels) and an interview study with 14 female YouTubers (focusing on production conditions and culture).

The findings of the content analysis show an unequal visibility of gender in German language YouTube: Female protagonists are notably underrepresented. Within the 1.000-top-channels the amount of female YouTubers is under 20 percent. Within the -100-top-channels the ratio of female versus male protagonists is by 1:2 (29% compared to 69%). Only 2% of the protagonist identified with another gender. Female YouTubers became mainly visibal with "traditionally female" topics (like beauty) and service oriented formats (like how-to). They talk more often about their "passion" and hobbies. Males on the contrary more often articulate their profession. Further findings regarding the visibility in public versus private spaces and the articulation of emotion and relational topics also suggest a different representation of gender on YouTube.

The findings of the interview study reveal that while creativity and self-determination are strong motivation for female YouTubers, they often experience friction between commercial, pop-cultural and individual purpose. They address gender stereotypes on the hand as problematic but on the other hand as effective way to attract a (young) community on YouTube. Gender clichés, so the explanation, are easy accessible and promote the channel to a broader audience. All participants have experienced hate speech, especially when they produced content beyond the commercial mainstream. They reflect on the logic of YouTube with its enormous pressure to constantly produce new content, which again promotes normalizing and stereotypic orchestrations of gender.

Overall the findings of both studies highlight existing gender difference on YouTube that are profoundly connected to the commercial mechanisms and unequal structures of YouTube. The contribution is elaborating this argument as well as the intersectional dimensions of inequality

beyond gender on/of YouTube in more detail. Furthermore the German findings are connected to the international research body and the impetus for future research is discussed.

Id: 23345

Title: Contested truths of a conflict: How emotions are linked to topicality in global conflictual discussions

Session Type: Individual submission

Authors:

Name: Svetlana Bodrunova

Email: spasibo-tebe@yandex.ru

Country: RU (Russian Federation)

Affiliation: School of Journalism and Mass Communication, St.Petersburg State University

Name: Ivan Blekanov

Email: i.blekanov@gmail.com

Country: RU (Russian Federation)

Affiliation: St.Petersburg State University

Abstract: In today's globalized communication environment, discussions on resonant events transcend national and language borders and become global. This is especially true for discussions that arise after terrorist attacks and other inter-ethnic conflicts. Despite substantial attention to these discussions in academic research, there is still lack of knowledge on emotional dynamics in them. In particular, we do not know whether affective publics (Papacharissi 2015) are the communities of 'contested truth'.

Current theory of emotions in communication suggests that emotions can be a 'social contagion' (Iyengar et al. 2011). Uniting this idea with approaches to emotion classification (Strapparava&Mihalcea 2008; Ghazi et al. 2010; Von Scheve&Salmela 2014), we explore the idea of formation of positive (compassionate) and negative (critical) emotional communities across cultures. More precisely, we explore two aspects of conflictual discussions. First, we detect whether users' positive/negative polarization of emotions links to different sub-topics within a big discussion – or, on the contrary, it grows when people discuss the same sub-topic. Second, we explore whether positive/negative emotions form cross-language communities, and how these communities spread in time and space.

We take as examples global discussions on the Charlie Hebdo massacre and Paris attacks on Twitter, with datasets comprising over 6 mln tweets altogether. To address our research questions, we apply automated methods of textual analysis, including sentiment detection and topic modeling, to tweets in English, French, German, and Spanish. We assess emotions in major language clusters of these discussions in both overall picture and in dynamics and then link this knowledge to sub-topics detected in the discussions.

Our preliminary results suggest that compassion clearly goes cross-border, spilling over from culture to culture, while negative emotions form more within each language cluster. Based on our evidence, we argue that expression of positive emotions, especially compassion, may be a better foundation of cross-cultural discursive communities than negative emotions that are usually considered a uniting agent in public discourse. We also see that topicality matters for positive/negative cluster formation, and the divergence of sentiment starts when people start talking of different sub-topics within a conflict.

Id: 23416

Title: Methodological approaches on user comments research: a typology and a proposed framework aimed to know what citizens matter.

