



Participatory Communication Section

Abstracts of papers accepted for presentation in the Online Conference Papers of the
International Association for Media and Communication Research¹

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¹ These are the abstracts of the papers accepted by the IAMCR section or working group named above for presentation in the Online Conference Papers component of the 2020 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 submit their paper by 19 June 2020 and register for the conference.

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From being a “government on Facebook” to the parliament: The impact of strategic communication on the emergence of new political agendas

Authors

Naíde Müller - Catholic University of Portugal

Abstract

This article analyzes and discusses the strategic communication choices made by the Portuguese political party PAN (People – Animals – Nature) during the initial years of its emergence on the national political spectrum. This party elected its first MP to the Portuguese Parliament in 2015. In 2019, it elected its first MP to the European Parliament and strengthened its national representation, electing four MPs for the Portuguese Parliament. This exponential growth is particularly relevant as Portugal had a closed parliamentary system for almost 20 years (since 1999 no new political forces had entered the Portuguese Parliament). Thus, the aim of this article is to discuss the strategies underlying the party’s communication actions that were set up to allow the new political party to gain visibility in the public arena.

During this period (2015-2019), statements were made by PAN members and journalists about "If Facebook likes were taken into account PAN would be Government". So, this case also makes it possible to problematize the difficulties that certain groups of “non-media elites” face in setting the agenda in mainstream media (Carpentier, 2011; Hackett, 2000; Hanania, 2016). Studying PAN’s choices regarding its communication strategies may provide an opportunity for debate on the attainment of legitimacy and a voice in the public space by certain groups with considered “niche agendas” (Pfetsch; Miltner & Maier, 2016, p. 52), without significant financial resources or established networks of influence, in their creative efforts to alter the balance of power and challenge dominant groups. It can also enhance the debate about political and civic participation in more active ways, at a time of growing concerns about the distancing of citizens from politics and politicians (Carreira, 2019, p. 206). The, online and offline, dynamics of constructing and deconstructing meanings related to strategic communication, impact the increase or decrease of stereotype activation influencing judgments and social perception in various ways (Rivers, Sherman, Rees, Reichardt, & Klauer, 2019) and for this they become relevant to explore in concrete contexts.

Using semi-structured interviews with policymakers most directly involved in defining the strategies that marked the rise of the party between 2015 and 2019 and analyzing the communicative performance in the media (quantitative and qualitative analysis of editorial information in the press, television, radio and online media in 2017), the paper illustrate that when leaders support strategic communications and integrate them into the culture of the organization, results are visible.

In 2017, a total of 17. 653 news about PAN were published, reaching approximately 1.900 million impressions (cumulative total audience). The qualitative analysis of the news indicates a positive favorability of 3.9 points (on a scale of 1 to 5, where 1 is very negative and 5 very positive). The issue that generated the majority of the news is related to the party's campaign for local elections in September, however, throughout the year is the party's parliamentary activity that gathers most of the information, which made the subject “animals”, considered a niche political agenda, be the most expressive.

Submission ID

298

The Effects of the Sharing Economy on Participation in the Digital Future

Authors

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Abstract

As collaborative consumption via new technologies increases, traditional economic models are evolving into trendy models that fall under the sharing economy. As models change, the roles of producer and consumer become blurred. Communication models allowing for feedback become more applicable in a connected world providing platforms that not only allow for consumers to provide feedback but also to be conversation starters. The connected world proposes many opportunities for interactions between users and producers and some of these interactions have led to collaboration between participants. Additionally, this new economic model is not simply a two-way or even circular communication, it includes a third party that does not necessarily act as a message sender or receiver, but rather as a messenger and this messenger is often voice-less, face-less and interacts using a computer interface. As these interfaces are accessible beyond international borders, local participation expands internationally. As with all forms of cross-cultural communication, in order to build participatory international audiences, relationships need to go beyond virtual foundations by adopting inclusiveness and mutual respect.

The proposed study takes on a Grounded Theory and Participatory Action approach by consulting with concerned societies on their positive and challenging experiences using shared platforms that allow for service exchange. Using a quantitative and qualitative questionnaire, we ask consumers and service providers using collaborative platforms to share their views based on positive, negative or neutral encounters and experiences. A questionnaire was designed in response to the call for proposals for the IAMCR conference to be held in Beijing on June 2020. To date, 100 respondents have participated in the research, 3 quarters of which are millennials from various countries such as the US, the UK, France, Belgium, India, China, Palestine, Canada and Ivory Coast. Most of the respondents are based in cities and have a Bachelor or postgraduate degree. This project, currently in its early phase, has the potential to give us an understanding on (1) who are the actors of the

sharing economy (2) what are the roles of these actors (3) why and how do they participate in the sharing economy (4) what are the benefits and challenges of current sharing platforms and most importantly for this conference (5) is participation in the sharing economy inclusive and respectful? If not, what recommendations can be made? Problems and recommendations will be sourced from users directly. It is hoped that at least a few hundred results are gathered by June so that some of these results be analysed and presented at the conference.

Furthermore, the dominant actors in this evolving economic model, the solution providers, will be studied using an analysis grid. Based on the questionnaire results, 4 sharing platforms will be selected so as to understand their solution proposal and how they ensure participants interact respectfully. I propose to present part of my findings on these dominant actors in the conference.

12min video format+Visuals including PowerPoint slides

1-3 mins intro, study objectives, definitions

4-8 mins methods

8-12 mins results and discussion questions

Submission ID

478

(Re)positioning Participatory Communication as a facilitator of Institutionalised Public Participation in South Africa's Municipal IDP Processes

Authors

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Abstract

Integrated Development Planning (IDP) is a legislated and compulsory process that requires municipal governments in South Africa to guarantee the participation of local citizens in all decision-making processes related to local development planning. If it is found that there was no community participation as prescribed in section 4 of the Municipal Systems Act, then the municipality can be dissolved (See South Africa, 2000). However, as Williams (2006) and Molale (2019) have found, citizens do not always enjoy active participation in decision-making as they are treated as mere ratifiers of pre-planned ideas held by development managers and officials. The problem arguably lies in the theoretical misconception behind how participation is understood in practice, given its buzzword status (Cornwall, 2007; Leal, 2007), utopian nature (Eversole, 2003; Williams, 2004) and sociological interpretation (see Carpentier *et al.* 2019). Thus the kind of institutionalised participation that is prescribed (and practised) is inconsistent with what meaningful

and active participation is, from a political perspective (see Arnstein, 1969). Essentially, participation in IDP is about ensuring that citizens democratically engage in discussions and decision-making about local development and have the latitude to hold their leaders accountable (see Msibi & Penzhorn, 2010), thus making the implementation of IDP an inherently political affair. This political orientation of participation provides sufficient justifications why participation in the municipal IDP process should be approached from the participatory communication perspective in line with communication for development and social change.

In support of this argument, this paper will, with examples from an empirical study, demonstrate how active and genuine participation cannot merely be about inviting people to a public meeting where they outline what they wish for, and not empowering them with any decision-making power. This, as various studies have shown, is merely cosmetic and does not necessarily translate to genuine participation as defined in the literature on communication for development and social change (see Manyozo, 2017; Mefalopulos, 2008; Melkote & Steeves, 2015; Tufte & Mefalopulos, 2009; Tufte, 2017). However, a loophole to this argument is that decentralising decision-making power to communities so that they are on equal footing with municipal authorities (in order to achieve meaningful participation) is unrealistic and contrary to policies and regulations guiding how municipalities (in South Africa) should carry out their functions. This conundrum leads us to revisit the question recently posed by Carpentier *et al.* (2019): “*why does participation matter?*”. In addressing this problem, we are going to argue that since participation, from a political orientation, is ‘*sine qua non*’ to the IDP process of local government, there is a need for a redefinition of institutionalised participation as part of the “rescuing participation” effort.

Submission ID

483

Ten years of ICT4D research in Development

Communication: From 2009 to 2019

Authors

Michael Kim - University of Miami

Kyung Sun Lee - American University in the Emirates

Abstract

The decade of 2010s has arguably witnessed an unprecedented pace of social change in diverse socio-cultural aspects. From various anti-establishment movements such as the Occupy movements, Black Lives Matter, the Arab Springs, and Brexit, to recovery efforts of global humanitarian crises such as the earthquakes in Haiti, Japan, and Nepal, which heated the discussions of climate issues, the past decade has experienced both challenges and advancements in scaffolding theories and practices of communication.

Of particular interests to the fields of media and communication, timely with the advancement of smart communication technologies, were the powerful roles and meanings of the various

information and communication technologies (ICTs) within these processes; ranging from smartphones and social networks to satellite images. Of particular interest to the subfield of development communication, as was observed and foreseen by Ogan et al. (2009), was the utilization of these information and communication technologies for development (ICT4D).

The previous meta-analysis of development communication studies between 1998 to 2007 observed a re-introduction of the modernization approach into the field due to the increased attention to ICT4D research, which assumes the autonomous power of technology in social progress (Ogan et al., 2009). However, throughout the decade-long discussions about the role of ICTs in social change, scholars across the disciplines now widely agree that ICTs alone do not act as social panacea (e.g. Servaes, 2014; Servaes & Hoyng, 2017; Unwin, 2017), and even pointed out the “dark sides” of ICTs in developmental issues, calling for more contextual and critical approaches (e.g. Heeks, 2010; Pieterse, 2010; Unwin, 2017; Zheng et al., 2018; Zuboff, 2015).

Nevertheless, these discussions in the theoretical domain are not always reflected in the approaches taken into the applied research domain. In this recognition, we aim to conduct a meta-analysis of ICT4D research of the past decade (from 2009 to 2019) within the field of media and communication. This study is part of a current more comprehensive research project that examines this decade of ‘Development Communication’ studies. By examining 78 peer-reviewed ICT4D studies collected from the Communication and Mass Media Complete (CMMC) database, the current study particularly focuses on two aspects of ICT4D research. First, the study asks how the ‘ICTs’ and their ‘role’ have been implicated in the process of development within these studies. Second, we ask how ‘development/social change’ has been defined in relation to the ICTs.

The implications of our study lie beyond the mere observation of the ICT4D research and conceptual trends of the past decade. The myth of ICTs intersects with the notions of, for example, ‘participation,’ ‘sustainability’ and ‘capacity’ in social change (Fuchs, 2010; Servaes, 2014). By addressing these questions, our study is expected to contribute to the field by offering a more acute, yet reflexive, sense of these surrounding notions in social change, essentially around ‘communication’ and ‘technologies.’

Submission ID

708

Research on the Discourse Power of Participatory Communication of Rural Left-behind Women in Xingan County: Based on Scale-free Network

Authors

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Abstract

As the structure of urban-rural binary opposition that existed for a long time in Chinese society is gradually broken, the rural labor flows into all walks of life in the city on a large scale. When male farmers move to cities, their family members are stranded in the countryside, causing the unique left-behind group: left-behind children, left-behind women and left-behind elderly. Due to the lack of adequate labor capacity of the elderly and children, left-behind women undertake most of the tasks of raising and caring for their families, whose existence are related to the operation, development and stability of the countryside. However, after investigating a large number of literatures and the social reality, we found that few studies in the field of communication mention the situation of rural left-behind women. From this point of view, left-behind women are the group with the heaviest burden among the three groups, but receive the least social attention and care.

This research of rural left-behind women uses participatory communication as the starting point and conducts research from the perspective of the discourse power. Participatory communication belongs to the process of participating in social relationship interaction. The strength of its social relationship network greatly affects the individual's discourse expression. Therefore, this study adopts the research methods of social network analysis and in-depth interview, and selects scale-free characteristics of the complex network to study the discourse power of rural left-behind women. We selected Xingan County, Jiangxi Province as the research site, and conducted stratified sampling and snowball sampling on rural left-behind women, finally determined the research sample and carried out research. Through investigations in the rural areas of Xingan County, we found that the left-behind women's discourse power was significantly affected by the relationship distance between villagers and the time their husbands were away. The closer the left-behind women were to other villagers, the greater their discourse influence would be, so that they could better safeguard their rights and interests.

Based on the results of the research, we propose a discourse power measurement model in participatory communication. Starting from the centrality and influence in complex networks, this model measures the intensity of moderate centrality, intermediate centrality and proximity centrality in social networks, and combines the psychological status and public decision-making results of the research objects to get the degree of influence on their discourse power and optimize the network finally. This model can improve the social network of rural left-behind women's society and selectively enhance the discourse power of rural left-behind women, which is of great practical significance to reduce the burden of rural left-behind women and alleviate the hidden concerns of rural society.

Submission ID

754

Mobilization and citizen participation: the absent social dialogue and the possibility of participatory communication

Authors

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Abstract

This paper analyzed and seeks to illuminate aspects of citizen mobilization and citizen participation in the province of San Luis, Argentina, in the 2016-2019 periods. We will discuss what citizen mobilization in San Luis is like and how it takes place and what its contribution to social dialogue. In this incipient research, we note that most of the time citizens mobilize for issues that annoy and concern them. To mobilize is to participate?

San Luis is ruled since the advent of Argentine democracy in 1983, by the Peronist Party led by the brothers Rodríguez Sáa, Adolfo and Alberto. The incipient democratic development has exposed personalism as a political culture constituting an emerging phenomenon of the social order, characterized basically by the claim of certain individuals to belong, possess and dominate the public scene for a long time, blocking in certain opportunities, the dialogue between State and citizenship.

Qualitative research through a survey is a research methodology that is used to obtain information about the reasoning and the underlying motivations of people. The ultimate goal is to fully understand a topic, issue or problem from an individual perspective. 600 surveys were initially formulated asking citizens basically why they do not participate in public affairs and why they are not mobilized for issues of public interest. Citizen definitions allow us to infer the great possibility of using the concepts and instruments of participatory communication to promote citizen interaction.

Carpentier (2016) emphasizes that the political approach to participation produces a more restrictive definition of participation, which refers to the equality of power inequalities in decision-making processes, defining participation as the equalization of relations of power between privileged and non-privileged actors in formal or informal decision-making processes.

The democracy of San Luis can be defined as an opaque democracy (Quiroga, 2016) where the executive power takes precedence over the other powers of democracy. Journalism and the media in San Luis constitute almost an artisanal activity and almost a vocation and few journalists have normal and stable salaries. From social life, San Luis can be defined as a "contact society" as a unique form of social bonding. Participatory communication emphasizes the participation of people in communicative processes, reversing the stereotypical centered model of media producers (Gong, Zhang, Zhan, Chi, 2018). With the growth of the Internet, the public has the possibility of playing a key role in the production of information, knowledge, and entertainment, participating more in social dialogues.

From the paradigm of participatory communication, we understand that communication processes in local spheres can contribute to democratic development and citizen mobilization and participation in public issues. Precisely the term participation is a concept that is being used in a wide variety of fields and has obtained a wide range of meanings (Carpentier, 2012). Arnstein (1969) points out that citizen participation is closely linked to citizen power and different ideological projects defend different participatory intensities (Carpentier, 2012).

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Submission ID

846

Digital Museum Diplomacy: International Communication across Prosumption and Digital Activism

Authors

Natalia Grincheva - National Research University Higher School of Economics

Abstract

My presentation will announce a publication of a new book, *Museum Diplomacy in the Digital Age* (Routledge 2020) as well as it will share the most interesting insights from it. The book explores online museum spaces as sites of contemporary cultural diplomacy. The book invites readers to look behind the scene of the largest world museums, such as the British Museum, the Guggenheim, the Australian Museum and others, to explore how their online spaces shape informational and cultural environments of national and international audiences and provide virtual channels for intercultural dialogue.

It argues that in an era of rapid technological progress and instant Internet communications a wide variety of online museum programs create unlimited opportunities for cross-cultural interactions and exchanges which a half-century ago were possible only under strict control by national governments. In a time when travel and communication technologies were quite limited, cross-cultural contact established among museums and their international audiences was a top-down exercise that was controlled and commissioned by national governments.

In the contemporary global media environment, these cross-cultural encounters are happening all the time in various online spaces. Online spaces created by museums have become important media channels for projecting cultural and political discourse beyond national borders. At the same time, they promised to provide social spaces for cross-cultural dialogue and negotiations connecting people from different parts of the world. These new digital avenues for international communication could reach much wider and more diverse audiences on the global scale. Potentially, they could even offer less expensive and even more engaging tools to exercise museum diplomacy in the age of digital interactivity.

In the world of museums, social media promised cultural communities the ability to challenge the museum authority as the dominant agency of cultural knowledge creation. Digitised museum collections enhanced with interactive communication components could open new avenues for audiences to voice their opinions and renegotiate their cultural identities. Increasingly, museum audiences demanded a higher level of inclusion, participation and interactivity, while forces of rapidly accelerating globalization expanded these demands across cultural and political museum geographies. My research interrogated whether online museum programs are really designed to satisfy democratic aspirations of the global public. My explorations aim to reveal if online audiences are given the tools required to co-curate museums, and their collections, and establish new pathways for international cultural relations, exchange and, potentially, diplomacy. Focusing on the digital museum platforms' structural design, cultural content and public response, my book deconstructs discursive frames and cultural narratives of online museum spaces. It analyses their implications for contemporary diplomacy to explore how digital museum experiences affect international audiences.

