Audience Section

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Audience Experience on Social Media: How to Perceive Emergence of Online DIY Celebrities and Celebrity Endorsement in China

Authors

Fei Fan - Hong Kong Baptist University

Abstract

The popularity of celebrities generates its unique cultural context – celebritization. Cashmore (2014) postulates that celebritization influences the way we think and the manner style we perform. More accurately, the new culture shaped by celebritization is invading our real life. Decentralization is a good sign of democratization, which are quite important to celebritization. Media vehicles, particularly social media, make great contributions to the process of decentralization and democratization. Historically, traditional celebrities have been created by professional and large-sized media organizations. However, the entrance requirement to produce celebrities is lowered thanks to the prevalence of Internet and social media such as Facebook and Twitter around the world, and WeChat as well as Weibo in China. Even grassroots or lesser-known people can position themselves as DIY celebrities as long as they can produce rich and insightful contents on social media. In other words, common people are empowered by new media technologies, which is beneficial to democratize the celebrity industry. Unfortunately, few extant studies put the focus on general audience experience about online DIY celebrities and even commercial pattern of online endorsement. To fill in this research gap, an exploratory study about audience experience relating to online DIY celebrities was conducted in late 2018 and early 2019 in China.

In this celebritization cultural context, in-depth personal interview was arranged with 15 participants aged at 18 to 37 who are social media users. Among them, 13 interviewees used social media every day. The most frequently used social media platform was WeChat, the alternative of Facebook and WhatsApp in China. All participants installed WeChat on their smartphones. Besides, 11 participants used QQ, offering instant one-on-one and group chats among users. In addition, 33.3% of interviewees used Weibo and 40% of subjects frequently logged on video-oriented social media platforms such as TikTok and Kuaishou. Talking to the reasons using social media, social function was the key reason for participants to use social media channels. Interviewees believed that social media tools allowed them to easily and conveniently get connected with their social networks like families, friends, teachers, business partners and so on. Besides, information function was the second reason motivating social media behaviors. Participants pointed that social media gave access to people to get updated.

When asked audience's perception toward online DIY celebrities and their product endorsement, no participant showed positive attitude about DIY celebrities, and even 6 interviewees directly complaint the darkness of online DIY celebrities. The remaining 9 participants held neutral attitude

toward them. Besides, they compared DIY celebrities with traditional celebrities. It turned out that perceived credibility was the major difference. 5 participants perceived traditional celebrity endorsement was more credible while only 2 participants argued DIY celebrity endorsement was more trustworthy. In addition, participants also pointed out differences on formality and standardization, communication channels, and endorsed product quality. Traditional celebrity endorsement was perceived more formal and standard than DIY celebrity endorsement as they got endorsement opportunity assigned by professional entertainment company while DIY celebrities explored similar opportunities in person without formality or restriction

Submission ID
170

Fans not to be a fan: Chinese fans' transcultural engagement of BBC's Sherlock

Authors

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Abstract

China is viewed as a nation with the largest number of online audience and fandom all over the world. The power of fandom cannot be overlooked particularly in the digital era. With the boost of transcultural communication, an increasing number of fans have engaged in transnational media products from another nation. According to a survey done by Gilardi et al. (2018), BBC's *Sherlock* is the best-known TV series among Chinese audiences towards foreign TV series. More than 82% of surveyed audiences were aware of this TV series. Therefore, this research employed the case of BBC's Sherlock to explore Chinese fans' practices and engagement. In order to unpack Chinese fans' transcultural participation of *Sherlock* in the featured digital media environment in China, the author has done literature review on the history and development of British TV drama, BBC, and the overseas distribution of BBC's TV drama. Then, the scholarship on fandom, digital fandom, and Chinese media and cultural policies was further reviewed in order to understand the development of fan studies and media policies in China. As a transnational fandom, Chinese fans engaged themselves in Sherlock via the help of Chinese featured digital media sites/tools such as Douban, Post Bar, etc. to overcome language and cultural barriers for more peer interaction. The author deployed qualitative interviews of more than 30 fans, digital ethnography (online observation) for more than two years and autoethnography (acafan) to do discourse and thematic analysis. The collected data showed a declining trend of fans' interests of Sherlock after the broadcasting of the last series. More than 72% of fans have not paid attention to Sherlock after the last series in 2017. The self-declared Sherlock fans in China did not behave what real fans were supposed to do in the existing scholarship, especially after the last series. More than 96% of fans thought poorly of the last series (Series Four) with approximately 68% of fans who did not hope to see the next series. The disgusting attitudes from fans were proved to be awkward in face of their so-called favorite