Session Type: Individual submission

Authors:

Name: Gloria Diago

Email: gloria.gomez.diago@urjc.es

Country: ES (Spain)

Affiliation: Rey Juan Carlos University

Abstract: This proposal contributes to the line of inquiry on new comments with a twofold aim: to enrich the review of scientific literature with attention on the methodologies applied and to suggest a possible research direction. First, we briefly introduce the need of new approaches for journalism research. Second, we situate the study of comments as a form of civic and or political participation, and propose a typology of research on this topic: 1) assessing comment´s contributions to democratic life, 2) identifying journalists' and web editors and moderators perceptions, 3) generating a profile of commentators, 4) identifying the features of news more commented. Third, we suggest a line of research intended on identifying what citizens matter through the analysis of the most commented news. The schematic proposed will aid researchers understand how citizens view their political environment and to anticipate outcomes of collective direct participation, such as elections and referendums.

Id: 23452

Title: Synergies between Origin Bounded Brands and city marketing. An exploratory study of Porto Ferreira and Portoponto brands.

Session Type: Individual submission

Authors:

Name: Ivone Ferreira

Email: ivoneferreira@fcsh.unl.pt

Country: PT (Portugal)

Affiliation: Nova University of Lisbon

Name: Paula Lobo

Email: paulaalobo@gmail.com

Country: PT (Portugal)

Affiliation: CECS/Polytechnic Institute of Viseu

Abstract: Identity issues have assumed an increasingly predominant role in the construction of brands (Olins, 1989), since identity is a crucial tool in the constitution of the values of uniqueness and authenticity of the brand, traits that are today increasingly valued by target audiences and which represent strong competitive advantages that are harder to replicate.

In recent years we have witnessed an intensification of competition between cities as tourist destinations and financial investment in a progressively more global market which has fueled the need to develop city-brands based on organized marketing strategies and advertising campaigns (Kavaratzis, 2005; Kavaratzis & Asworth, 2006).

On the other hand, questions of territory or places have been included in marketing studies, namely the so-called territorial marketing. Within these perspectives, it has been found that the place and / or origin of a trademark can constitute a valuable asset in the marketing-mix and in the advertising of trademarks. Trademarks associated with the place, designated in the literature as origin-bounded brands (OBB's), use the place of origin as the central value and differentiator of their identity.

According to Spielmann (2013), OBB's are brands that cannot be dissociated from their place of origin in terms of their design, production and assembly (2013: 2) and that can be identified by three key characteristics: origin identification (made in, product of, etc); respect for source materials throughout the design, production and assembly phases; and the explicit use of the place of origin in the marketing mix of the product.

In this paper, we examine how OBB's construction strategies and brand-city can mutually reinforce. For this purpose, we have compared the construction and promotion strategy of OBB's Port Wine (Vinho do Porto) and Porto-city brand (Portoponto), considering that they are two brands whose historical and, in this case, territorial identity are inextricably interconnected. Thus, we have tried to understand how the city and its wine, both marks of strong identity traits, have articulated (or not) their communication strategies based on territory.

This analysis seems particularly important due to the increasing visibility of the city of Oporto in the last decade as a tourist destination and the increasing investment that has been used to build this city-brand. On the other hand, the Port Wine brand, with its cellars and farms, has always been one of the main tourist attractions of the city.

This work invites to a future dialogue between the main stakeholders of city and OBB brands (municipalities, tourism agents and OBB's managers) in order to increase the awareness of both brands.

Id: 23503

Title: Revising the conceptual framework for digital behavior change communication interventions: The reciprocal influence of interpersonal communication on engagement

Session Type: Individual submission

Authors:

Name: Radha Rajan

Email: rrajan1@jhu.edu

Country: US (United States)

Affiliation: Johns Hopkins Center for Communication Programs

Abstract: Several conceptual frameworks in the literature describe how use of digital behavior change communication interventions (DBCI) can lead to behavioral impact, focusing on the concept of engagement with the DBCI as fundamental to the process of shifting cognitive-psychological processes to lead to behavior change. However, these frameworks consider use of DBCIs in a void where users in fact continue to communicate through myriad channels that can lead to changes in their behavior. The larger problem for the field of mediated communication is the lack of theorizing of engagement that has led to measurement models that may discount the effects of DBCI use on communication processes, cognitive-psychological and behavior change.