Submission ID

849

Conceptualizing Participatory Processes at Multiple Levels of Analysis

Authors

Tom Jacobson - Temple University

Nicole Lemire Garlic - Temple University

Abstract

The concept of participation has been employed to address social dynamics at varying levels of analysis. Under modernization theory, including the work of Daniel Lerner, the idea of participation was employed in characterizing media consumption (media participation) along with participation in democratic political institutions. Political scientists like Samuel Huntington debated, among other things, whether the liberties enjoyed in democratic governance outweighed threats to national stability during periods of rapid growth and change. In early post-modernization theory, the idea of participation as dialog was employed, by Paulo Freire and others, to analyze both interpersonal interaction and community development processes. Since that time interest in, and use of, participatory processes have proliferated in a variety of neighborhood, community development, social movement, and other middle level social change efforts, including some that operate via social media. Not all uses employ the same assumptions. Can participation be used as a means to advance predetermined ends, or should it be reserved for processes in which participation is the end goal? What does it mean to “scale up” participation? Is this possible? Does participation require any specific sets of norms as a prerequisite, or alternatively can all sets of socio-cultural norms support participation? Today with the increasingly urgent threat posed by global warming, and globalization pressures of other kinds, global forms of civic and political action are increasingly treated as

processes of global level participation. The concept of a political public sphere drawing on the work of Habermas, as well as some of his critics, is one, but only one, of these. Citizen representation in multilateral organizations, global social movements, and other forms of cosmopolitan action are also treated as participation. Following questions raised by international relations scholars like David Held, what forms might global governance take? Is this approximated by the current network of multilateral organizations, global trade regimes, and international rights groups? Do these international institutions limit or enhance human autonomy? If international rights are to be pursued, what value systems should be employed in determining the content of these rights? What forms of sanction or enforcement in the face of rights violations should be considered? What forms might be feasible? The paper will review theory and research in participatory communication ranging across levels of analysis from micro level to global change, including historically relevant formulations of participation from non-western societies. It will analyze previous conceptualizations and report on both current practices and theoretical treatments. The paper will ask what can be gained by theorizing participation in a manner that, at least in some respects, conceptualizes social change at all levels of analysis simultaneously.

Submission ID

1030

Positive Energy and Money Worship: Ambiguous Participation in Kuaishou's Network Jianghu

Authors

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Fangyi Lu - The University of Melbourne

Abstract

As of August 2019, over 200 million under-educated and previously voiceless Chinese grassroots, largely country folks, have joined the Internet via user-generated video-sharing apps such as Kuaishou, a social video unicorn of over 200 million daily active users. They form a fragmented and sometimes marginalized online community that is yet to be explored.

This study investigates how these grassroots interact through social videos and live-streaming channels with a case study of top Kuaishou influencer Simba Youzhi Xin and his fans group. Xin (37 million followers) is the fastest-growing Kuaishou influencer and a typical representative of his rank. We conduct multi-phased content and thematic analysis of Xin's video transcripts, 1,500 profiles of Xin's followers, 71,214 user comments and 50 hours of live-streaming with the purpose of identifying the most frequently-used words and most discussed themes.

Our findings demonstrate that not all notions of network society consider sufficient geographical breadth and sociocultural underpinnings of the Chinese grassroots context, therefore propose a new term, 'network jianghu', to refer to the organization and practices of such participatory processes.

Our analyses indicate characteristic mentalities of positive energy and money worship among the grassroots as they engage in an ambiguous power struggle with the higher ranks of society. The grassroots frequently use positive words such as grace and diligence, following the government's long-lasting campaign of keeping up the positive energy after a devastating crackdown on influencers who produce controversial videos. Meanwhile, the grassroots show fanatical money worship towards the wealthy, especially the new rich who strive to achieve social mobility. They also indulge in shopping frenzies of bargain products in the live-streaming channels.

Finally, Kuaishou users form distinctive and closed communities surrounding influencers, creating a network jianghu. A concept originated from Taoism and Chinese literature, jianghu (literally translated as 'rivers and lakes') is an underground world where grassroots make their livings and often encounter power struggles with the officials. Jianghu spirits include brotherhood, heroism, chivalry, rebellion, equality and freedom (Du, 2011; Wang, 2008). These spirits preserve in the Kuaishou jianghu.

The article documents alternative ways of participatory communication and develops new knowledge about the interaction and practice of grassroots internet users in Chinese digital society.

Submission ID

1151

The salient majority? The hybridized identity between "Hongkonger" and "Chinese" in post-Umbrella Hong Kong

Authors

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PEI ZHI - City University of Hong Kong

Fen Lin - City University of Hong Kong

Alfred Muluan Wu - national university of singapore

Abstract

In recent years, Hong Kong has become a city of protests, with identity politics playing an important role. Especially in the 2014 Umbrella Movement and the 2019 Anti-Extradition Protests, protesters claimed they were fighters defending the core values of "the Hongkongers"— democracy and freedom—while refused to identify themselves as Chinese. With abundant conflict stories of protesters and government supporters, the Hong Kong media have created an illusion that the public is enormously polarized and national identity increasingly becomes a binary decision.

Scholars split up on this topic. Some agreed with the media, while others insisted that the majority of Hong Kong residents still held hybridized national identity but just stayed silent. Then how should the distinctive Hong Kong identity be understood now? Is the Hong Kong identity still hybridized with Chineseness, or is it a label marking resistance to national assimilation as the media has presented? And how has this identity division influenced the majority of Hongkongers? Are

they rapidly polarized due to the fast-changing social context, meanwhile discarding certain aspects of their previous identity? Or are they “the silent majority” whose voices have been covered up by the radicals?

This study recruits the theoretical framework of boundary mechanisms and symbolic resources proposed by Oliver Zimmer (2003), trying to outline the identity perception of “the silent majority”—Hong Kong residents who stand in between of the two identity poles. In this framework, national identity is a dynamic collocation of boundary mechanisms (voluntary or organic) and symbolic resources (including political values/institutions, culture, history, and geography). In addition, this study develops Zimmer’s model by adding “collective present and future” as an additional symbolic resource.

This study relies on the original empirical dataset generated from an anonymous phone call survey of resident in Hong Kong, conducted in late 2017 (N =1002). As a natural derivation of the theoretical framework, the key dependent variable that will be studied is subjective national identity (SNI). In terms of analysis, the study uses multinomial logit regression to examine respondents’ self-identity as (a) exclusive Hongkonger; (b) hybridized identity; or as (c) exclusive Chinese. We find that, although the definition of “being Hongkongers” and “being Chinese” has significantly changed, nearly half of Hongkongers still identify their own identity as hybridized. This silent half holds both deterministic and voluntary views of nationhood. On different symbolic resources, their perceptions vacillate between “the Hongkongers” and “the Chinese”; culture and an imagination of Hong Kong-mainland collective present and future are the most important elements that influence their identity choices. For further research, the survey will be re-conducted in 2020 to measure the longitudinal changes of the boundary mechanisms and symbolic resources of the Hong Kong identity. Moreover, based on the findings of this study, we will further discuss whether the voices of the silent majority were covered by the illusion of social laceration in Hong Kong, and what result it will cause if such a laceration or a pseudo-laceration continues.

Submission ID

1160

Inclusive occupational health and safety media in closed development contexts: A case study in the challenges and opportunities for participatory communication in Qatar

Authors

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Abstract

In many Gulf Cooperation Council (GCC) countries, occupational health and safety (OHS) media and digital technologies frequently overlook the rich diversity of people working in the region’s highly diverse construction sector (Ford et al., 2017). Communication discrepancies in the workplace are subsumed under the categories of language discrepancies, translation inconsistencies,

and insubstantial signage. Moreover, local and contextual factors such as the extreme temperatures of desert climate are also critical areas of concern for safety communication. However, participatory communication strategies traditionally employed to address concerns such as these do not necessarily align with the sociopolitical constraints of the region—wherein public dialogue and active participation remain limited.

In an effort to understand opportunities to develop inclusive OHS media in GCC countries, this research applied a case study approach to the Qatar context, adopting a theoretical orientation at the intersection of critical social theory, communication rights, and design for social change (DfSC). Specifically, the study employed a three-pronged research methodology to analyze OHS media in the construction industry through visual analysis, semi-structured interviews, and action research. Interviews with safety experts reveal that positive social change can occur through an increase in legislative oversight, contextual legislation, safety culture, and equitable communication practices in the construction sector. However, interviews with community organizers reveal that the mediascape, glocal factors, power-culture, and language barriers remain significant boundaries to development efforts.

Taken together, the findings suggest an alternative approach to social change—drawing on research in ethical communication values (Anderson & Tompkins, 2015), stakeholder theory (Freeman et al., 2010), boundary objects (Star & Griesemer, 1989), value creation (Wenger et al., 2011), and social change evaluation (Lennie & Tacchi, 2013). By employing these five core concepts as a framework for DfSC in Qatar, the findings offer practical and actionable areas to improve OHS media and digital technologies, such as campaigns focused on the moral and religious aspects of safety, permanent expositions of safety techniques, and edutainment experiences to engage viewers in safety topics. The goal of presenting these recommendations is to encourage researchers to pick up the mantle to address communication inequities through novel and culturally attuned approaches to social change in closed contexts.

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Submission ID

1163

Cultural Reception in the Transcoding of UGC: A Critical Examination of Cinematic Participatory Culture on Short Video Platform in China

Authors

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Abstract

Since 2017, the prevalence of short videos in China has extended the form of participatory culture to new areas and has also spawned new forms of expression. In 2019, the number of short video app users reached 648 million, accounting for 78.2 percent of the country's overall online population, according to a recent report released by Global Times. The new type of online content platforms draws numerous amateur producers to short video apps, namely Douyin, Kuaishou and Xigua. Participatory culture in China has its uniqueness due to the special cultural and political norms. Based on the study of the cultural background, this article explores participation in cinematic culture on Douyin, a short video sharing app that encourages users to create and share videos of up to 60s.

This article conducts a content analysis of 200 Douyin video clips related to *The Wandering Earth*, a sci-fi movie released in 2019, which has been embraced and celebrated by the entire nation because of its advancement in visual technology and breakthrough in science-fiction storytelling. In the theoretical framework of participatory culture, the video clips can be seen as participatory texts generated by audiences. Participatory texts are a specific type of user-generated content (UGC), which is framed around commercial and professionally-produced cultural products. Cinematic participatory texts differ from film critics in two ways. One is that film critics serve as commentaries on a particular film, while participatory texts don't necessarily function as comments, but also as supplements and imitations. Another difference is that unlike critics, participatory texts are not always centered on films; rather, some of them have independent subjects with mere quotations of elements from a movie. Through the analysis of participatory texts, the features of participation in cinematic culture of Chinese moviegoers are possible to be revealed.

The research advances on previous studies into participatory culture in at least three ways. First, based on analysis of the content of 200 short video clips, this article classified four layers of content in participatory hierarchy, namely information, strategy, bisociation and construction. Second, in the dynamics of participation on the platform, the decoding of the official cultural products and encoding of participatory content constitute a process of spindle-shaped transcoding. Third, it

argues that the participatory content of short video clips features praise culture as dominant reception and irrational response to patriotic subjects. This article concludes that the cultural empowerment of audiences is an illusion on short video platform in the cultural context of China. Even though democratization grows in Chinese media landscape, audiences' voice remains subordinate, particularly when national discourses are widely used in commercial promotion of cultural products.

Submission ID

1238

What drives the continuance intention of the online task-oriented check-in? An empirical analysis

Authors

Wenzheng Sun - School of Journalism and Communication, Nanjing University

Abstract

Recently, a particular type of self-tracking, which can be named as the 'online task-oriented check-in'(OTOC), has grown in popularity on Chinese social network. Participants generally set a personal goal, and record the progress online on the daily or weekly basis. Mostly, activities documented are mundane, encompassing learning, physical exercise, everyday habits(such as early wake up or early bed time) and so on. The continuity of the check-in has been taken as a sign of being organized and persistent.

To understand factors influencing the continuity, the study modified and extended the Unified Theory of Acceptance and Use of Technology (UTAUT). It introduced the concept of perceived social presence. And social influence is not taken as a simple or unified concept(Palau-Saumell et al. 2019), but is segmented into two parts: external influence and interpersonal influence(Bhattacharjee, 2000). External influence refers to mass media reports, expert opinions, and other nonpersonal information considered by adopters in making a continuance decision. The current media-saturated social context requires further attention to understand the extent that media exerts in influencing actions. Interpersonal influence refers to word-of-mouth influence by friends, colleagues, superiors, and other prior adopters known to the potential adopters. Moreover, the continuance intention of OTOC is further differentiated into the intention to continue original OTOC and the intention to extend and diversify the current OTOC. Based on a questionnaire data from 397 Chinese respondents (aged from 15 to 58), and further analyzed using SEM. The results indicate that performance expectancy, hedonic motivation, internal influence, external influence, habit, and effort expectancy play different roles in predicting participants' intention to continue the original check-in and extend one's check-in portfolio. The results also suggest that perceived social presence is a significant factor in determining participants' performance expectancy and hedonic motivation.

Submission ID

1279

"Mixed" Struggle: Hong Kong Social Movement in the Age of Social Media

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Abstract

In the age of social media, social movements are increasingly showing the complexities of linkage between online and offline modes. For China, the Internet industry is highly developed. Under the "one country, two systems" policy, the social movements in Hong Kong Special Administrative Region are more complicated. The "Occupy Central with Love and Peace" movement in Hong Kong has passed now, but the Hong Kong problem is far from being solved. Nowadays, the "Anti-Extradition Law Amendment Bill Movement" movement has become another climax of Hong Kong's social movements. So, what are the characteristics of social movements under the catalysis of social media? And what influence do these characteristics have on the effects of social movements?

The article takes the "Occupy Central with Love and Peace" movement in Hong Kong as the research object, supplemented by the "Anti-Extradition Law Amendment Bill Movement" movement as comparison. Based on the framework of collective action and connective action, this article analyzes the impact of social media use on social movements, thus explores the characteristics of social movements in the age of social media.

Through research work, we found that the social movements in Hong Kong have a mixed attribute of collective action and connective action. For collective action, the social media has played a role in gathering resources, releasing information and increasing influence. For connective action, the social media has constructs a space of online and offline modes integration, making the movements have the characteristics of strong flexibility and high personal participation, but there are also problems of conflicts within the group. However, the nature of the "Anti-Extradition Law Amendment Bill Movement" movement has undergone a new shift. Its nature is integrated into the connective movement of tissue stimulation mode from the previous dual attributes mixed nature.

The result of the research show that in the current social movements in Hong Kong, the social movement organizations still play the role of initiators, but the social media has replaced the roles of leaders and organizers in the traditional social movement organizations, which leads to the social movements increasingly relying on the individual action framework that are not normatively regulated. This loose social movement paradigm, on the one hand, expands the scale of the social

movements, and at the same time makes the organization more hidden, which make it possible for the organization network to avoid the risk of being concentrated attacked by the government. However, on the other hand, the situation of lacking for representative roles also makes the government lose the object of dialogue. The demands of the protesters are difficult to be effectively unified and responded to, and their movement may be stuck into a deadlock of internal resource consumption for a long time, which will not be helpful to solve the problem. The absence of the core organizer also causes the violent conflicts between the members of the movement and the police in the absence of legitimacy discussion, which results in the disorder of social order and the makes the legitimacy of the movement in crisis.

Submission ID

1344

The Emerging Celebrity Advocacy in China: Performance of Celebrity and Diverse Online Engagement Behaviors

Authors

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Abstract

Celebrity advocacy is a representative form of celebrity politics. It is expected to stimulate more public participation of the young networked citizens. Different from other countries, celebrity advocacy in China is systematically organized by national government to inspire non-institutionalized participation. Some surveys investigated how audience reacted to celebrity advocacy. However, the practical performance of celebrity advocacy and the following responses representing diverse forms of online engagement have not been sufficiently examined. Thus, this paper examines how celebrity advocacy influence online engagement on SNS.

The Chinese Communist Youth League (CCYL) has initiated series of online campaigns discussing politics on its official SNS accounts since 2016, some of which invited entertainment or sports celebrities to advocate political issues. The topics range from social policy, social system to ideology, attracting extensive responses on SNS. 18 videos with 15618 comments from Bilibili and 567 posts with following comments from Sina Weibo are collected.

The political potential of celebrity advocacy remains a debate. It is noted that the reliability and expression styles of celebrity possibly influence the effect of advocacy. The reliability is probably generated when celebrities providing professional interpretation, specific solutions and actions. The expression styles include the emotional or rational illustration. Online engagement refers to diverse forms of SNS-based participation, which includes three dimensions: entertainment-oriented engagement, online civic engagement, online political participation. The level of online engagement reflects general social consequence and is measured by factor analysis of like, comments and etc.

Issue relevance for audience may help direct the audience attention, potentially moderating the influence of celebrity advocacy on online engagement.

Features of celebrity advocacy, issue relevance and online engagement are operationalized into descriptions with certain activities according to previous studies. Content analysis is conducted to analyze contents of videos and posts to present celebrity performance and issue types. Text analysis based on machine learning is employed to analyze following comments to distinguish dimensions of online engagement. Regression model is employed to analyze the relationship of variables.