foreign TV series. According to the empirical research, 97% of fans watched Sherlock at home (China) and more than half of the interviewees did not do any practices to show their love of Sherlock. This phenomenon has the rooted reasons that echo the current Chinese media censorship to some extent as the audience was expected to be non-political. That is also the main reason why Chinese media censorship gives priorities of import to the kind of foreign TV series like Sherlock because they were more commercial and non-political. Sherlock fans' few practices were what Chinese media censors liked to see. In the research, Chinese fans tended to be alone for watching Sherlock and did not continue focusing on the series due to production and broadcasting reasons. The author originally contends that Chinese fans of Sherlock were not fans as they did not do what a fan required to do. This challenged the existing scholarship for more hidden reasons.

Submission ID

243

"Communicational Boundary situations": Minorities` Perceptions of their presentation in Israeli media

Authors

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Abstract

During the last several decades, a broad research (Avraham & First, 2010; Lemish, 2014) field has developed in Israel focusing on the topic of how identities are structured in the media. This field has attempted to reveal the "Symbolic Annihilation" of various minority groups from both the sociological and the numerical perspective. Hence, this study proposes to examine the following question: What is the relationship between the representation of a minority groups in the media and its own perception of how it is represented?

This Research based on the model of "boundary situations" of the German philosopher Karl Jaspers and applies it to a new concept: " **Communicational Boundary situations**". The model suggests three interpretive forms of interpretations: Negation interpretation, denial interpretation and conversion interpretation.

The research method chosen to examine how members of minority groups perceive the way in which they are represented in the media is based on semi-structured in-depth interviews, as is customary in qualitative research. The study examined three minority groups in Israel: Arabs in Israel (National minority), immigrants from the former Soviet Union (Cultural minority) and Mizrachim (Sociological minority) . A total of 80 individuals were interviewed, with the interviewees in each minority group varying according to gender, age and education.

The findings show that the interviewees were able to point to and identify representations of themselves in the media.

Our findings indeed reveal three interpretive forms suggested by Jaspers model: Negation interpretation, denial interpretation and conversion interpretation. The findings show that some of the interviewees did not identify representations of themselves in the segments screened for them, in line with negation interpretation. Most of the interviewees who identified their representations developed strategies of denial strategies toward these representations. For example, they exhibited tolerance toward representations in that they mentioned reality or interact with it. That is, the interviewees tended to "forgive" the negative interpretations because according to them these interpretations correspond with actual social reality and thus represent the truth and not falsehood. The findings also revealed tolerance toward representations because according to the interviewees the evidence of stereotypes is a factor that empowers and glorifies them in society.

Moreover, the research found that genre made a difference in how minority group respondents related to their media representations. They were more tolerant and forgiving of their negative representations in satire and drama than in advertising. Thus the research concludes that there are significant differences between the genres both in the identification of minority group representations and in the attitude toward the representation in these genres.

The current study also found that most of the interviewees used denial interpretation and negation interpretation, while only a few among them used conversion interpretation. The prevalent use of denial interpretation and negation interpretation can explain the relationship between how minority groups perceive representations and the extent to which they consume these representations.

The proposed model can serve as a theoretical model internationally for different minorities perceptions of their representations in media.

Submission ID
245

Socially Mediated Visibility: Re-examining Organizational Visibility Through Presence of Extended Audiences

Authors

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Abstract

Prior studies measure organizations' visibility on Twitter through the estimation of its audience including the number of followers and followings, numbers retweets, favorites, and replies. However, these indicators only measure the visibility based on the interactions of active audiences. Meanwhile, audiences on social media exist in different modes of seeing. They are also passive/invisible audiences, who see but do not interact/reveal themselves and those are proactive to

discuss organizations without being fans of those organizations. More importantly, these indicators cannot reflect the mobility of audiences and content diffusion on social media, in which, each user can become a bridge to transmit information and network from this cluster of audiences to another.