Situated within a larger family planning (FP) program in Indonesia, this study employs a series of structured interviews with 34 women in three locations to understand engagement experiences with a mobile application (app) called Skata. The app was designed to help women and couples plan their fertility goals and to make choices about when to use FP and what FP method to adopt. Interviews were informed by Uses and Gratifications theory to clarify the motivations that influenced sustained use of Skata over a one-month period.

Qualitatively comparing users motivated to use Skata for purposes of scanning the app to learn about fertility planning and contraception vs. seeking specific information to make decisions about fertility goals and FP method choice, we saw that the app features used, and gratifications sought from the app varied. Scanners used a broad range of app features to satisfy needs for surveillance, social comparison and escape with no end-goal for their engagement. Seekers used a much narrower range of app features, primarily satisfying the need for surveillance while also providing escape, and described disengaging from the app to use interpersonal communication as a further means of facilitating the cognitive-psychological changes that could lead to behavioral changes such as establishing a fertility plan or adopting FP. In some cases, interpersonal communication, however, led to re-engagement with the app as users were newly motivated by a need to service peers' FP information needs.

The study underscores the significant role interpersonal communication plays in measurement models of mediated communication programs such as DBCIs. Through the findings of this study the author proposes refinement of existing conceptual frameworks for the pathways between DBCI use and impact. The study posits that DBCI engagement can lead to interpersonal communication about the topic addressed in the DBCI, and interpersonal communication can in turn lead back to DBCI engagement. The reciprocal influence of interpersonal communication is a salient socio-

psychological mechanism of action that complements cognitive-psychological shifts resulting from DBCI engagement and leading to behavior change.

Id: 23512

Title: Brazil's media system: from political parallelism to power group

Session Type: Individual submission

Authors:

Name: Joao Junior

Email: jferes@iesp.uerj.br

Country: BR (Brazil)

Affiliation: Instituto de Estudos Sociais e Políticos ' IESPUniversidade do Estado do Rio de Janeiro ' UERJ

Abstract: The theoretical debate about media systems around the world has, which has the contribution of Hallin and Mancini at its core, has often taken Brazil to be a case of political parallelism that roughly mimics media systems in Southern European countries, where the democratization process was belated and sometimes incomplete if compared to the American model. Some authors have even claimed, based on the analysis of empirical evidence, that the Brazilian media system portrays one of the main features of Hallin and Mancini's typology, which is political parallelism, an alignment between media outlets and the ideological spectrum stretching from left to right. Thus, despite the fact that there is no direct connection between media ownership and political parties, there is an observable distribution of media outlets across the ideological spectrum. This take on the Brazilian media system has been criticized by authors who claim that the concept of political parallelism is an importation of a model concocted to describe European media systems that does not properly apply to Brazil.

By using a quantitative analysis of the sentiment and content of news published by Brazil's chief newspapers (Folha de S. Paulo, Estado de S. Paulo e O Globo) and of the most popular news TV program (Jornal Nacional), from 2014 to the present, I intend to show that not only political parallelism cannot be observed, but also that the Brazilian big press has changed its mode operation from a political actor allied to conservative political forces to a political actor allied with the branches of government that are not dependent on the vote: the Judiciary and the Office of the Public Prosecutor (Ministério Público).

In the conclusion, I will call attention to the need of correctly conceiving the media in Brazil not as a watchdog, a fourth power, or even a mediator between branches of government, but as a group endowed with political power and shifting alliances.