Current results show that celebrity advocacy is positively related to high level of online engagement, indicating its power of gaining public attention. However, celebrity advocacy fails to stimulate other forms of online engagement except for entertainment-oriented participation. The correlation between the credibility of celebrity and diversity of online engagement is proved: professional explanations from celebrities are positively associated with the attention on political issues, whereas solutions provided by celebrities is negatively associated with online political participation. The effect of issue relevance and casual effect model are being elaborated.

The democratic potential of the systematically organized celebrity advocacy and its inclusiveness to engage alienated groups to politics are discussed. Specifically, this research has a theoretical dialogue with previous studies by distinguishing specific features of celebrity advocacy and online engagement. The defects of this paper and the potential to elaborate by simultaneously using big data and small data in future studies are discussed.

Submission ID

1555

From stakeholders to joint knowledge production partners: The development of models to structure the participation of non-academic partners in academic research

Authors

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Abstract

Research projects that involve non-academic partners tend to approach the latter, mainly or exclusively, as the beneficiaries of the projects' actions. For example, development projects often address how the communities involved will benefit from and/or become empowered through the use of communication technologies. This positioning produces the risk that these societal partners become seen as deficient or as weak, and in need of empowerment. Particular approaches, as for instance participatory action research (Fals Borda and Rahman, 1991) and multi-stakeholder

partnerships (Brouwer et al., 2015), have developed an awareness for this problematics, even if their actual practice has not always managed to resolve all issues. Moreover, research projects that involve (what is often called) stakeholders, sometimes neglect or downplay the latter's possession of highly relevant knowledge, skills and experience, and the idea that these can be used in complementary ways.

There is an extensive literature on how to engage in stakeholder participation and stakeholder management (e.g. Huber et al. 2004; Holloway, 2017), which is often grounded in business perspectives, rarely engages with the theoretical debates on participation, and restricts itself to propagating the more minimalist versions of participation, hardly touching on the status-quo at societal or company levels. Even if more balanced work exists, for instance, in development theory and practice, there is still a need to develop these reflections further, in particular when it comes to activating participatory dialogues between different strands of situated knowledge (Haraway, 1988) in order to produce legitimate knowledge (Bourdieu and Bernstein, 1977).

Our paper is concerned with the participatory dynamics of knowledge production, and discusses different theoretical models that structure these dynamics between academic and non-academic partners. This theoretical development is grounded in a critical re-reading of the relevant literature, structured by Carpentier's (2011) access, interaction and participation model.

In the second part of our paper, we will confront these theoretical models with a case study analysis of the work of a particular research team, which is part of a broader research programme on environmental communication, funded by the Swedish Foundation for Strategic Environmental Research (MISTRA), and which has the explicit objective to engage in joint knowledge production with a wide range of societal actors (including media and arts related actors and institutions, activists, associations related to farming, forestry, hunting, etc.). Methodologically, the analysis is driven by an (auto-)ethnographic analysis of the process and a discourse analysis of interviews, fieldnotes and the team's output during the first six months of its operations.

The second part of the paper will not only enrich the theoretical reflections through an iterative logic, but will also allow evaluating the maximalist-participatory objectives of the team. The paper will also reflect on the suitability and efficiency of the developed approach, on its potential limitations, as well as on the challenges and potential tensions encountered in the process of this particular collaboration.

Submission ID

1562

Newborn or relic? Political magazines attempt to meet alternativeness

Authors

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Abstract

Unlike many other European societies, Finland has had a party press alive up to recent years, small but fairly lively papers presenting party views and organizational information with mainstream topicalities. However, in the 2010s these papers, from conservative to communist, have moved to a combination of webpage plus magazine, mainly because of financial reasons. There is no longer a single party daily in the country.

At the same time, also the political map has changed. The previous stable ‘four big’ setup has broken – two parties in power, two in opposition. Today, there are six medium-size parties fighting of power and visibility and several small ones emerging.

Although the change in the mediascape is as such relatively small, the development is interesting from various perspectives. First, it is worth analyzing, what kind of media formats the webpage plus magazine combination settles into. Is the ‘ancient’ media mode magazine flexible enough? Second, how has the change modified the contact with the public? Has the change restricted the messages more significantly than before to party members only? Does the combination allow bipolar communication, networking and social media platforms? Further, the most interesting question leads us to the basics of alternatives: do these magazines present challenges to mainstream journalism? Are they able to mobilize political movements? One could expect new thinking to be involved in this new situation, although the means to carry out the changes are financially strict among most of the papers concerned.

In this paper, the media modes of seven different political magazines are described and analysed. Further, attempts are made to combine the results with the research carried out among alternative media researchers (Atton, Couldry, Downing, Martin-Barbero).

The first round of research is already carried out. Based on a rough content analysis and its conclusions, three distinct magazine formats have emerged. The dominant format seems to be a news magazine with close contact to the party organization, but allowing blogs and columns – conservative party *Nykypäivä* (Today), Left Alliance *Kansan Uutiset* (People’s News). Another format is more modest, a membership journal with a strong bias to day-to-day party organization news: Finns Party *Perussuomalainen* (True Finn). The third category is an opinionated, less news bound magazine with a leaning to the publishing party but including also issues covering other social groups: Social Democratic *Demokraatti* (The Democrat), Communist Party *Tiedonantaja* (The Messenger), Greens Party *Vihreä Lanka* (Green String). The first and last groups allow discussion and debate, but their proportion is limited. Further, only the webpage of *Nykypäivä* gives space for social contacts and contributions from the public, while for the others, the webpage simply updates information. The dominant presentation mode is top/down, although the stories might include some debate and discussion.

The second round of research has only started, trying to find out whether the political magazines are able to develop alternative media practices and to articulate a new type of ‘politics of presence’.

Submission ID

1571

News-fed online public spheres and the five features

Authors

Xuanzi Xu - The University of Sydney

Abstract

Drawing on works of Hannah Arendt, Michael Schudson, Niklas Luhmann and others, this paper reconceptualises the idea of public spheres, arguing that they are chronically fed by news, a relationship that is salient yet long neglected by the scholarship. It defines public spheres as mediated and non-violent gatherings of self-reflective equals discussing issues of general public interest and news as publicised narratives that depict changes and disruptions that are prominently or latently linked to conceptions of the common good. It contends that online publics are marked by at least five distinctive qualities: surprise, chronicity, evanescence, networkedness and unintended consequences. They often storm the whole nation or the globe by surprise, springing up as if out of nowhere; they have a pop-up quality. They are chronic. They are also usually ephemeral, but their networked quality sometimes ensures that they go viral. Finally, they generate unintended consequences, including power effects. These qualities, the paper claims, are key factors for understanding the resilience of public spheres in a repressive environment. Adopting such a pluralist and constructivist perspective, this original news-fed public spheres theory hopes to redirect academic attention to the intrinsic features of news and communication and their interplay, which are unfortunately often ignored by deliberative public sphere theorists. It offers a new prism for approaching the life and death of the chronically appeared public spheres and calls for moving beyond the old line of argument that focuses mainly on communicative features of a single public sphere. As such, it also warns against drawing sweeping arguments based on individual cases, which often fail to grasp the continuous and chronic dynamic between news and public spheres.

Key words: news, news-fed online public spheres, surprise, chronicity, evanescence, networkedness, unintended consequences

Submission ID

1655

Panel description - Participation in the “Communicative City”: Urban Futures

Authors

Susan Drucker - Hofstra University

Gary Gumpert - Urban Communication Foundation

Abstract

Digitalization and migration are changing the participatory spaces of urban communication. Cities are environments of communication, sometimes encouraging and often discouraging participation in interaction and community participation.

The concept of the “communicative city” was developed to examine these changes, in particular, how places shape communication, and how communication technologies mediate the impact of place and our participation. There are many variations on the theme of the city defined by a specific perspective or bias: the “global city,” the “smart city,” the “connected city,” the “inclusive city” the “green city” and the “sensing city.” Each approaches the urban landscape with related criteria that articulates a unique perception of a metropolitan entity. The “Communicative City” concept is an ethical and idealized notion that the ever-expanding urban landscape is not simply a pragmatic description of life as it is, but rather as it should be (Gumpert & Drucker, 2008). The “Communicative City” was first developed as a construct through a series of interdisciplinary meetings hosted by the Urban Communication Foundation in 2008 and has been adopted internationally.

“Communicative Cities” have been identified as offering communicative opportunities around three major affordances: 1. opportunities and places for social interaction, 2. an infrastructure facilitating communication and 3. opportunities and places for civic engagement. In an ideal communicative city, the infrastructure maximizes interaction and participation, and the climate for communication is characterized by civility, diversity, inclusiveness and freedom, with a minimum of official constraints and unwarranted surveillance.

The “Communicative City” construct offers an approach encompassing methods and methodologies for applied urban communication research into participation in urban life. The papers in this panel will explore “Communicative Cities” and diverse methodologies appropriate to researching participatory urban communication in the digitalized city.

Submission ID

1714

Making sense of (their own) activist trajectories:

Methodological experiences and challenges in the study of public expression and activism

Authors

Dorismilda Flores-Márquez - Universidad De La Salle Bajío

Abstract

This paper presents the methodology for the study of public expression in digital media, political subjectivity and recognition, among activists of Guanajuato, Mexico. Public expression refers to the participation of actors in the public space through digital communication practices, in order to make

visible specific issues and worldviews (Flores-Márquez, 2019). Among activists, public expression is a way of struggle for recognition, and this is linked with political subjectivity. The inquiry aims to recognize the activist trajectories from their own perspective, by constructing individual/collective biographies through participatory methods. Previous studies emphasize the spark, relevance of specific events, and trajectories of activists (Alam et al, 2019; Basner et al, 2018; Fillieule & Neveu, 2019; Nolas et al, 2016; Schubring et al, 2019; Talpin, 2010; Tarragoni, 2014).

Fieldwork is organized in two phases: The first one explores the individual biographies, through semi-structured interviews with local activists, in order to draw up their personal motivations, experiences and trajectories in activism. The second phase focuses in the construction of the collective biography of local activism. This considers a workshop with activists, to integrate the individual/group trajectories and analyze data collectively. This allows to highlight key moments and challenges in their trajectories and horizons. The process articulates the data gathering with the opportunity to reflect and enhance their own process of political formation through dialogue and participation (Amoyan & Custodio, 2019; Corona, 2016; Gumucio-Dagron, 2008; Khasnabish & Haiven, 2012). The paper contributes to reflect on the methodological creativity, and challenges in participatory communication.

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Submission ID

1719

THE LIBRARY AS SANCTUARY FOR URBAN CONVERSATION

Authors

Cees Hamelink - University of Amsterdam

Gabriela Barrios Garrido, - Rescue Our Future Foundation

Abstract

The core of a civil city is that its citizens engage in “deep dialogue” with each other on the essential question of how to flourish together. This requires “sanctuaries” where genuine conversations can take place in “communicative freedom”. Best candidates for this role are public libraries. In the paper we’ll explore how libraries can contribute to “togetherness ” in the civil city.

Submission ID

1722

Sensory Participation in the Communicative City

Authors

Gary Gumpert - Urban Communication Foundation

Susan Drucker - Professor, Hofstra University

Abstract

In *The Eyes of the Skin* architect Juhani Pallasmaa contends that “modernist design at large has housed the intellect and the eye, but it has left the body and the other senses, as well as our memories, imagination and dreams, homeless.” In the seminal work *Understanding Media*, Canadian media theorist Marshall McLuhan asserted everything humans touch is both tool and extension, part of the techno-sensorium environment suggesting the experience of time and space is influenced by media technologies. Researchers from diverse disciplines have been concerned with sensory overload. Urbanization has certainly been a contributing factor in the increased awareness of this phenomenon. How do sensory experiences inform place attachment, place identity and the sense of place so essential to participatory communication in the city.

From Aristotle, and Plato to McLuhan and Palasmaa, the senses have been seen as providing the interaction between body and the external world. Whether it is sight, hearing, smell, touch, or sound the idealized structure nurtures and address each of them. Since the Renaissance there was a school of thought that the embodied sensory experience of a building required full sensory engagement. How important is sensory perception in the experience of a building, place space? Further, the senses work together closely to enable the mind to better understand its surroundings and in so doing construct rather than reflect reality. It has been argued that Berger and Luckmann's *The Social Construction of Reality* be considered when considering sensory perception (Friedman, 2015). Focusing on the senses can enhance our understanding of the process of the social construction of reality. Participation in the city comes through our senses. Seeing, hearing, smelling, tasting, and touching create a multisensorial means to engage with the urban environment and identify with urban communities.

In *Understanding Media* McLuhan noted, the media as extensions of the sense organs alter sensibility and mental process at once. In an age of growing cities and technologized cities sensory participation in the city is concerned not only with the sights, sounds, smells, feel and taste of the city but also the ways in which the urban landscape is managed and regulated to enhance or hinder our sensory experience (e.g. How has engagement in cities been shaped by signage, QR codes, and app technology). This paper will explore how individuals and groups develop their own sensory experiences of the city and how these experiences have changed over time. How have technologies enhanced or hindered participation with the senscape?

Submission ID

1728

More Than Just Stickers - Biaoqingbao as a Carnival Ritual in Contemporary Chinese Cyberspace

Authors

Lin Yi - Xi'an Jiaotong-Liverpool University

Abstract

Chinese cyberspace has drawn substantial academic attention with its distinctive features. Yet biaoqingbao (表情包 in Chinese) as an emergent online interactive symbol is relatively lack of exploration. Biaoqingbao namely consists of user-generated JPGs and GIFs that are circulated on instant messaging platforms. This research aims to explore the participatory value of the use of biaoqingbao in contemporary Chinese cyberculture. It argues that during its localization, users of biaoqingbao are switched from passive receivers towards active audiences, the main meanings of biaoqingbao have also been transformed from facilitating online communication to a participatory approach, which indicates the resistance of mainstream culture, expression of underprivileged norms, and construction of group ideology. Building upon carnival theory (Bakhtin, 1984) and ritual theories (Summers-Effler, 2006), author argues that the application of biaoqingbao forms an online carnival ritual: biaoqingbao as the crucial symbols that transmitted on Chinese cyberspace creates a

symbolic network, and take roots in the society as a core to virtual ritual that bonds Chinese netizens. This paper then elaborates the embodied implication of biaoqingbao - 'Wu Biaoqingbao (污表情包 in Chinese, namely 'dirty' stickers)', and finds that through creating and circulating user-generated wu biaoqingbao, individuals are keen to express and construct their own cultural notions, and express their resistance against Chinese controversial attitude towards sexuality. Author then claimed that Chinese cyberspace serves as an alternative medium, where netizens are enabled with certain tolerance and could express their individualities through online satires and memes. In this case, the generation and circulation of biaoqingbao could be regarded as a carnival ritual. The illustration of Chinese sexual repression and the resistance from social media users by using wu biaoqingbao, therefore, signifies a conclusion that these biaoqingbao neither designated as a rational confrontation against national politics nor have brought any political significance. Instead, biaoqingbao as a significant symbol in contemporary online communication, this kind of humor, satire, vulgarity and a-rationality discourse composes a collective identity that provides both political critiques and ideological bonding among all participants.

Submission ID

2060

Localizing, Dialoguing and Changing : Factors Promoting Participatory Communication to Initiate Health Behavior Change in Chinese Rural Areas to Control Novel Coronavirus Pneumonia

Authors

Liu Xiaoyang - Renmin University of China

Abstract

Devoted to equal dialogue and social change, participatory communication has been recognized as an important key to effective health communication projects, and also a crucial part of emergency management. The sudden outbreak of the novel coronavirus pneumonia in China at the end of 2019, has immediately turned into a nationwide epidemic and public health crisis. Followed by the relatively slow response of public health emergency sector and failed government information disclosure in the epicenter of the outbreak at the very earliest stage, communication chaos, characterized by misinformation, rumors, and widespread panic, are arising dramatically. Unlike Ebola, MERS and other infectious diseases, the current COVID-2019 epidemic corresponds with billions of Chinese people traveling and migrating across the whole country in the annually Spring Festival peak travel season, flooding into their hometown - the vast rural area of China. More than 5 million people left Wuhan - the epidemic outbreak region - before the city was sealed off. Therefore, how to facilitate effective communication targeted at uninformed and lower-health literate rural residents is critical to containing the rapid spread of disease.

To control the novel coronavirus pneumonia epidemic, Local beliefs and attitudes in Chinese rural areas were a deterrent to behavior change, which is, calling attention to the importance of grassroots and local dialogue oriented toward improved health and bridging the rural-urban disparity and gap. The study is based on quantitative and qualitative analysis of rural media practices, observations and in-depth interviews of local residents in a small village in north-western China, called Balipu located in Gan Su province, which was a typical specimen with zero transmission and large input population, also in spite of the extremely poor personal protection awareness, limited channels to updated reports on digital media especially for the middle-aged and elderly, ethnic traditions to pay New Year's visit door by door during the festival, and other disadvantaged conditions. However, public and private sectors in this small village are working in close collaboration with each other, devoting to initiating the localized dialogue. Street banners and slogans, village radio broadcasting in local dialect, local drama vlog for health education on short video platforms like Douyin and Kuaishou, etc., these communication practices allows us to explore capabilities of media to implement social mobilization and risk communication in underdeveloped and isolated regions, no matter it is "old" or "new", to across the knowledge gap in this digitalized era, and to consider the relationship between technological capabilities and the social practices and goals of users, especially in the event of crisis.