To overcome the drawbacks of previous indicators, this study uses "extended audiences" and Socially Mediated Visibility theory to re-define audience measurements and use them to quantify the visibility of organizations. Two old indicators are kept, which are the number of retweets and replies; two new indicators are developed which are the number of organizations' mentions and audience reach. Using multivariate tests and content analyses, the study found that previous results might have underestimated the visibility of organizations. Based on the new measurements, the study shows that a typical non-profit organization in the Nonprofit Times 100 list has more than 529,000 followers and receives 906 mentions, retweets, replies in a 2-week period. However, the actual number of social media users they could reach is more than 15.7 million. This is to say, audiences on social media are more extended and unintended than those measured in previous studies. In addition, as the number of organizations' mentions is used as one of visibility measurement, it is found that there is also reciprocity in targeting strategy and communication tones. Organizations that mention other users more often are more likely to get mentions from audiences in return, and organizations communicate in positive tone will not likely to receive negative responses. Results also show that with the new indicators for organizational visibility, among predictors, only the number of followers, tweet volume, and the number of tweets that contain user mentions are significant to predict the visibility of organizations.

The study makes several contributions to the existing theories. First, it contributes to the literature of the Socially Mediated Visibility theory, which is still a new branch of visibility. Second, within the non-profit landscape, the study contributes to current literature research regarding organizational visibility and public attention with new measures of visibility. Third, the results help to explain why some organizations can make them visible and others cannot.

Submission ID
461

Impact of cartoon channels on the social and cultural behaviour of children - A study in Karnataka, India

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Abstract
Advent of multi channels, multi-platform services has created large contemporary children's television culture based around dedicated children's channels and programming with a combination of global and local content. With over 17 cartoon channels in India, both in English and regional languages with diversified content, children are exposed to a variegated content right from cartoon

programs to educational programs. Children are perceived as active audience which has boosted commercialization of cartoon content. There is a steady increase in the television viewership among children. It is evident that children have emerged as a dominant viewer category in television as pointed out by the recent BARC Report. Though, there has been a paradigm shift in the access of content on multimedia platforms, this has minimum bearing on children's media habits. While television continues to dominate the Indian household, it is important to understand the implication of children spending a substantial amount of time over watching cartoon channels. One of the noticeable influences of television is on the behaviour. Behavioral changes and associations with mass media have intrigued researchers for decades now. However, considering the fact that kids today have multiple viewing options amidst digital technology, it is significant to understand if this viewing pattern of children has any impact on their behaviour. Children are the citizens of tomorrow. Children develop their personality as they grow amidst various experiences. Media undoubtedly contributes to their experience pool. How the child shapes her understanding of the world and reacts to circumstance and situations depends on multiple variables. Whether cartoon programmes on television contribute to such behavioral influences? If yes, to what extent? What are the implications of the same? These are some of the pertinent questions to which the study tries to seek answers to. This study focuses on exploring the dimension of influence of cartoon channels on children's behaviour. The current study is an exploratory research. The study has been conducted with the aim of probing into the relationship between programme content on cartoon channels and the behaviour of children. The objectives of the study are to examine the influence of programmes on cartoon channels on the **social and cultural behaviour of children**. The study was conducted on the primary school children in Karnataka state, India.

Submission ID
486

Entertainment-education in media convergence: How Super-Vocal and its fan texts influence fans' high-brow music knowledge acquisition and attendance intentions

Authors

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Abstract

Entertainment-education (E-E) interventions refer to the intentional placement of educational information in entertainment texts to influence audiences' knowledge acquisition, attitudes, and behaviors. Current E-E literature mainly concentrates on political communication and health communication. Heeding the call for attention to variability among E-E interventions, this study

investigates the effects of entertainment messages on high-brow music education using the case of *Super-Vocal*, a popular Chinese operatic and musical singing competition show launched in 2018.

Previous studies on attendance at high-brow music events focused on the effects of long-term and systematic arts education. Few studies have examined how short-term exposure to educational issues in media contents influences people's high-brow music participation. Therefore, this study investigates how fans of *Super-Vocal* acquire high-brow music knowledge and music attendance intention by consuming the original and fan-generated texts of the program. To explore the mechanism, this study examines the mediating role of fans' self-educational behaviors: information-seeking and online discussion about related issues. This study also tests the knowledge gap effects in the E-E of *Super-Vocal*.

The study distributed an online questionnaire on *Super-Vocal's* "super-topic," [i] an interest-based community for online groups on Sina Weibo[ii]. A total of 756 questionnaires were recovered, yielding 754 valid cases.

Results of regression analyses showed that fans who watched more serials of original texts acquired more high-brow music knowledge, whilst the use of fan-generated texts was not a significant predictor. Both original texts and fan texts use were positively associated with fans' intention to attend live operas and musicals.