Id: 23526

Title: Against the Law: BitTorrent as Pirate Technology

Session Type: Individual submission

Authors:

Name: Fidele Vlavo

Email: fvlavo@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana

Abstract: Following a historic trial launched in February 2009, a Swedish court condemned the four administrators of the famous file-sharing website, The Pirate Bay, to one year of imprisonment for their involvement in copyright infringement. Initially based in Sweden, this site was set up in 2003 to facilitate peer-to-peer file-sharing using BitTorrent technology. In half a decade, TPB built its reputation to become one of the most visited websites on the internet. As a response, entertainment companies and anti-piracy organisations, aided by law enforcement and national governments, embarked on a steady dismantling of the file-sharing website. Indeed, for years, media corporations have lobbied for the control of intellectual property and the redeployment of copyright laws to digital media. (1)

Yet, critics have also observed that legal victories over digital platforms have limited impact because new technologies are rapidly developed to counter legal restrictions. (2) BitTorrent is such technology. This protocol facilitates the retrieval and transfer of digital files from various locations without the need for the site to hold any files. (3) This constitutes a radical shift from previous legal cases involving websites that provided users with digital storage and streaming functions. (4) By contrast, BitTorrent does not require platforms to host digital content, let alone copyrighted material. For this reason, websites owners argue that they cannot be made liable for copyright infringement. (5)

In this paper, I propose to examine the use of BitTorrent as a creative technology of resistance. The argument developed here is that BitTorrent exemplify how the structure of digital networks allows users to participate, and, when necessary, to regulate and control digital interactions. What is more, this technology was devised to circumvent copyright and intellectual property laws. In this context, I choose first to analyse TPB's trial to consider how the judges address the technicality of BitTorrent in the context of copyright law. Through a textual analysis of the court proceedings, I isolate the strategies used to successfully convict the defendants.

In the second part, I review TPB's position in relation to the discourse and philosophy of piracy and suggest that, in the absence of technological restrictions, TPB may have transformed file-sharing into a politics of resistance. Indeed, many users have claimed allegiance and defiantly embraced digital piracy politics. (6) My aim is to contribute to the debate regarding file-sharing, piracy and digital resistance by framing a creative practice that challenges the location of power within and beyond the law. While its abrasive aesthetics of opposition led to the conviction of its founders, TPB constitutes an effective, if temporary, space for a resistance that ultimately exposes the limits of law.

References:

- (1) R. McChesney, Digital Disconnect (2013)
- (2) B Mantel, 'The Google Police' U. Miami Bus. L. Rev. (2012).
- (3) G. Siganos et al. 'Monitoring the Bittorrent Monitors: A Bird's Eye View,' in Passive and Active Network Measurement PAM (2009).
- (4) R. Parloff, 'Megaupload and the twilight of copyright,' Fortune (2012).
- (5) The Pirate Bay, website <https://thepiratebay.org/about>.
- (6) P. Burkart, Pirate Politics (2014)

Id: 23529

Title: The Hashtag Heard Round the World: How #MeToo Did What Laws Did Not

Session Type: Individual submission

Authors:

Name: Joy Leopold

Email: joyleopold40@webster.edu

Country: US (United States)

Affiliation: Webster University

Name: Jason Lambert

Email: jlambertphd@gmail.com

Country: US (United States)

Affiliation: University of North Texas

Name: Ifeyimika Ogunyomi

Email: ifeyimika.ogunyomi@mavs.uta.edu

Country: US (United States)

Affiliation: University of Texas at Arlington

Name: Myrtle Bell

Email: mpbell@uta.edu

Country: US (United States)