The focus of this study is to: (1) assess the most accessible channels for rural residents across age groups and gender to keep informed; (2) evaluate whether the same prevention instructions were spread by different media and if they varied by channel outlet; (3) determine the content and formatting of these media information, and the perspectives of those who participate in creating and consuming media, could alter rural residents' behavior, attitudes, and beliefs, such as wearing mask, staying inside and less gathering.

Submission ID

2111

Co-production of Public Space: How Geo-media Shape City Image in a Fluid Network

Authors

Wanxi Mao - School of Journalism and Communication, Tsinghua University

Abstract

City image, the "representation" of a city, gathers citizens' imagination of the city as a community and their collective identity. Media has always been an important channel to represent a city, during which commercial capital has become a strong force to shape city image with the "re-feudalization" of public sphere. In recent years, digital platforms constantly launch new location-based interactive media technologies, or "**geo-media**". Some scholars believe that new technology intensifies digital platforms' colonization of everyday life, while others perceive that geo-media allow personalized expression of city image and promote citizens' perception of the city as "place" and community.

Therefore, this article explores the role of the new media in the formation of city image, and tries to answer the next three questions. What do people do with and about the media space provided by digital platforms? How do digital platforms seek by various means to control that space and users' behavior in it? How does the new space differ from the old public space in shaping city image, or how does it affect citizens' public participation and their access to rewriting collective memory?

This paper takes Douyin, one of the most popular video-sharing social networking applications in China, as an example to study the above questions. Based on the text analysis of user-generated videos applying the landmark AR effects of six cities issued by Douyin as well as comments below, this paper found that the answer to above questions is **not a simple one of who controls whom**. While the platform tries to gain surplus value from users' "digital labor", users exchange "digital labor" for the right to conduct public activities in the space provided by the platform, and turn that privately-owned media space into a public space as well as a "field" of struggle in pursuit of desirable resources. "Production of space" controlled by the few has been becoming "**co-production of public space**" by both users and owners.

Furthermore, there is no fixed structure of domination but **a fluid and mutable network** between citizens, media technologies, digital platforms and public space they jointly build. Although the platform tries to anchor the space and its meaning with geo-media technology in shaping city image, it provides an opportunity to promote public communication, join in collective memory or reinforce community awareness. On the other hand, how that opportunity is employed relies on the individual and the network around. Elements involved are in a contradictory and interdependent relationship still deeply embedded in the whole social network structure.

Keywords: **geo-media, public space, city image, production of space, network, digital platform**

Submission ID

2159

La noción de colonialidad en el debate sobre la naturaleza de la participación en la comunicación

Authors

Bruno Santos N Dias - Universidade de Coimbra

Leticia Campos - Universidade de Coimbra

Abstract

VIDEO PRESENTATION IN SPANISH AND ENGLISH

Hay un consenso de que la comunicación es un campo de estudio con un lugar y contexto de origen que son el punto de partida de una genealogía propia. Tal perspectiva, sin embargo, puede limitar esa disciplina a comprensiones guiadas por puntos histórica y geopolíticamente referenciados, además de imponer límites al potencial emancipatorio de la propia comunicación como fenómeno

social. Incluso las propuestas que la toman como camino para el ejercicio de la ciudadanía en la articulación con las prácticas de reivindicación de derechos, en muchos casos, están vinculadas a modelos y categorías pensadas desde afuera y aplicadas verticalmente. Lo que pretende este trabajo, por lo tanto, es sugerir la noción de colonialidad como una forma de romper con paradigmas hegemónicos, señalando la importancia de la condición colonial en el debate sobre el papel de la comunicación para la consolidación y perfeccionamiento de las democracias contemporáneas. Esto se debe a que, en nuestro argumento, es esencial comprender las relaciones centro-periferia del mundo globalizado, así como los efectos de la herencia colonial en la configuración actual de las diferentes sociedades del planeta, tanto colonizadoras como poscoloniales. A través de la revisión bibliográfica como metodología que permite la articulación teórica como recurso heurístico, el trabajo hace un recorrido por la crítica al colonialismo, comenzando con autores anticoloniales (Frantz Fanon, Albert Memmi y Aimé Césaire) hasta llegar al desarrollo de la noción de colonialidad por la corriente decolonial del grupo latinoamericano Modernidad/Colonialidad (Anibal Quijano, Walter D. Mignolo, Ramón Grosfoguel), también pasando por las propuestas de los autores postcoloniales (Edward Said, Gayatri Spivak, Homi Bhabha). A partir de esto, se busca comprender las implicaciones de sus aportes para la concepción de democracia y el papel de la comunicación en la emancipación y la plena realización de múltiples formas de participación social. Desde nuestra perspectiva, la idea de colonialidad arroja una luz necesaria sobre la concepción problemática que percibe la comunicación esencialmente como un instrumento, dispuesto por técnicas, herramientas y formatos, industriales o no, que ignora el conocimiento, las tácticas y las estrategias de las prácticas comunicativas existentes en diferentes grupos sociales subalternizados y deslegitimados por las estructuras coloniales.

La presentación utilizará el recurso audiovisual tomando en cuenta aspectos comunes a un trabajo científico. Sin embargo, a través de un diálogo plural, analítico y dinámico, se explorará los principales conceptos y argumentos abordados en el trabajo y las conclusiones a las que se llegó. El lenguaje se adaptará para que las contribuciones sean autoexplicativas, uniendo el contenido verbal de la investigación con imágenes, tablas, gráficos, notas y referencias. Es importante resaltar que el video se grabará utilizando equipo apropiado (micrófonos sennheiser, grabadoras de audio Zoom H6 y cámara Canon 60D) y recursos como *voice over* cuando sea necesario y subtítulos en inglés. El formato utilizado será el mp4, con 1080p de resolución, 25fps de compresión y sistema PAL, respetando los límites tanto de tamaño del archivo como duración requeridos

Palabras Clave: Democracia; Comunicación; Participación; Colonialidad.

Submission ID

2254

Immersive storytelling in VR

Authors

Anna Krasavina - South Ural State University

Abstract

Today, the relationship between the creators of media content and the audience comes to the fore and attracts the attention of both industry professionals and media researchers who identify the patterns of functioning of modern media environment.

The article discusses immersion as a way to engage the audience, which is used today by the creators of media content. Technological transformation, which affects almost all spheres of human existence, creates new opportunities for creating content and interacting with it.

The goal is to explore new media formats, such as VR, as well as innovative storytelling methods and storytelling structures that this format uses. Mastering the laws of storytelling, which is at the heart of the construction of media texts and is designed to capture the imagination, release emotions, is an actual trend of modern journalism.

Immersive journalism that uses virtual reality technologies expands the visual narrative.

This publication discusses the trend for narrativization and visualization of media content. Professional construction of narratives becomes the most important function of modern journalism. Special attention is paid to changes in media content consumption and production technologies.

The paper proves the position that immersive storytelling belongs to the involving paradigm and involves interaction with the audience, which in turn is a form of struggle for the audience's attention. Audience participation in the narrative is a form of participatory journalism that is becoming more relevant.

The problem of interaction with the audience is more relevant than ever for journalism. Interactivity presupposes communication as a form of modern journalism: the most successful forms of it are being searched for and implemented, one of which is "storified communication". In general, virtual reality, as a technological platform and experimental laboratory for experiments with narrative, can change the existing cultural paradigm.

The language of virtual reality has not yet been developed and continues to be formed thanks to practicals, many of which are journalists whose task is to make projects that attract the attention of the audience. Nevertheless, these projects manage to create a situation of dialogue, which is an important means of communication.

Thus, immersive storytelling, which uses a dialogic form of communication to attract the attention of the audience and make it an active participant in the interaction, activates one of the most productive and creative forms of interaction between the media and the audience.

Submission ID

2318

Fridays for the Climate: a participatory approach to the Portuguese case.

Authors

Ana Duarte Melo - Universidade do Minho / CECS

Sara Balonas - University of Minho / CECS

Abstract

Under the banner of Fridays for the Future (FFF) movement, initiated by the school strike of Greta Thunberg, the year of 2019 witnessed an unprecedented mobilization of young people to the climate cause – more than 1,6 billion for the March event alone and an unaccounted number in the events that followed — with a massive media coverage worldwide, raising a wave of awareness to the Climate Change cause and a shift of attention towards the young generations.

“The power of youth” was the subtitle of Time's cover that announced Greta as Person of the Year (Time, 4 dec 2019); coincidentally one of the Marketers of the Year (AdAge, 8 dec 2019); the United Nations general secretary addressed the young generations in its report on the COP25 Madrid 2019 — “Youth in particular have taken to the streets in the millions, demanding urgent action to be taken. This call cannot be left unanswered.” (UN, 2019, p.3) and for the first time a Youth Climate Summit was convened, prior to the Climate Action Summit.

Considering the alleged emergence of a new generation of climate activists within the FFF movement, with a significant number of first timers, (Wahlström et al., 2019); and that political participation at a young age tend to produce politically engaged citizens (Giugni, 2004), it is relevant to assess whether these events constituted a participatory landmark.

In Portugal — a late bloomer to climate change awareness (Schmidt, 2003, cited in Carvalho, 2011) and where participatory practices are low (Pordata, 2019) — the mobilization was unprecedented, including 50 cities and one of the biggest demonstrations for an environmental cause ever in the country (Público, 2019). Furthermore, in the end of the year, Greta Thunberg passed by Lisbon, driving the media interest, which is significant as the mutual influence of media coverage, the construction of social representations and cultural circuits is central to the climate change agenda (Carvalho, 2011). Nevertheless, it is relevant to assess the phenomenon as the hype dust settles.

Exploring the participatory experience of young (and not so young — parents and teachers were also involved) citizens in the FFF movement in the Portuguese context is the aim of this research. Based on content analysis of media coverage and on an online questionnaire applied in the main Portuguese universities, one year after the first global climate strike, we aim to assess: 1) knowledge about FFF; 2) participation rates, modalities and modus operandi; 3) behavioral and attitudinal change (towards climate change and participation).

Was this an inspiring life changing event that shaped attitudes, behavior change, and motivation for action and social change (Moser & Dilling, 2007) or did it result in a sentiment of powerlessness and dismay? Was this participation perceived as efficient and consequent? What impact did this

experience have at the personal level - as a process of awareness and empowerment - and at a collective level - as an opportunity to build collaborative networks and develop feelings of belonging to a global ecological citizenship?

Submission ID

2341

Panel description - Communicative agency in later life

Authors

Sarah Wagner - Nagoya University and Open University of Catalonia

Abstract

In the wake of rapidly ageing societies, government policies and international agendas call for older adults to amp up their levels of social participation. The plethora of active ageing discourses put the onus on older individuals themselves to maintain healthy lifestyles, where 'old age' is assumed an undesirable, homogeneous category (see van Dyk et al., 2013; Liang and Luo, 2012). Individual diversity in how one wants to (and doesn't want to) socially participate is erased in pervasive normativities about the socially active, 'successful' ager. Where later-life social (and digital) participation has become a prescribed social ideal, this panel addresses systemic biases that shape older adults' participatory practices in and through communication media. That is, our interest is the sociopolitical climate surrounding communicative agency in later life.

Agency is often discounted when it comes to new media use in later life, a research area long clouded by narratives of decline (see Gullette, 2007) and digital immigrancy (Bayne and Ross, 2007). The situation, however, is changing. The past decade has seen a growing body of research (Ivan, 2019; Gallistl and Nimrod, 2019; Fernández-Ardèvol, Sawchuk and Grenier, 2017; Quan-Haase, Martin and Schreurs, 2016; Crow and Sawchuk, 2012; Nimrod, 2011) take seriously the ways older adults 'do' new media (Givskov and Deuze, 2018) and participate in online spaces (e.g. Blanche-Tarragó and Fernández-Ardèvol, 2014; Righi, Sayago and Blat, 2012). Yet, systemic ageism can create a challenging context for older adults to effectively appropriate ICTs (e.g., Lagacé et al., 2015).

The research presented here delves into the social politics behind older adults' doings with communication media. Each paper contributes findings at one of three levels: the political implications of ICT data; practices and perspectives in the industry; media experiences and appropriations. Adopting a broad definition of communication media, the papers examine discursive, political, social, institutional, and/or technical factors that create issues and opportunities for older adults to communicate in the ways they want to. With research findings from Asia, Europe, Latin America and North America this panel builds critical, transcontinental understanding on what participatory communication means for older adults amidst discursive arenas that both oblige and scoff at new media use in later life.

Chair: Sarah Wagner, Nagoya University and Universitat Oberta de Catalunya (UOC)

Papers:

1. *What can we really know about old age and digitization? An EU perspective*, Mireia Fernández-Ardèvol (Senior Researcher, UOC, Spain)
2. *Coexistence or cannibalism? An analysis of media displacement among older adults in Latin America*, Roxana Barrantes (Professor, Pontificia Universidad Católica del Perú)
3. *Age ideologies in the tech industry*, Andrea Rosales (Researcher, UOC, Spain) and Jakob Svensson (Professor, Malmö University, Sweden)
4. *On Golden Lists: telemarketing, telecommunications and targeting seniors*, Kim Sawchuk (Professor, Concordia University, Canada)
5. *The role of living environment in older adults' media exclusions and attachments: A case study from Canada*, Sarah Wagner (Postdoctoral Fellow, Nagoya University and Adjunct Researcher, UOC)
6. *Towards agency in older adult-caregiver relationships: Lessons learnt from a care home digital radio project in Japan*, Akiko Ogawa (Associate Professor, Nagoya University, Japan)

Submission ID

2353

Researching on community radio as part of participatory communication research

Authors

Rose Kimani - Chuka University

Abstract

Community radio is envisioned as one of the ways to ensure participatory communication. However, exactly what participation entails looks different in different contexts. Consequently, conducting research grounded in participatory principles is not straightforward. Indeed, participatory research in community radio may vary depending on the individual context of each station, but presents challenges that cut across the board. For instance, despite context, questions and challenges when conducting research as an outsider to a physical locale include how to best identify respondents, how to ensure that all voices are heard and taken into account, how to communicate respectfully all round, and how to distinguish 'genuine' from instrumentalized research contributions. In general, the idea of ensuring a climate of reciprocity, respect and inclusiveness is at the back of the researcher's mind. However, research contexts are not homogenous and neither are they free from prior influences and power structures - much as participatory communication efforts such as community radio ideally function on the basis of a horizontal power structure. Grasping and navigating these structures, accessing those who do not have a voice in that setting and taking their views into account is a challenge. This paper reflects on research carried out at three community radio stations in Kenya between 2014 and 2017. Each of

the stations had a different organisational structure and location, but they all operated under the community radio tag. Furthermore, each of them was a beneficiary of donors external to the station. In seeking to access all views, apart from participant observation, I conducted interviews with funders, advocacy organisations working in the sector, regulatory institutions, station management, producers and audiences, and reviewed organisational documents at each station. Audience focus groups delineated by gender and age were identified as a way to reduce the impact of inherent disparities in social power on contributions to the discussions. As the research progressed, returning to the stations to present and validate the findings was an important step. At the end of the research, the synthesized data was shared with the stations. However, based on the existent organisational structures and hierarchies inherent in the stations, it was a challenge to ensure that the results of the research project were accessed by everyone that they would have mattered to. The issue of gatekeeping by the stations themselves as regards access to information was one to reckon with. Furthermore, there is the question of my positionality as a researcher, and as an outsider conducting research in previously researched contexts and how this may have influenced the data gathered and data analysis. This paper looks critically at the research process and lessons learnt, and draws lessons on how more participatory research in a community radio context may be conducted.

Submission ID

2383

What can we really know about old age and digitization?

An EU perspective

Authors

Mireia Fernández-Ardèvol - Internet Interdisciplinary Institute, Universitat Oberta de Catalunya

Abstract

In increasingly digitized societies, older populations tend to be disregarded, and therefore excluded, in a significant number of research designs. As we live in datafied contexts, it is important to understand how quantitative research, and the data they produce, shape the way researchers and citizens understand the world.

Age, like gender, ethnicity, or class, is a dimension of social structure and ‘involves differential treatment’ (Brah & Phoenix 2004, 81) –sometimes discriminatory. Age serves as a social organizing principle; different age groups gain identities and power in relation to one another, and age relations intersect with other power relations (Calasanti & Slevin 2006). Therefore, it is relevant to look at the politics of data (Koro-Ljungberg, MacLure & Ulmer, 2017) to understand given strands of age-based discrimination –or ageism.

I discuss how older people are represented and disregarded when it comes to statistics on digitization, and the particular challenges those (mis-)representations bring about in the analysis of digital practices in different stages of *olderhood*.

I analyze the data from two different sources published regularly. On the one hand, official statistics by Eurostat (<https://ec.europa.eu/eurostat>), the body responsible for providing statistical information to the institutions and policymakers of the European Union (EU). On the other hand, the Survey of Health, Ageing and Retirement in Europe (SHARE, www.share-project.org). Led by academic institutions and supported by the EU, SHARE is a longitudinal study on health, socio-economic status, and social and family networks. It is considered to provide the most descriptive analysis of the European older population.

Results show that Eurostat stops producing EU-aggregated data on digital practices at the age of 74. Policymakers are thus blind both in terms of the definition and evaluation of digital policies targeting older adults, such as those related to ‘active ageing’ and ‘successful ageing.’ SHARE could overcome such limitations as it has no upper threshold on age. However, it has limited interest in digitization and only includes one primary variable that accounts for use and non-use of the Internet in the previous week. Therefore, it does not focus on the rich nuances of digital practices during different stages of old age.

It can be concluded that, compared to other younger age groups, the information about the digital practices of the older population is unnecessarily limited. We can either look to statistics interested in digitization or to statistics interested in ageing. What is missing is data that brings together these two areas. Such lack of (rich) data not only harms the possibility of making informed decisions concerning older people but reinforces stereotypical ideas on the lack of interest or ability to deal with digitization at old age.

Submission ID

2388

¿Coexistence or cannibalism? An analysis of media displacement among older adults in Latin America

Authors

Roxana Barrantes - PUCP - Pontificia Universidad Católica del Perú

Abstract

This study analyzes the dynamics of use between traditional media (off-line types of media) and new media (online types of media) in the specific case of older adults in six Latin American countries: Argentina, Colombia, Ecuador, Guatemala, Paraguay and Peru. The study applies Becker's (1965) theoretical model on the allocation of time to the case of older adults' uses of different types of media. The objective of the present study is to analyze the frequency of use of traditional media and new media among older adults in six Latin American countries to assess the degree of displacement or supplementation. We sought to answer the following questions. In the specific case of Latin America, do traditional media displace or supplement new media? And, is there coexistence or cannibalism between these two types of media?

To answer these research questions, a quantitative approach was used to estimate the expected association between new media use and traditional media use, using a logit model and an ordered logit model. The results obtained from this study confirm our hypothesis and reveal that there is no evidence to state that Latin American older populations face media displacement. On the contrary, new media have a positive effect on the probability of use of certain traditional media. Thus, through the bivariate logit model it was shown that the use of social networks increases the probability of interacting face to face, while the use of the internet increases the probability of reading printed newspapers and watching television. The ordered logit model confirmed these results in regard to the face to face interactions and the reading of printed newspapers.

These findings speak to a gap in understanding in the Latin American context, as there is little data on older adults' uses of media. In this paper, I consider the implications of these findings for policymaking in Latin America, in particular policies that target age-related digital inequalities.

Becker, G. (1965). A theory of the allocation of time. *The Economic Journal*, 125(583): 493–517

Submission ID

2401

Age ideologies in the tech industry

Authors

Andrea Rosales - Universitat Oberta de Catalunya

Jakob Svensson - Malmö University

Abstract

This paper analyses cultural factors within tech companies that limit the participation of older people in the digital society. Algorithms that run behind the screens of digital systems are non-neutral. They are social constructs, engineered by humans, and hence they embody rules, ideals, imaginations, perceptions and cultures (Klinger and Svensson, 2018). For example, algorithms respond to corporate interests (Zuboff, 2019) as well as corporate cultures (Kunda, 2006; Svensson, 2020). Directly or indirectly, they also reflect personal ideals (Levy, 2010) of those involved in coding. Notably, tech culture is quite homogenous in terms of age, ethnicity and gender. It is young, predominantly populated by men of Caucasian or Asian origin (Wachter Boettcher, 2017), which is associated with the structural discrimination embedded in digital technologies (Faulkner, 2001; Wajcman 2009) that reinforce sexism or racism (Buolamwini and Gebru, 2018). For example, the racism of face recognition systems (Buolamwini and Gebru, 2018) and the gender biases of image search algorithms (Kay, Matuszek and Munson, 2015).

However, less studied are discriminatory practices concerning age (Rosales & Fernández-Ardèvol, 2019). In this paper, we analyse unstructured interviews with 18 programmers in tech companies in Germany, India, Israel, Spain and USA. The interviews revolved around how tech workers understand, in particular, old age in connection to working in tech as well as their past, present and future programming trajectories. We also asked how ideas of age shape the products they develop.

According to our study, widely accepted ageist ideas in tech companies, tend to deprioritise, disregard or exclude older people. Older people are discriminated against, as developers, as test users and as target users. Thus, by not taking into account the habits, innovations, and interests of older people, media technologies tend to reinforce ageism, challenging older people to agentively appropriate ICTs.

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Submission ID

2420

Towards agency in older adult-caregiver relationships: Lessons learnt from a care home digital radio project in Japan

Authors

Akiko Ogawa - Nagoya University

Abstract

Until recently in Japan, it was the responsibility of the family, particularly women, to care for the elderly. As women have become more professionally engaged, more senior citizens have moved into nursing homes, a change that has limited their ability to socially and civically participate. My research work at a care home in Fukui, Japan echoes many other studies on the social positioning of care home residents, which account increasing isolation (e.g. Brown, 2018; ter Voort et al., 2015). Some residents were hesitant to join events or talk to other residents simply because they thought of them as strangers. Older male residents had a particular tendency to become withdrawn from those living around them. More active residents were also reluctant to socialize with those that require greater amounts of care.

This paper critically reflects on the process and outcomes of a small-scale digital radio station that we developed and implemented for this Fukui care home. Concerns about social isolation have incited a host of ICT and social interventions targeted at older individuals (Mikkelsen et al., 2019; Chen and Schulz, 2016). In this case, I consider how intervention work in residential care can be managed to promote communicative agency among residents. In particular, I draw attention to the importance of positioning caregivers and residents as members of the same community.

The radio programme was designed to promote communication between staff and residents, and among residents themselves. It involved activities such as quizzes and a “phone in” style program where residents gave advice to staff members on their problems, reversing the dynamic between residents and caregivers. Three participants that were usually confined to their rooms were given a simple device developed using a Raspberry Pi chip and a 3D printed case from which they could tune in to the radio programme. Following two-days of programming, likert scale surveys and qualitative interviews were conducted with the participants and the care staff. For those in the common areas, the radio programme became a conversation starter and created a space for residents to develop familiarity with each other. Meanwhile, the three participants in their rooms enjoyed the opportunity to remotely listen to the activities.

While the participants found the radio devices easy to use, the technologies used in this project were sometimes inconsistent with the residents’ usual media habits, preferences or technical skill level and this resulted in some exclusions or frustrations. Furthermore, some care staff felt excluded from the project design. Future work should integrate residents and care staff into all stages of the project design and in ways that overcome the traditional separation between these two groups. For those in residential care, relationships with care staff can be the most important. Where ICT and social interventions are now commonplace in care homes, it is important to consider the influences of

interventions on resident-caregiver relationships as the power dynamic in these relationships could be a key factor in residents' sense of social agency.

Submission ID

2426

On Golden Lists: telemarketing, telecommunications and targeting seniors

Authors

Kim Sawchuk - Concordia University

Abstract

In 2018, the Minister of Industry in the federal government of Canada, Naveet Baines, launched an inquiry into “aggressive and misleading telecommunications sales practices”. This inquiry ensued after a series of news stories on the topic revealed the prevalence of these practices in Canada. One of the groups that journalists, and industry whistle blowers, identified as most likely to be targeted were ‘seniors’. Former sales personnel spoke of “golden lists”, a pejorative term for older customers seen as providing an opportunity to be sold more extensive and expensive digital packages. As one employee wrote: “I know all about Golden Lists and targeting seniors and the mentally challenged. You know exactly where you're calling and it's a celebration when you hit these demographics” (Johnson, 2018). The Canadian telecommunications industry maintains that the occurrence of these practices is not wide-spread and insist that the problem is perpetuated by a few unscrupulous ‘individuals’ and it is experienced by a few individuals. The debates in the comments sections, as well as interviews with 53 Canadian adults over the age of 64 suggests otherwise. Seventy-five percent of our interviewees recounted some form of negative encounter with this industry. Likewise, data from Ipsos indicates that 40% of all Canadians, at a minimum, experience misleading or aggressive tactics (CRTC, 2018). This paper will examine the testimonials left behind in the commentary sections, as well as interview data. These written and oral testimonies indicate that misleading and aggressive sales practices are alarmingly widespread in Canada, as well as the contempt in which respondents hold our regulatory agency, the CRTC (Canadian Radio and Telecommunications Commission). I will discuss these testimonials, which in addition to anger with the industry, reveal the very human impacts of these practices on older adults, how older adults attempt to deal with these disadvantages, and the dilemmas faced by workers in the sales departments of the telecommunications industry who are forced to engage in these practices in order to retain their jobs: a form of systemic ageism in the industry.

Note on format: "Golden Lists" will be presented virtually. The video presentation will be made using iMovie and will present images of the testimonials with my voice over.

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Submission ID

2491

Transmedia and the Hybrid Media System: A Meaningful Participation

Authors

Ana Serrano Tellería - University of Castilla La Mancha

Abstract

While the media industry as we know it (also news and news reporting, its main product and activity) continues to undergo a broad range of dramatic structural changes and finds itself obliged to face, collaborate and compete with many other agents within a new hybrid media system, the framework under which news reporting and the media industry is being restructured at the expense of characteristics that have defined the discipline of journalism for the last four centuries.

Conventional media outlets, long considered the fourth power in democratic societies, now constitute only a part (not necessarily central) of a broader media system characterized chiefly by its hybridity and are fighting a seemingly rearguard battle to preserve their historical role as creators of public opinion and gatekeepers of the news.

The emergence of the WWW, digitalization, media convergence and the implementation of cross, multi and transmedia strategies have also greatly altered the way in which news is gathered, produced, disseminated and consumed. Therefore, our proposal, based on an ongoing project, aims to identify the key issues. We present our main hypothesis and objectives:

H2: The emergence of the WWW and the application of the digital language characteristics, and of strategies such as media convergence, cross, multi and/or transmedia strategies, have caused a deep transformation of the way in which news are gathered, produced, disseminated and consumed in a new hybrid media system.

OB2: Explain how the concept and nature of news (from the point of view of digital language, legal definition, and so on) is mutating.

OB2.1. To explain which are digital language characteristics and their evolution in the lifetime of the WWW.

OB2.2. To analyze the patterns of communication and interaction on digital networks, specifically Twitter, about long-standing topics, such as the media crisis or income inequality. Furthermore, this goal seeks to answer the question whether this hybrid media system has been effective in addressing these issues using social media communications.

To achieve these goals, we are deploying the following methodologies: Content analysis, social network analysis, consensus methods, nominal group technique, expert panels, discourse analysis and In-depth interviews.

As first and preliminary results, we have identified these relevant areas:

All main core values, ideals and logic of transmedia ought to be considered as potentials to be further developed and that may be deployed at different levels depending on the concrete objectives, purposes, reasons why of the story. The following ones are the key issues to summarize the transmedia complexity:

- Authenticity – Credibility – Transparency
- Creativity – Innovation - Originality
- Quality - Trust
- Community/Society – Feel part of - Solution
- Collaboration – From Hyper/local to Global
- Experience, Storyworld – 360° / Augmented-Virtual-Mixed Reality / IoT /AI-Big Data
- Interface Design – Information Architecture – Human Computer Interaction
- Media integration as a puzzle
- Media Literacy

This proposal belongs to R+D+i “News, Networks and Users in the Hybrid Media System (Newsnet), subproject: “Transformation of News and Media Industry in the Post-Industrial Era” of ‘Challenges of Society’. RTI2018-095775-B-C43. 2019-2022. Spanish Ministry of Science, Innovation and Universities.

Submission ID

2524

Disjunctive Participation: Metalogue as the grand narrative and process of digital societies in 21th century.

Authors

Jo Katambwe - Université du Québec à Trois-Rivières

Abstract

In this paper we present the processes of digitalization (information intoxication, information myopia, entropy of sources, the struggle for attention and emotionalism) reinforced by age-old social processes related to modernization and post-modernization (e.g. Foucault's self-care and government by speech). We show that these socio-digital processes contribute to a narcissistic (Lasch, 1992) logic of self-promotion that, against all appearances of a so-called communication society, threatens social communication in all its socius/linkage. Participation is all the more difficult because it is paradoxical in its very nature. It advocates polarization in the debate (Moscovici & Doise, 1992; Young, 2000; Frazer, 1996) where it also seeks the inclusion of those concerned (often through strategies to personalize the issues at stake), their involvement (by appealing to the interests of the participants or those concerned) and their commitment (by appealing to the responsibilities of potential participants). In order to avoid paradoxes, communication theory generally makes use of metacommunication. But metacommunication, like the transcendental Hegelian dialectic from which it draws its inspiration, suffers from a bias by which the contradiction or paradox is resolved by using one of the two terms in a strategic commentary to assert it at the expense of the other (Putnam et al, 2016; Markova, 2003). Even in the form of a reframing, as is often the case (Barge, 2008), something fundamental is missing from this solution: it is simply not creative. Creativity at all levels, i.e. in terms of decision-making, satisfaction with participation, and ethics, requires that not only the tension inherent in any communication be accepted, but also that all points of view be taken into account (without beating them up in debates or excluding them for weak arguments) and that a qualitative leap from the status quo be made from there.

We propose disjunctive participation as a dialogical modality of participation. Our solution or proposal is that of playing on the tensions of communication or dialogue to contribute to a more pro-vocation society. It is about making social communication provocative through the contributions of different opinion leaders in all spheres. Questions and questioning is the eponym of provocative communication. It allows the anomic actor to come out of his entrenchment by asking him questions afterwards that will challenge him and make his voice come out. This principle of pro-vocation places us in a participative dynamic of inclusion and explicitation that initiates the opening of the actor without diminishing his desire for affirmation, recognition and self-validation. This dynamic leads to the possibility of communication as an ever-emerging dialogue that can then produce what I call disjunctive participation. Disjunctive participation is a form of intense exchange in quantity and quality oriented towards a creativity conditioned by inclusion and affirmation of differences in order to produce together a communication medium that resonates or connects with the identities, frames or points of view of all the participants without having to compromise them.

From an ethical perspective we will refer to this form of communication as metaloguing (Bateson, 1977).

Submission ID

2529

We are all voters, but not equal: implications of digital exclusion on political discourse in Nigeria

Authors

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Abstract

As internet technology and its associative platforms permeate the different sectors of the Nigerian society, particularly its pervasiveness within the electioneering process; concerns are raised over digital access, inequality and political participation. For instance, the 2019 Nigerian general elections explored the various features of the internet, including the use of social media platforms for campaigning and moulding the opinions of the electorates. Similarly, the voters before, during and after the elections also use the deliberative affordance the internet offers to engage in political discourse. Also, the electoral body responsible for the conduct of elections in Nigeria used the internet to conduct its activities, including engagement with political actors and voters. However, the key issue remains whether the digital process is all-inclusive. Therefore, this study examines the phenomenon of digital exclusion as it relates to political discourse and participation. The researcher collected qualitative data through the semi-structured interview method. The semi-structured interview sampled 65 participants using a purposive sampling method. The researcher drew the sample population from the six geopolitical zones of the country. This research adopts the relative deprivation theoretical framework and argues that digital inequality and exclusion result from the neglect and indifference shown by the authority concerned toward the provision of internet technology and literacy to the underprivileged. Preliminary findings reveal that there is inequality between women and men in Nigeria regarding digital access. Also, digital access and literacy among rural dwellers are poor when compared with urban settlements. Furthermore, the disparity in access has led to the emergence of those who have access and digital skills, becoming digital opinion leaders. The paper recommends a government policy on ICT that encourages women participation. Also, the article suggests that the government and other stakeholders invest in the expansion of internet access to rural areas.

access to rural areas.

Keywords: Digital exclusion, Internet, political participation

Submission ID

2567

The role of living environment in older adults' media exclusions and attachments: A case study from Canada

Authors

Sarah Wagner - Nagoya University and Open University of Catalonia

Abstract

Research perspectives on communication technologies in later life are often tied up with discourses of decline. Paradigm shifts in social gerontology have incited recent interest in the cultural aspects of older adults' doings with ICTs (Givskov and Deuze, 2018; Wanka and Gallistl, 2018). Yet, most studies on communication media in care homes have been intervention focused (see Chen and Schulz, 2016) and older adults' subjective social experiences are often overlooked (Tuominen and Pirhonen, 2019).

This paper explores lived experiences of media environments in long-term care. I consider how media practices are intertwined with living spaces and emotional attachments. I present findings from a collaborative research project with a publicly funded long-term care facility in Victoria, BC, Canada, and for the purposes of this paper, I juxtapose these findings with the experiences of four community-dwelling older adults. My analysis draws on participant observation (55+ hours) and qualitative interviews (16) conducted in late 2019. Interviews combined narration on communication media through the life course with communicative ecology mapping (Hearn et al., 2009) and a guided indoor tour (Ratzenböck, 2016).

While government discourses in BC promote social connectedness, basic communication services in the care facility were not covered by public funding. My research found some residents feeling "trapped" with little opportunity for social or civic engagement. A 73-year-old woman who had been living in the care home for four years explained, "I haven't voted in years... I don't have a TV in my room, I don't get the newspaper 'cause it costs money... I mean, I don't know really what's going on."