Affiliation: University of Texas at Arlington

Abstract: Sexual harassment has been a significant problem in the United States and various countries around the world. While legislative efforts to curb or eliminate harassment in workplace settings have had some success, many organizations have gender-based power differentials that allow harassment to continue unchecked, unpunished, and, often, unacknowledged. In 2017, sexual harassment norms were aggressively challenged as women all over the world took to social media to tell their stories of harassment, using the hashtag #MeToo. The reaction was swift and enormous: organizations such as Uber, Google, and Amazon experienced important consequences after allegations of sexual misconduct that had been largely ignored were made public because of the social movement. Since #MeToo went viral, executives who had been protected from punishment were ousted from these and other mega-companies; legendary public figures were arrested and charged with sex crimes; and a nominee for a U.S. Supreme Court Justice was forced to testify in front of the Senate Judiciary Committee because of allegations of sexual assault. In our paper, we discuss the powerful impact of a single tweet, #MeToo, that began a social movement that united women worldwide. We suggest that #MeToo has been more successful in curbing sexual harassment than laws and organizational policy efforts have been to date. By changing norms surrounding the acceptability of and understanding of sexual harassment, #MeToo may help change individual, organizational, and societal responses to it. We use communication, management, and psychology literatures to support our ideas about the power and potential efficacy of the #MeToo movement to reduce the prevalence of sexual harassment, using a multi-pronged approach.

Id: 23589

Title: Frames. emotions and stereotypes: : the media of proximity and the portrait of immigrants and refugees.

Session Type: Individual submission

Authors:

Name: João Correia

Email: jcorreia@ubi.pt

Country: PT (Portugal)

Affiliation: University of Beira Interior - Labcom.IFP

Name: Anabela Gradim

Email: agradim@ubi.pt

Country: PT (Portugal)

Affiliation: University of Beira Interior - Labcom.IFP

Abstract: The frameworks used by traditional media are based on a stereotyped image of refugees, which allows their association with phenomena such as crime, terrorism, and violence. There is a powerful association-of-ideas effect in which certain images awaken this relationship in which the refugee's image is framed to generate emotions such as fear, threat, and insecurity.

The counter-frameworks triggered by some regional or alternative media in Portugal (Fumaça, Região de Leiria) use a proximity strategy in which the refugee is approached at his daily lifeworld, identifying its unique course in the professional life, the school insertion, and the learning of the language and culture.

The newspaper Região de Leiria has demonstrated how it is possible, in regional and local media, to build a rigorous approach to the dynamics transposed by refugees and migrants into the regions and, simultaneously, describing the everyday life of these refugees.

The news site Fumaça builds a multimedia news coverage, powerfully using the audio medium to accompany stories of life carried out by migrants and refugees.

In both cases, memory is essential for obtaining an empathy that transcends stereotypes presented in the traditional media. Consequently, the Região de Leiria obtained several prizes that awarded the cultural diversity in journalism, attributed by the High Commission for Immigration and Minorities.

The news site Fumaça has obtained in successive years diverse supports from international Foundations that promote the cultural diversity in the media field

This paper intends to demonstrate, using a corpus composed by those proximity media how it is possible to oppose to a stereotyped framework, a humanized framework that awakens empathy and recognition, strengthen the dignity of the protagonists.

By proximity media, one understands those media that try as far as possible to express both the meanings that these agents attribute to their actions and the context in which these actions take place.

Theoretically, were used the concept of everyday life world, the reflection on memory as carried on by phenomenological sociology (Schutz) and by Cultural Studies (Hall) , and the concepts of reification versus recognition, inspired by the critical thought of Axel Honneth.

Methodologically, one uses Discourse Analysis to identify discursive strategies for framing refugees in the media. This analysis was carried by the Remedia Lab Project, which seeks to discover the importance of regional and alternative proximity strategies.

Keywords - refugees - proximity media - empathy - everyday life

CACCIATORE, M., SCHEUFEL, D., IYENGAR, S. (2016) The End of Framing as we Know it ...in Mass Communication and Society, Volume 19, Issue 1, pp. 7-23.

ELSAMNI, Abdulrahman M. A. H. (2016), Framing Arab Refugees in Global News, A Thesis Present to Journalism and Mass Communication Department, The American University in Cairo.

HALL, S. (Org.). (1997). Representation: cultural representation and signifying practices. Londres: Open University.

HONNETH, A. The Struggle for Recognition, The MIT Press; 1996.

SCHUTZ, A. (1976). «The Stranger». In Collected Papers, Vol. II, (pp. 91-105). The Hague: Martinus Nijhoff

VAN DIJK, T. (1997), Discourse studies: a multidisciplinary introduction, Sage Publications.