For the four community-dwelling older adults, access to a wide array of communication means supported them to effectively appropriate new media devices; they could choose when and how Internet media would be relevant. I draw on literatures on polymedia (Madianou and Miller, 2013) and emotional responses to media (Vincent, 2006) to describe the ways the community-based respondents shifted between old and new media and assigned individualized meanings and purposes to new media devices based on attachments they had developed to media over their life courses. Media attachments were also important among the long-term care residents; for example, participants who found reading too difficult often flipped through books or magazines. These media gave structure to their day (Östlund, 2010) and provided comfort and continuity.

Juxtaposing these media environments points to the importance of considering the subjective experience of media exclusion. While the community-dwelling adults felt they had no control over online social trends, those in long-term care who had never used the Internet did not *feel* digitally excluded. Rather, these respondents experienced exclusion when the communication means they

were attached to—whether it was reading the newspaper or wandering around the neighborhood—were no longer possible in their current situation. Where standalone ICT interventions are common in care homes, and often not lasting (Matilainen, Schwartz and Zeleznikow, 2017, p.128), findings in this case study suggest it important to foster diverse media environments to support residents to negotiate changing communication means and abilities.

Submission ID

2632

Transformative social change, discourses and participatory practices by food sovereignty movements in India

Authors

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Elske van de Fliert - The University of Queensland

Lynda Shevellar - School of Social Sciences The University of Queensland, Australia

Abstract

This work aims to shed light on the participatory processes through which food sovereignty discourses are being materialised in rural contexts. By focusing on the participatory development and communication processes of two farmers' movement in India (Deccan Development Society and Navdanya), this research contributes to the current debate about the potential of food sovereignty movements to trigger transformative social change in the food systems.

By analysing data collected through a series of interviews, focus groups, observation exercises and photo-voice, this research first describes the relationships and conflicts between the discourses created by key stakeholders of both case studies, namely: farmers, community trainers and professional staff who have been promoting food sovereignty over the past 20 years. The discourses presented include local understandings about the relevance of biodiverse farming and seed saving, the role of women in agriculture, and empirical conceptualisations about communication for social change, transformative education, community development and food sovereignty.

Secondly, an analysis about the coherence between the above mentioned discourses in relation to the actual practices implemented by both movements is developed, as a way to explore the transformative potential of local discourses of food sovereignty and participatory communication practice.

This research demonstrates the extent to which local practices of participatory video, community radio, direct action networks, community-based education, collaborative alliances, demonstrations and festivals have been supporting the construction of food sovereignty realities at the local level. The findings of this research provide the necessary elements to build a practice framework for transformative social change that demonstrates the crucial role of processes of dialogical, reflective,

culture-centred and collaborative engagement as the principles that shape transformative practices of social change.

The overall aim of this research is to determine how the discourse of food sovereignty as a transformative process for social change is being materialised into action, as well as to understand the key dynamics and practices used by the stakeholders involved. It seeks to inform community workers and communicators about the challenges and most effective ways to support food sovereignty initiatives through a participatory approach.

Submission ID

2687

Public communication for democratic subjectivities and societies: the role of social movements

Authors

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Abstract

In addition to the old problems of public communication in Latin America, today there is the massive, reticular and instantaneous dissemination of fake news, alternative facts, disinformation (Tumber and Waisbord, soon) and hate speech (Lesaca, 2019), harassment through social networks (Amnesty, 2018) and polarization (Aruguete and Calvo, 2019). In this scenario, the responsibility of two major powerful actors remains central: governments and political leaders, and large media companies, social networking platforms and other Internet intermediaries (Segura, 2019).

The modern social consensus in a public communication based on objective "truth" grounded on facts, as result of logical argumentation and empirical demonstration, linked to scientific and journalistic discourse, has been broken (Waisbord, 2018). On the other hand, sincerity is overvalued, even in political leaders and with appreciations considered politically incorrect until recently. Therefore, the normative consensus about human rights and democracy is also questioned.

This rupture is linked to extreme social and cultural segregation. Therefore, these problems are particularly acute in societies, such as Latin American ones, characterized by deep historical and structural socio-economic inequality (Burchardt, 2012); significant levels of authoritarianism both in governments and at the social level (Araujo, 2016); and histories of extreme political polarization that have led to the attempted extermination of part of the population.

This constitutes a problem for democracy (Fraser, 2006; Mouffe, 2011), in which it is crucial to foster both democratic rationalities and emotionalities (Nussbaum, 2011). Communication is not only necessary for building demands and demanding rights (Mata, 2002), but also for building democratic societies and subjectivities (Tiburi, 2018).

In order to provide a solution to the above-mentioned problems to democratize public communication and build democratic subjects and societies, it is proposed: communication policies

to regulate Internet intermediaries; responsibility of public leaders in the use of communication strategies; self-regulation of media corporations and social network platforms and professionals; critical training of social network users; data verification; collaborations of investigative journalism; and data journalism.

In addition, we state that it is necessary to consider another actor: social movements. These groups produce and disseminate alternative concepts, values and meanings (Escobar, Alvarez and Dagnino, 2001); contribute to changing habits; influence the ways of relationship (Margulis and others, 2014; Botelho, 2001); perform other possible forms of community and can help to build alternative socialities (Mercadal, Coppari and Maccioni, 2018).

Their contribution to the democratization of the public debate from the perspective proposed here, was not yet sufficiently studied.

The question is: To what extent, in what way and under which conditions do social movements in Latin America contribute to democratic public communication by promoting democratic rationalities and emotions?

Our argument is as follows: Given that social movements restore the objective truth about the facts, subjective sincerity about their experience, and normative correctness (Habermas, 1994) as well as democratic emotions in public communication, their intervention contributes to democratize and strengthen public debate. In that way, they complement fact-checking organizations and investigative and data journalism; public policies of communication; corporate and professional self-regulation; responsible political communication; and critical user pedagogy.

Submission ID

2794

Why is Instagram removing likes? Perceptions of users and brands

Authors

Patrícia Dias - CECC - Universidade Católica Portuguesa

Clarisse Pessoa - Universidade Católica Portuguesa

José Gabriel Andrade - ICS - Universidade do Minho

Abstract

The foundations of social media are user-generated content, connectivity, and participation. “Likes” represent the possibility of expressing one’s opinion about content, and of giving instantaneous feedback to other users. They are a way of measuring two fundamental features of these platforms: the quality of the user-generated content and the social capital of the users’ networks. On the contrary, the lack of “likes” is interpreted as poor quality, interest or relevance of the content created, and as a weak sense of belonging to the community, resulting in loneliness, exclusion and isolation. Users increasingly tailor their content aiming to get the highest amount of “likes”

possible, to become influencers, and experience anxiety and depression if the desired feedback is not achieved.

In 2017, Facebook acknowledged that “like” and “dislike” were too limited options to express the users’ emotions and reactions, and added other possibilities. In 2019, it was Instagram’s turn to reflect about the importance of “likes”, deciding to test the removal of its quantification of the platform. This decision has profound implications for influencers and brands, who have been building relationships and communities based on such metrics. After a trial period in Brazil, Instagram states that it “decreased the anxiety of users”, and is expanding this novelty to other countries, including Portugal. Although this change is communicated by the platform as a way of caring about the well-being of its users, there are monetization strategies behind it, as “likes” are still counted in paid confidential reports.

This communication presents results from an exploratory study about the impact of “like deprivation” for Portuguese Instagrammers, relying on an online survey to a purposive sample of 500 users of this platform, addressing their perceptions about the impact of this change on the content production, on the social capital of the platform, and on their relationship with brands and influencers. Thus, we complemented the perspective of users with in-depth interviews to 5 other relevant agents, namely Instagram influencers, marketing agencies and brands with relevant presence on Instagram.

Our preliminary findings reveal that users relied heavily on the number of likes as a way of assessing the quality of content and helping them select and focus their attention. Also, the number of likes was proportional to the gratification associated to publishing content, and it was a way of “getting the pulse” of the community, and understanding which kind of content was preferred. Users feel “adrift” without the quantification of likes, although they recognize that a low number of likes could cause frustration, sadness and even embarrassment. According to influencers, marketers and brands, this is a monetization strategy from the platform. Most of them have agreed to pay for detailed reports, as they consider the quantification of likes an essential indicator for measuring the effectiveness of their influence marketing. They believe that, with time, users will find other references and adopt different practices, but for now they will keep the same strategy and pay for access to metrics.

Submission ID

2923

Fan participation in videogame communities. Cultural industries as mediators

Authors

Pilar Lacasa - University of Alcalá

Alba García-Vega - University of Alcalá

Iris Barraón-Lara - University of Alcalá

Abstract

The online world has transformed videogame fan communities (MacCallum-Stewart, 2014). Game practices requiring interaction between players have also changed (Drachen, Mirza-Babaei, & Nacke, 2018). In one way or another, all of this has been taken advantage of by the sector industries which currently help to organize these communities. Fortnite (2017), the game developed and published by Epic Games, is the starting point for analysing interactions between the fan's practices and the company. As an example of its fan community, the first Fortnite World Cup (2019) gathered 10 million gamers around the game in YouTube. Most of them belonged to the so-called generation Z; the company partnered with a group of influencers who captivated millions of online viewers (Güemes, 2019 August 27).

From a THEORETICAL POINT OF VIEW participation refers to the public presence of fans in communities, where people interact and communicate, mediated by multimodal texts. Fans and cultural industries, generate these texts (Carpentier, 2011; Dijck, Poell, & Waal, 2018). There are common interests, practices and shared values among those who participate (Duffett, 2017). Participation takes place in a network culture where both consumers and producers interact, and companies establish relationships with their fans in order to define their own innovative practices (Jenkins, 2019). From this perspective, the research questions are the following:

1. How does Epic Games, the Fortnite's company, contribute to specific social communication and participation settings between fans?
2. How do the fans participate in the Fortnite communities through strategies which include the creation and use of multimodal languages?

Two aspects have been addressed in METHODOLOGY. First, the nature of the game, understood as a text which is reconstructed within and outside of the game. Second, the approach to gamers' interactions maintained through social media, through Big Data analysis (Kitchin, 2014; Panda, Abraham, & Hassanien, 2018), combining quantitative and qualitative viewpoints. A total of approximately 64,567 mentions of Fortnite were made by 24,335 users participating in Twitter and YouTube. These included comments and resends for the period between 25th November 2018 and 9th January 2019

SOME OF THE RESULTS obtained will be aimed at CRITICAL DISCUSSION OF THE CONCEPT OF PARTICIPATION, when the Fornite fans and the community managers supported by Epic Games interact in social networks. The following points are of note: 1) Innovation and fan practices. The context in which Fortnite is immersed may be related to two types of elements. Firstly, the systems or platforms which physically support the game, and also aspects related to the game structure. 2) Game settings and monetisation processes. Gamers are aware that the game designers are moved by financial interests which condition how they play and what relationships the gamers maintain within the game or outside it, through social networks. 3) Productivity, participation and creation. Whether consciously or not, the game only becomes an object of analysis by the gamer when they are playing and this leads to a process of interpretation, and with it a reconstruction. The construction of these interpretations has been encouraged through the Epic

Games strategies.

Submission ID

3025

Negotiating the narrative – audiences writing in Secret Story Network

Authors

Anna Zaluczowska - Leeds Beckett University

Abstract

This presentation looks at how new media forms are adapting to the demands of audiences who are willing, and in some cases expecting, to contribute meaningfully to the narratives created. Much has been promised in terms of audience participation, interactivity and engagement but to date the work produced has been heavily authored and has offered limited opportunity for, or the illusion of, audience participation (Rose 2011; Manovich 2001; Ryan 2001). In addition, online content creation has also been associated with many negative consequences (Zuboff; 2018, Quandt; 2018, Lutz & Hoffman; 2017) that cannot be overlooked in productions of this nature.

Utilising lessons learnt from her PhD project *Red Branch Heroes*, this researcher proposes the use of negotiated narratives -narratives that are composed and designed by all parties – which offer a greater opportunity for discourse. Such a production is centred on the desirability of participation and inclusivity. Using examples of her work *Secret Story Network* (an on-going research project that uses online role playing techniques), undertaken in the UK, this researcher intends to show that interactive practices that provoke or support social participation require collaborative approaches to writing and design directly with audiences. This presentation will look at how these techniques can be used to offer audiences real agency to ensure that participation is respectful and not tokenistic or meaningless.

In particular this paper will look at forms of writing that are role playing based (RPG) and that utilise process theatre (O'Neill 1995) and gamification techniques (Alderman 2017) to show how these can be used to build and populate new fictional worlds.

It suggests methods to ensure that hate and prejudice can be replaced by empathy and understanding so that participants can contribute to meaningful creative production.

It will also briefly ask how such production can contribute to democratic practices. Henry Jenkins affirms 'right now around the world, democracy needs our help' (2019, p.7) so the work attempts to put negotiated narratives at the centre of storytelling projects so they can make a contribution to positive rather than negative forms of participation. Tome, Lopes, Reis and Dias (2019) suggest active citizenship is built through education and particularly through 'projects that involve the school, the families and the community' (Heckman & Karapakula, 2019) and that while digital media use is high, adequate research is not evident about its potential especially in relation to social

participation. *Secret Story Networks* suggests ways to tell our own stories, in our own ways, within the privacy of our own networks, and therefore helps us better understand our online behaviour and practices.

<http://www.secretstorynetwork.com>

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participatory-politics-in-an-age-of-crisis-henry-jenkins-amp-nico-carpentier-part-i

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Submission ID

3050

Crushing power! How participation in universities' crushes pages in Ecuador challenges anonymity and hegemonic power

Authors

Verónica Yopez-Reyes - Pontificia Universidad Católica del Ecuador

Maria Alejandra Gonzalez - Pontificia Universidad Católica del Ecuador

Andrea del Carmen Carrillo Andrade - Pontificia Universidad Católica del Ecuador

Abstract

The 21st century has witnessed the blossom of crushes/confessions pages targeting specific online communities. A subjective turn overflows communication channels where facts and data seem of less importance than feelings, introspection and action. It is thought-provoking that in a Spanish-speaking country as Ecuador, the English term “crush” –defined by the Merriam-Webster’s dictionary as “the object of an intense and usually passing infatuation” – is being assimilated, without translation, into the youngsters’ jargon.

This paper goes beyond the phenomena of the (romantic) “crush” and the linguistics loanword, to analyse how participation in these pages actually “crushes” institutional and hegemonic power. First, they challenge the hegemonic understanding of anonymity that characterise them, claiming about the impossibility of “networked anonymity”. Then, they crack the system and the formal communication channels inside universities through the rise of alternative and legitimised student-

oriented media that leaves aside conventions, linguistic norms, ruling and dominant institutional power.

Gilles Deleuze and Felix Guattari (1987) in their seminal work “A Thousand Plateaus” postulate the metaphor of the rhizome as a model of thought, which has been applied to analyse different networked spaces. Through a qualitative content analysis of the crushes pages of four universities in Ecuador, during two months in 2020, this study applies the principles of the rhizome –breaking down dichotomies into multiplicities– to understand a trend of participatory communication.

Crushes pages were born to disclose romantic confessions; however, soon they turned rhizomatic sharing and disseminating spaces for multiple topics that are diverse and apparently unconnected, some of them holding various entrances or even reiterating them but in different ways (decalcomania).

The outcomes suggest that in this informal user-ended media, the subjectivity in topics about crushes mingle with posts seeking supportive communication or fostering causes that call for connective action, which defies slacktivism broadly claimed as the mindset of online communities.

While crushes pages do not demand legitimacy at an institutional level –as they hold their own-right provided by their audiences that produce, reproduce and assign time and effort to keep them active–, they are antagonist voices to the established power. In that way, they are alternative spaces claiming for visibility and further involvement in university life.

Submission ID

3082

When young adults are involved: A study of media practices and competences mobilised in civic and political participation

Authors

Lara Burton - UCLouvain

Inès Kalai - UCLouvain

Abstract

Positioning ICT users as “both producers and consumers of information” (Bennett, 2008: 9), the development of media platforms and social software enables “unprecedented levels of production and distribution of ideas, public deliberation, and network organization” (ibid.: 1). Furthermore, over the generations, the normative definition of citizenship has evolved from dutiful to self-actualising citizen (Theocharis & van Deth, 2017): they are part of a society where “individuals have become more responsible for the production and management of their own social and political identities” (Bennett, 2008: 13).

In this context, our presentation explores the concept of mediatised participation applied to two fields: one political (or institutionalised), the other civic (or non-institutionalised). Based on the concepts of political, civic and media participations (Burton, 2019), it highlights how media and technology are mobilised by young adults (25-35 years old) who are involved either in the local branch of a political party (*i.e.* political participation) or in a citizen-based group aimed at the creation of a fair, inclusive and sustainable society (*i.e.* civic participation). Our contribution aims to identify the similarities and differences in their media practices and, ultimately, the media competences that are specific to these two spheres.

Following Schatzki and his colleagues (2001), we consider the social as “a field of incorporated and materially interconnected practices that are organized around shared practical understandings” (Schatzki et al., 2001: 11, personal translation). These practices are a constitutive dimension of the social (Frega, 2016), transcending the opposition between individuals and structures. Moreover, practices are “realizing” (Genard, 2013: 48, personal translation) (*i.e.* situated performances through which competences are actualized), while competences are “dispositional” (*ibid.*). The competence relates to one's ability to mobilize their own resources (internal) and those of their environment (external) in the face of complex and unprecedented situations (Scallon, 2004). Specifically, mastering media competences makes the individual capable “to share meaning through symbol systems in order to fully participate in society” (Hobbs, 2010: 16) and “to evolve critically and creatively, autonomously and socially in the contemporary media environment” (Fastrez & De Smedt, 2012: 47, personal translation).

The presentation will document the mediatised political and civic participation of engaged young adults: how media and technology contribute to these forms of participation, and how they blend with the dynamics of politically- and civically-engaged groups. Using a collective approach, our researches identify media practices and competences distributed across these groups. Moreover, we consider actors as “competent users” (Berger & De Munck, 2015), *i.e.* capable of giving a normative meaning to their actions. Our collective and comprehensive approach enables us to enrich our conceptual framework (Burton, 2019) with empirical material, developing an up-to-date and grounded picture of mediatised civic and political participation. Furthermore, considering the actors’ perspectives allow us to broaden the interpretative field of media competences studies, which is usually focused on (expert’s) external normativity.

Submission ID

3123

Book reviews on Instagram: The characteristics of the vernacular genre

Authors

Maarit Jaakkola - University of Gothenburg

Abstract

Book reviewing has become a common activity on the image-sharing mobile app Instagram, as part of the global #Bookstagram community dedicated to book readers and enthusiasts. At the beginning of 2019, there were over 28 millions of posts using the hashtag #Bookstagram, as well as a number of regional or local communities applying the #Bookstagram's idea of addressing 'all things bookish'. This paper focuses on the genre and cultural engagement book reviewing, conducted by ordinary people and thus regarded as a vernacular form reviewing, in contrast to more amateur-oriented and professional forms. Vernacular reviews are characterised by the fact that the evaluation of artistic and aesthetic content is more connected to the everyday and lifestyle issues of the users, showing the activity in a more 'mundane' context than the two other forms. This way, 'IG reviews', as expressed by the user reviewers on Instagram, do not basically require demonstrated expertise in the field of literature, but authority is negotiated in other ways in interaction with the relevant networks.

This paper presents a multiple-case study based on a quantitative big-data approach in data collection and a series of qualitative analyses of book reviewers. The data was collected with the help of automatic retrieval of 800,000 posts tagged with #bookreview, featuring over 100,000 unique users. The community of all #bookreview content producers was, then, structured according to two different principles: 1) user reviewers with the highest book reviewing frequency; 2) user reviewers with the highest user interaction. Accordingly, two samples were formed for the analysis including the 50 top users and a sample of 10 most recent review posts from their accounts. The two samples were analysed in terms of characteristics of the uses of perceived affordances on Instagram and the review content, using content and discourse analysis.

It was found that the IG reviewers make a versatile use of cross-platform use, focusing on the reading experience rather than on the book content, even if direct exposure of the reviewer, for example in the form of selfies, is systematically avoided. The analysis of the review content showed that the reviews could be categorised in three types, indicating three different quality standards.

The findings have implications to the conceptualization of the vernacular, online-native forms of reviewing and mediatization of cultural engagement. It is proposed that a theoretical shift is needed from the cultural production and intermediation paradigms towards cultural consumption or prosumption.

Keywords: review, vernacular reviewing, book cultures, reading, cultural engagement, Instagram, Bookstagram

Submission ID

3159

Participatory digital storytelling practice as cultural citizenship and ambivalent discourses of exclusion

Authors

Rob Sharp - London School of Economics and Political Science

Abstract

This paper will seek to discuss how participatory digital storytelling practice might facilitate acts of citizenship – the enactment of cultural citizenship by those without formal legal and political citizenship rights – but also rearticulate existing exclusionary discourses. It situates this as a complex and ambivalent practice of critical alternative media to provide a platform for voice and recognition by asylum seekers in the UK. The work focused on two sites, Bensham in Gateshead (England, UK) and Splott in Cardiff (Wales, UK), chosen for their status within Dispersal Areas – areas in which asylum seekers arriving to the UK are rehoused by the British government. Working with a range of participants, focusing on a core of 12 case studies, the project engaged in participatory storytelling sessions and produced a diverse abundance of material, which was exhibited in both cities. Drawing on a multimethod approach, which combines ethnography and discourse analysis in the context of action research, this paper reveals the forms in which dominant discourses of exclusion around asylum become challenged but also appropriated and rearticulated among asylum seekers. As will be shown, participants constructed identities of exclusion along the lines of normative discourses of Otherness and deservedness, as revealed through their production of media texts projecting imagined and tangible desires and fears. At the same time, they challenged exclusionary discourses of citizenship and rights through acts of solidarity and mutual recognition which were often approved of within the socioeconomic contexts in which these texts were produced. This data will be discussed through its implications for understanding acts of citizenship in the context of highly regulated regimes of asylum and migration, as well as its ramifications for conceptualising critical alternative media.

Submission ID

3255

Panel - Communication for Development contributions to the Sustainable Development Goals – Research supported by the UNICEF/IAMCR C4D Fund

Authors

Elske van de Fliert - The University of Queensland

Abstract

The UNICEF/IAMCR C4D Research Fund, established in 2019, supports small research initiatives that advance our understanding of how Communication for Development (C4D) contributes to the

Sustainable Development Goals (SDGs). Projects supported by the Fund feed into the work of the Global Alliance for Social and Behavioural Change (GASBC) that IAMCR is a member of, in particular the Evidence for Impact Cluster. This cluster is tasked with compiling evidence from SBCC initiatives to advance the scale, quality, impact and sustainability of this field towards in support of the SDGs.

This panel first offers a brief update on the work of the GASBC, after which the two UNICEF/IAMCR C4D Research Fund awardees present their research. Following responses by two discussants representing the PCR and CAM Sections, an in-depth discussion with the audience will be facilitated.

Chair: Elske van de Fliert, The University of Queensland, Australia

GASBC update: Charlotte Lapsansky, UNICEF/GASBC, USA

Paper 1: Exploring the human/environment social practices for sustainable development - the UNICEF-Itetero community radio intervention in Rwanda - Maria Cristina Gallegos, Wageningen University & Research, Rwanda

Paper 2: Enabling inclusive and emancipatory social change through Forum Theatre: Jana Sanskriti's contribution to SDGs in rural India - Jharna Brahma, University of Hyderabad, India

Discussants: Nico Carpentier, Charles University, Czech Republic (PCR Chair), and Vinod Pavarala, University of Hyderabad, India (CAM Co-Chair)

Submission ID

3399

Panel presentation - Exploring the human/environment social practices for sustainable development - the UNICEF-Itetero community radio intervention in Rwanda

Authors

Maria Cristina Gallegos - Wageningen University & Research

Elske van de Fliert - The University of Queensland

Abstract

Ongoing land degradation, increasing biodiversity loss, and emerging challenges for ecosystem and species protection and restoration, oppose our progress towards Sustainable Development Goal 15: Life On Land. Among policy makers, humans are a primary cause for the destruction of ecosystems. This idea relates to the ABC paradigm (A stands for Attitude, B for Behaviour, and C for Choice), which frames broad social change as the consequence of individual actions. This paradigm stresses that global progress can be made by providing better information or more appropriate incentives, to affect behaviour and social change at the individual level. Differing from individual-centered approaches, drawing on Behagel, Batel and Shove this research uses social practice as the unit of

analysis for social change, diverging from the idea that external causal factors result in certain attitudes that promote certain behaviour and social change. Social practice theory is a type of cultural theory that conceptualizes the dynamics, combinations and manifestations of a social practice and treats the field of practices as the place to study the nature and transformation, and attributes agency to materials, competences and meanings. From this analysis, I expect to gain a more in-depth understanding of the situated agency, which highlights the local context, structure, and defining elements of practices, as well as highlighting how social practice is performed, repeated and sustained. I will do so through an in-depth analysis of a two year animal drama radio program in Itetero. The program is part of a “Participatory Communication for Development” intervention of UNICEF. Our focused ethnographic study will collect data through 12 participant observation sessions and semi-structured interviews with 20 participants from the Gashingiro listening club, which aims to change knowledge, attitudes or behavior among families as a result of listening to the radio program in a predominantly rural northern province of Rwanda. Through these engagements we will investigate how materials, competences and meanings are involved in the social practice of participating in these listening clubs. Using a qualitative, interpretative approach, this research aims to add to our knowledge of social and behaviour change communication for environmental sustainability.

Submission ID

3401

Panel presentation - Enabling inclusive and emancipatory social change through Forum Theatre: Jana Sanskriti's contribution to SDGs in rural India

Authors

Jharna Brahma - UNIVERSITY OF HYDERABAD

Elske van de Fliert - The University of Queensland

Abstract

The participatory movement that aims to dethrone the colonial approach to development and communication for social change had to confront its counterfeits as soon as the concept gained currency in 1970s. Participatory approaches have been institutionalized and co-opted. Such participatory models have not led to any significant empowerment (Thomas & van de Fliert, 2015), instead have often orchestrated and reproduced marginalization and exploitation (Dutta, 2011). Co-optation, like any other oppression according to Freire (1970), would continue unless the oppressed/exploited not only emancipate themselves, but also aid the liberation of the oppressors from the oppressive culture, steering structural transformation. Founded on the principles of Freire's critical pedagogy, Augusto Boal's Theatre of the oppressed (TO) (1979) aims to emancipate the poor and the oppressed. Jana Sanskriti (JS), based in the Indian state of West Bengal, perhaps the first Indian exponent of Boal's TO, has been practicing one of the variants of TO called Forum theatre (FT)

since the early 1980s. JS's FT practice has not only been able to give voice to the oppressed women, but has also been able to change the men's attitudes towards gender equality, and significantly contributed to reducing the practice of child marriage in some parts of Bengal (Brahma et al., 2019). JS has been addressing various problems like domestic violence, rural employment, provision of quality education and health services, which are also encapsulated in the UN's Sustainable Development Goals. With the help of FT, JS is striving to create and sustain democratic, participatory, and inclusive communicative spaces in rural West Bengal. This study aims to analyse and highlight how Forum Theatre can contribute to SDGs, and to identify and document cases of social movements initiated by JS that has addressed/addressing some of the key SDGs. This paper is part of my on-going doctoral research, based on an ethnographic study in purposively sampled villages of West Bengal.

Submission ID

3405

Panel - Participatory Communication in China

Authors

piyu gong - Jinan University

Abstract

Participatory communication is an important theoretical paradigm in the evolution of development communication. Because China is the largest developing country in the world, Everett M. Rogers once said that the only place to take seriously the development communication theory was China. However, the development communication theory in China has generally experienced three stages: warm acceptance, fierce opposition and cold reception. In the era of mass communication, participatory communication theory has not been paid enough attention in China. With the development of Internet technology, all kinds of internet media participation practice constantly enrich the theoretical connotation of participatory communication. China is one of the fastest growing countries on the Internet. By the end of 2018, the number of Internet users in China had reached 829 million, and the Internet penetration rate had reached 59.6%. There is no doubt that the Internet has been deeply embedded in people's daily life and all kinds of internet participation are reshaping China's political, economic and cultural structure. This panel is composed of five papers, which basically presents the basic situation of China's current participatory communication research. The first paper makes a diachronic research on the development of China's self-media, discusses the characteristics of the development of China's self-media and its influence on China's political development; the second one classifies the participatory communication in China and discusses the development trend of participatory communication according to the development status of China's Internet media; The third one mainly discusses the motivation, mode of emotional protest in the process of China's network rights protection; The fourth one discusses the applicability and localization characteristics of the theory of participatory communication in rural areas of China through a case study; the fifth one discusses the possibility and path of participation in communication theory innovation under the concept of human-computer symbiosis.

Chair: Jinsheng Zhang, Jinan University, China

Paper1: The Rise of internet Participation: Development, Characteristics and Political Influence of China's Self-media, Jinsheng Zhang & Zhihui Qi, Jinan University, China

Paper2: An Analysis on the Current Trend of Participatory Communication in China, Hong Han, University of Electronic Science and Technology of China

Paper3: Pathos, the Weak and Participation: Emotional Resistance in the Action of Safeguarding Rights on the Internet, Weihua SUN & Yuzhu XIAN, Tianjin Normal University, China

Paper4: The Localization of the theory and practice value of Participatory Communication in the Digital Media Environment: a case study of "Rural News Officer System" in Qingyuan of China, Piyu Going, Jinan University, China

Paper5: Research on Innovation of Participatory Communication Model Based on Human-Computer Symbiosis, Libing Zhao, Southwest University of Political Science and Law, China

Submission ID

3423

Tweet, tweet do not retweet: The role of Twitter in public discussions

Authors

Zafer Kıyan - Ankara University

Uğur Kocager (Galatasaray University)

Abstract

Twitter is a popular social networking and microblogging platform. It allows users to engage in discussion of a wide range of topics through the use of hashtags. The hashtag feature categorizes the platform's content, thereby allowing researchers to analyze online public discussions. It is important to recognize that Twitter discussions do not emerge in a vacuum. Quan-Haase and Sloan (2017, p. 3) emphasize the importance of events within the broader, offline social context, in shaping the interactions and engagements that occur on social media. In particular, they highlight the 'historical, social, political and economic' contexts present at the time. Twitter debates may be viewed as virtual responses to real social events. Users' responses are also determined, in part, by Twitter's

technical features. These features include communicative practices such as tweets, retweets, likes, comments and hashtags.

Focusing on Dahlgren's (1995; 2005a; 2005b) three-dimensional framework of the public sphere, this paper analyzes the role of Twitter in online public discussions across three distinct aspects: structural, representational and interactional. The quantitative data consists of 18,500 tweets of six specific hashtags relating to three case studies. The first case relates to a large forest fire in Greece that occurred in the summer of 2018, and the second case to a political crisis between Turkey and the United States (US) that surfaced in 2017 and deepened in 2018. The third case is about a lesbian relationship between two Turkish women.

The paper adopts two methods of analysis: qualitative content analysis and social network analysis. Three key insights are evident. First, examining Twitter in the structural dimension demonstrates that it is a relatively inclusive platform for online public discussions. Second, analyzing Twitter through the representational dimension reveals that the content users produce does not make any contribution to online public discussions on this platform. Lastly, analyzing Twitter within the interactional dimension reveals that the retweet feature confines, rather than expands, online public discussions. The approach and conclusions presented in this paper allow us to better understand the role of Twitter in online public discussions.

Submission ID

3466

The Rise of internet Participation: Development, Characteristics and Political Influence of China's Self-media

Authors

Jinsheng Zhang - Jinan University

Zhihui Qi - Jinan University

Abstract

China has been connected to the Internet for 26 years since 1994. Over these years, Internet technology has continued to innovate, which has profoundly affected structure of politics, economy and culture. The rise of self-media is one of the important signs of the development of Internet in China. These self-media mainly includes BBS, Blogs, Micro-blogs, Wechat, Vlog, etc.. With the increasing prosperity of economy and the development of internet technology, China's public participation, especially the Internet participation, has been significantly improved. Through the study of the development process and key events of China's self-media, this paper firstly focuses on the level and extent of network participation to strengthen the public's political awareness, ability and effect. Through the study of the development process and key events of China's self-media, this paper firstly focuses on the level and extent of Internet participation to strengthen the public's

political awareness, ability and effect; secondly, it studies the measures taken by the government in response to the public's political participation; finally, it analyzes the interactive mode of government's administration and public's political participation in the process of modernization of China's governance through the case study of "Building County-level Media Convergence Center". The conclusion of this study is that the rise of self-media continues to deconstruct the traditional government propaganda mode and brings great pressure to the government administration; with the improvement of the government's ability to use Internet technology, the effectiveness of political participation released by the self-media has been continuously compressed; to a certain extent, the self-media has expanded the public space and provided opportunities for China's governance modernization.

Submission ID

3519

An Analysis on the Current Trend of Participatory Communication in China

Authors

Hong Han - University of Electronic Science and Technology

Abstract

With the development of digital technology, the Internet plays an increasingly important role in the daily life of Chinese society. Under the new social and technological background, the practices of participatory communication present diversified forms of development in China: from village to city; from a specific application to a full range of applications; from specialized participants to common people. There are mainly three forms of practices: participatory communication as a rigorous working method; participatory communication as the integration of mainstream media, and participatory communication as a popular information production method. From the perspective of participatory communication as a community work method, due to the lack of an empowered political and social environment, it still operates in a small scale and is used at the instrumental level. With the transformation and convergence of China's mainstream media, participatory communication has been absorbed into the construction of modern communication system and has become an important content production and communication method of mainstream media, especially in the media convergence at county-level. Under the background of technology empowerment, participatory communication has become the main content production and dissemination method of we-media. Especially in public crisis communication, it has become an important way of information production and dissemination different from mainstream media and an important source of information for the public. On the one hand, the development of participatory communication requires the empowerment of a political and social environment; on the other hand, the development of participatory communication can also create such an environment, which has been fully proved in the outbreak of coronavirus in China.

Submission ID

3523

Pathos, the Weak and Participation: Emotional Resistance in the Action of Safeguarding Rights on the Internet**Authors**

Weihua Sun - Tianjin Normal University

Yuzhu Xian - Tianjin Normal University

Abstract

Emotion, as the product of human subjective experience and social construction, plays an important role in maintaining social relations to a certain extent. Emotional resistance relies on the social "Aggregation" and "Resistance" function of emotion, which becomes an effective means for citizens to strive for their own interests and social justice in the action of safeguarding rights. In recent years, with the increasing popularity and application of the network, citizens' rights are increasingly supported by the network carrier. In the Chinese network action of safeguarding rights, the emotion recognition in the social concern, the procedure defect in the rational safeguarding rights and the prototype emotion in the social stratification constitute the logic motivation for the continuous emergence of emotion resistance. The "social soil" of the Chinese style rights defense also makes the emotional Mobilization Mode in the network rights defense have typical localization characteristics, which is mainly reflected in three aspects: first, the tragic narrative framework, that is, through the tragic narrative of the rights defenders and rights protection actions to obtain the moral concerns and emotional identity of the public; second, the resistance strategy of the weak identity, that is, the rights defenders with the help of "the weak" Identity "shapes the dual framework of" strong weak "in the action of safeguarding rights, and" weak identity "gradually evolves into the collective identity of Chinese defenders; thirdly, the public opinion trial in the name of justice, that is, relying on the sociality, politics of justice and Chinese virtue cultural tradition to enhance the social mobilization of emotion, and catering to the simple justice moral bias of Chinese people. To some extent, the mode of emotional struggle in the action of safeguarding rights has become an important means for citizens to participate in social governance, but the excessive emotion of the action of safeguarding rights will deviate from the development of modern society.

Submission ID

3525

Localization of the theory and practice value of Participatory Communication in the Digital Media Environment: a case study of "Rural News Officer System" in Qingyuan of China.

Authors

piyu gong - Jinan University

Abstract

Participatory Communication is an important theoretical paradigm in the evolution of development communication, which advocates the establishment of public subjectivity through media access, empowerment and participation to promote community development. When the modernization paradigm of the Development Communication is widely questioned, Participatory Communication theory has been supported by many researchers and has also been popularized and applied in practice. With the in-depth influence of Internet technology on the communication structure, all kinds of emerging digital media solve the passive problem of media access from the technical level and are forming a multi-level, multi-directional Internet participation in the communication process. Nowadays, the emergence of short video technology, represented by "Kuaishou" and "TikTok", has brought lots of opportunities of media participation for the vast rural residents in China. The deconstruction of rural communication is undergoing unprecedented changes, which brings great challenges to rural governance of China. Qingyuan Municipal Government launched the "Rural News Officer System" in 2018, which selected some rural political and cultural elites as spokespersons of local interests. These spokesmen become the interest mediators between the government and the rural public. Through on-the-spot investigation and a large number of interviews, we found that the system broadens the economic income channels of the rural public and eases the tension between the rural public and the government. The conclusion of this study is the Chinese government attaches great importance to the use of internet technology to integrate public participation into the governance system; the Rural News Officer, as a catalyst, is a member of the rural public in culture, maintains the government in politics and helps the farmers to become rich in economy; the internet participation of the rural public in China is mostly individual behavior at present, which is still in a spontaneous state with insufficient publicity; participatory communication emphasizes the right to development rather than power sharing in rural areas of China.

Submission ID

3526

Research on Innovation of Participatory Communication Model Based on Human-Computer Symbiosis

Authors

Libing Zhao - Southwest University of Political Science and Law

Abstract

With the widespread application of digital media, artificial intelligence and other technologies, modern state governance and social participation practices are increasingly showing distinct characteristics of mediatization and technicalization. And as a participatory communication that coordinates the relationship between the state and society, it may not pay due attention to the mediating and regulating role of technological factors between the state and society. It also does not fully realize that the technological system is becoming an important element of national governance and participation in subject status. Therefore, in order to find a feasible path to open up the theoretical perspective of participatory communication, it is necessary for us to conduct a comprehensive and systematic investigation and inspection of the phenomenon of technological participation in state governance from the following three dimensions: Firstly, based on the perspective of "post-humanism" , try to jump out of the "people" as a single, absolutely centered thinking mode, reflect on the "social-state" dual relationship as the core of the existing model of participatory communication, and lay the ideological foundation for incorporating the elements of technical participation; Secondly, starting from the concept of from people-machine relationship and human-machine symbiosis, consider the possibility of constructing a "actor network system" of state governance, composed of multiple subjects such as individuals, society, technology, and the state, and enhance the theoretical status of technical participation factors; Moreover, compare the similarities and differences between the two different modes, and explore the significance of including technology as a participating subject in the theoretical framework of participatory communication for subject relationship reform, participation effect analysis, and theoretical and practical innovation.

Submission ID

3527

Challenges to Digital Inclusiveness: The Personalization of Historical Narratives of Museum Objects on YouTube

Authors

Sheenagh Pietrobruno - Saint Paul University- University of Ottawa

Abstract

As museum objects circulate on social media, their narratives shift. This hermeneutic process is explored through social media methods that track the movement of Viking objects from the Swedish History Museum to YouTube Search Engine Result Pages (SERPs). Through the case study the

Viking helmet, this method compares the meanings generated by personalized SERPS on YouTube with the preferred meanings produced by the Viking exhibitions of the Swedish History Museum. In this paper, the developed method argues that personalization algorithms targeting user identities accessed through IP addresses generate social media SERPs whose mediation and commercialization of museum objects impact heritage narratives. More specifically, personalization challenges the social justice aims of museums: museum object stories are not curated to individual tastes and identities but are pitched to promote a plurality of perspectives in order to erode the rigidity of identity categories.

To compare meanings generated by personalized SERPs on YouTube with the preferred meanings of the Viking exhibitions, this method is contextualized via visual methods elaborated by Martin Hand (2017): meaning is produced through the visual juxtaposition of content on YouTube's SERPs and objects within exhibitions. Meaning production occurs on YouTube through user-generated content in combination with algorithms, whereas the museum is curated in predetermined ways to generate narratives. Studies in search engines by Alexander Havalais (2018), Richard Rogers (2013 & 2018) and Jacob Ørmen (2016) shed light on the ways that SERPs are subjective media created in part by personalization algorithms built via user communication. This subjectivity, which produces filters bubbles (Pariser, 2011), is situated within the context of YouTube through the research of Jean Burgess and Joshua Green (2018). The work of Christian Fuchs (2014) and Lawrence Lessig (2006) highlights how personalization is in place to monetize users by tracing their IP addresses. Clemens Apprich's (2019) analysis of filter bubbles informs the method: echo chambers conceal that platform architecture ushers in a covert and reductive identity politics grounded in the power relations of class, race and gender as immutable identities. This algorithmic narcissism centred on fixed identities undermines the communality and even the democracy created through shared interpretations and stories (Apprich, 2019). The personalizing of historical interpretations forged through a reductive identity politics via algorithms and commercialization counters, according to Jette Sandahl (2019), how the meaning of objects is often conveyed in contemporary museums. Illustrating Sandahl's claim, research on Vikings by Gunnar Andersson (2016) for the Swedish History Museum demonstrates that exhibitions at the museum specifically recount histories of objects that promote diversity and democracy. This process fosters the mutability of identity categories to further social justice by breaking down the rigid dynamics of class, race and gender. This method demonstrates that the circulation of museum objects on personalized SERPs can erode meanings integrated within the curatorial aim of museums to nurture critical awareness and endorse social justice through the eradication of rigid identity politics. This method asks how can the dissemination of museum objects by SERPs become inclusive as personalization algorithms counter inclusiveness.

Submission ID

3553

Potentialities, Perceptions and Pragmatism of Participation in Cultural Heritage Processes: a case study of the Mashishing Marking Memories Project, South Africa

Authors

Lauren Dyll - University of KwaZulu-Natal

Abstract

This paper will discuss participation in cultural heritage processes through the application of Carpentier, Melo and Ribeiro's (2019) theorisation of participation, particularly from the perspective of "rescuing participation" and according to Glynos and Howarth's (2007) three logics model in order to argue for the political, social and fantasmic relevance of participation. The analysis is animated through reference to the Mashishing Marking Memories Project conducted in Mpumalanga in eastern South Africa. The rock engravings and remnants of the Late Iron Age stone wall settlements are the data collection sites located at the Boomplaats Farm, Gustav Klingbiel Nature Reserve and Lydenburg Museum. The Marking Memories Project funded by the South African National Heritage Council (NHC) comprises of academics and graduate students from varying disciplines such as communication and architecture, archeologists, local community members managing the sites, local secondary school educators, NGO workers, heritage practitioners and members of the Khomani community who live in the Kalahari. Previous research has attributed the engravings and stone wall settlements to the Koni people, a Nguni farming community who lived in the area between 1500s - 1820s. Although the engravings' authorship and subject matter is becoming clearer its meanings and motivations for creation are poorly understood. This paper will examine the potentiality of participation as a tool in post processual archeology, as the project records the intangible cultural heritage associated with the sites via storytelling and oral interpretations by the diverse research team, as well as their contemporary educational and tourism resource potential. The project's inclusion of contemporary local custodians of knowledge and the significance placed on the material and spiritual landscape creates a "hybrid forum" in which "experts, non-experts, humans and non-humans participate in the construction of heritage in order to foster dialogic democracy" (Lacerda, 2019: 145, see also Harrison, 2013). Participatory and critical indigenous qualitative methodologies (Denzin *et al.* 2008) are employed in the project. These methods (narrative interviews, storytelling, photo voice, cultural mapping, and educational and skills exchange workshops) challenge the dualisms that pervade much development, heritage management and research pursuits (indigenous / non-indigenous knowledge, nature / culture, researcher / researched, developer / beneficiary, sacred / profane, spiritual world / material world). The negotiations of difference in project member's expectations, meanings and indicators are often neglected from scholarship and report writing. This project breaks with this practice and foregrounds the importance of the role of participatory communication in elucidating the ways in the research teams' varying epistemologies, ontologies and cosmologies influence their

understanding of what participation means. It establishes from the start, a set of multivocal context specific indicators of participation. This aspect of the paper addresses, on a micro level, the recent critique of the Sustainable Development Goals' lack of consideration of indigenous interests and interpretations of development.

Submission ID

3871

Affordances of social media in self-presentation

Authors

LU Yajing - SSThe Chinese University of Hong Kong

Abstract

This article is concerned with how new employees present themselves through social media such as Weibo (Chinese version of Twitter), Wechat and other applications. The subject of the study is new employees who have been working for at least one year and thus experiencing the socialization process including a shift of roles from students to recruits. In this case study, social media is the central conflict zone where the private sphere challenged by the imagined surveillance. The research is conducted in the Chinese context, aiming to explore how power relations, explicit and implicit cues to social norms in workplace, together with the affordances of technologies (visibility, persistence, editability, and association) can influence users' online participation and self-disclosure behavior such as privacy settings.

Submission ID

3879

Defying the State as a Discourse: Inclusion, Vulnerability and Trust in Russian Community Media

Authors

Kirill Filimonov - Uppsala University

Abstract

The paper explores the relationship of three selected Russian community media with the State, as well as its effect on the internal participatory processes in the communities. Drawing on Antonio Gramsci (1971) and Chantal Mouffe (2018), we approach the activities of the community media as a 'war of position' in the quest to challenge the State as a privileged political actor, broaden the space for political action, and push towards a radical democratic politics.

The State performs the role of the Other for the community media, engendering their condition of vulnerability: signifiatory, embodied, and spatial. This vulnerability is constitutive insofar as it triggers the war of position of community media against the State, both discursively and materially: identities within these communities are (re)articulated as political; the communities' horizontal and

participatory structures aim to counter the rigidity of the bureaucratic apparatus and the paralysis of representational democracy; the media activists strive for creation of autonomous safe spaces away from the repressive state apparatus. Paradoxically, this war of position bears a heavy price: it breaks the promise of participation, defined as power-sharing (Carpentier, 2016).

Inspired by poststructuralist discourse theory (Laclau & Mouffe, 1985; Howarth & Glynos, 2007) and Foucault's (1978) conceptualizations of power, the paper's theoretical point of departure is that the State is a discourse that hegemonizes the discursive field by setting the limits of legitimacy. Any discourse has the capacity to produce truth effects and to sediment, hiding its political origin; yet, few discourses have the hegemonic position comparable to that of the State. Being one of the primary targets of attacks, not least by alternative and community media, further solidifies its privileged position. However, by invariably addressing the State, community media are complicit in reproducing its discursive power.

Trying to remedy for the condition of vulnerability brought upon them by state institutions, the community media develop a set of protective mechanisms that structure their internal power-sharing. Trust in particular plays an important role in negotiating inclusion into the participatory process, at times setting strict boundaries between the insiders and the outsiders. The paper explores such moments when the State produces its discursive effects even when not intervening directly and thereby shapes internal power processes and impedes stronger forms of participation in the community media. Building on the notion of governmentality, we argue for the need to rethink the role of the State as the "cold monster... confronting us" (Foucault 2000 [1978], p. 220) in the analysis of power and participation. This rethinking needs to address the extra-institutional dimension (the political) where dynamics of power play out far beyond, albeit with the influence of, the State.

The paper is part of an ongoing doctoral project. Its empirical data consist of 15 weeks of participants observations with communities and 15 interviews with community media contributors, supported by analysis of their online conversations and published materials.

Submission ID

4007

Social Solidarity in the Age of Social Media and Algorithmic Communication

Authors

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Abstract

The coordinate of everyday social life is being reconfigured in the context of social media. They are often lauded as a new infrastructure that connects people, enabling richer participation and building a closely-knit community. They are, however, also critiqued for hollowing out the essence of social connection in favour of data accumulation, constituting the new pillar of what Shoshana Zuboff

called ‘surveillance capitalism’ that claims human experience as free, raw material for profit-making corporate practices. Yet, if we widen our analytic perspective, we see that underlying these two contrasting strands is the same premise that our everyday actions and lives have *already* been deeply, intricately tied to ubiquitous yet invisible feedback loops and algorithmic systems of social media. Put simply, people in post-industrial societies can scarcely act *outside* of social media context wherein the ongoing digital modulation of reality has been reconfiguring a context for human agency.

From this vantage point, I avoid taking this new ‘social’ on as either a deteriorated or enhanced version of *a priori* existing social life, as doing so may risk capturing ‘the social’ as a singular experience when realities are far more diverse. Instead, a perspective I want to put forward is to explore how ‘the social’ has been ‘rearticulated’, by reconstructing today’s social life *from within* individuals’ constrained context of platformed practices.

To explore the meaning of social connection and lives today, I suggest we require the prospect of a critical phenomenology of social media that traces people’s *experience* of being connected through social media. Here, I use the term ‘social solidarity’ as conceptual toolkit for exploring this phenomenology of social connection and the meaning of being collective and participating in social lives. By social solidarity, I do not mean a macro-level ‘Solidarity’ or to bonds specific to particular ethnic, religious, or other categories primarily bound by shared characteristics. Instead, taking it as our fundamental interdependence as a human being, based on the state of reciprocal orientation and dependence stemming from the way individuals are interrelated by mediation, I explore social solidarity empirically from the *bottom-up*, situating people’s experiences with social media and algorithms in a wider context of everyday life, and exploring how they potentially build up towards something that might be termed social solidarity under the general conditions of connectivity established by social media.

Drawing on a qualitative study of 46 individuals in England, conducted through two-stage in-depth interview, Think-Aloud method, and ‘mapping’ of their imagination of the entanglement of social media in their social life through drawing, this research highlights how people’s everyday social considerations take place in reference to social media, showing how this relatively new structure of mediation and connection could be reconfiguring our modes of daily social life, (re)shaping the way individuals develop solidarity in that context. The primary goal of this project is to investigate the potential contradiction between social solidarity and the condition of communication under which we live, with a view to identifying potential solutions that might genuinely enhance social life over the longer-term.

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4016

PCR Keynote: Preferring Silence: How the Wealthiest Participate and What It Means for Studies of Participation

Authors

Anu Kantola - Helsinki University

Abstract

Studies of participation tend to focus on voice: how various voices can be heard in public and how the lack of voice can be overcome. However, in this talk, I will argue that public silence can be a powerful way of advancing one's interests in society. Drawing from an exploratory study on how the wealthiest 0.1% participate in public life and politics, I will show that the wealthy often prefer silence. Their private truths do not advance their aims when publicized, and they therefore resort to hidden forms of participation, power and influence. This terrain of silence remains largely unexplored in theories and studies of participation. I will argue that the wealthy, who have been the economic and political winners in many societies over recent decades, challenge us to reframe studies of participation in ways that include both open and hidden forms of participation. I will suggest we overcome disciplinary niches and formulate frameworks that include both public and hidden forms of influence and draw from studies of policy advocacy, elite networks and lobbying as well as studies of public participation that ask how the powerful and wealthy use and bypass media and other forms of public participation.

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4134