In terms of the indirect effects, both original and fan texts can indirectly predict knowledge acquisition and art attendance intentions via information-seeking behaviors. Online discussion was a significant mediator only when opera and musical consumption was the dependent variable.

This study employed professional music training background as a moderator to investigate the "knowledge gap." Results showed that the direct effects of original texts and fan texts were not conditioned by professional music training background. In terms of the mediated moderation effects, the indirect effects of original and fan texts on opera and musical consumption are larger for those who never received professional music training. Similar effects were not found when knowledge acquisition was the dependent variable.

This study revealed that, as a serious music competition variety show, *Super-Vocal* has significant E-E effects for its fans' high-brow music knowledge acquisition and arts attendance intentions through both original texts and fan texts consumption. The E-E effects of high art variety shows in the era of media convergence are achieved through the production of official texts and through participatory consumption and self-education by the fans. We also found that no knowledge gap existed between people with and without professional music training, echoing the democratic nature of E-E.

[i] Details about Super topic can be found in: https://www.whatsonweibo.com/what-are-weibos-super-topics/

[ii] Sina weibo is a Chinese microblogging site. It is one of the largest social media platforms in China with 497 million monthly active users. It is also an important online community for fan practices in China.

A Study on CCTV-4's Overseas Younger Audiences ——Media behavior, psychology and needs

Authors

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Abstract

The data source of the study is a Chinese International Channel's (CCTV-4) overseas audiences survey and a corresponding research in collaboration with the Audience Research Center (ARC) of the Communication University of China in 2018. This paper selects overseas younger audiences (11-30 years old) as the research object and focuses on TV programs in the new media age. In this survey, the number of younger audience samples were 132, accounting for 12.8% of the total. Among them, 54.5% respondents were male and 45.5% were female, and 67.5% of respondents have bachelor degree or above. The respondents' occupations were as follows: student (42.4%)> company worker (17.4%)> freelancer (14.4%) = manager (14.4%)>technical staff and professional (11.4%). As for overseas audiences, "short-term residents overseas" accounted for the most (45.5%), and the following is overseas Chinese second generation and above (19.7%). What is more, audience's media consumption behaviors and content preferences are analyzed, which are based on the sample data, to find out their demands for certain media content or even Chinese media organizations.

Both qualitative and quantitative researching method are adopted. In other words, questionnaires with good internal reliability are issued and distributed both online and offline to reach a wider range of audiences, including fieldwork and handing out via CNTV website and SNS platforms. Additionally, in-depth interviews are used to obtain the reasons behind the user's media consumption behavior and psychology, and a database of the qualitative data is established for further insight.

The study found that younger audiences have no clear motivation to watch Chinese TV programs, most of them are randomly watching, followed by maintaining their emotional connection with China and getting relevant Chinese information promptly. Of the overseas younger interviewed audiences, although nearly half of them choose to watch Chinese programs from 7:00 to 10:00 p.m., the number of heavy viewers has decreased, and over 70% of respondents' watching time is no more than 1 hour. In the meantime, new media channels gradually become the first choice for younger audiences, of which Internet TV (including set-top box) is the primary choice, followed by mobile viewing (mobile phones or tablet computers) and Mac or PC. The richness and diversity of

Chinese TV program viewing channels failed to contribute to the popularity of their multi-screen and cross-screen viewing behaviors, but has exacerbated the fragmented distribution of audience's media consumption time. As far as the content of the program is concerned, more than half of the young respondents like to watch news and informational programs, because Chinese TV programs turn out to be an important news source for them, and many young people also like to watch documentaries and cultural programs produced in China.

In terms of audience's future needs, younger audiences show a huge demand for diversified elements of Chinese TV programs. To be more specific, they propose to add text-image content, short video clips, live streaming and other content forms into program production, and expand social media platforms as important content distribution channels, such as YouTube and WeChat.

Submission ID
674

Reimagining Users: Context the WeChat Moments' Use/Non-use in China

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Abstract
This article examines users' continuous dis/engagement with the WeChat Moments. Drawing upon the semi-structured interviews with 21 users who used Moments for at least 6 months and voluntarily discontinued their use of the feature, this article discusses the complicated dynamics of the use, non-use, and re-use of Moments and the innovative tactics that users use.

By re-centering users' agency and exploring the implicit micro-behavioral process of social media practice, this research provides us with a desirable opportunity to investigate the re-domestication process of social media. which enrich domestication research discipline. Although the case is specific to China, we aim to contribute the general theoretical questions concerning the re-domestication of social media.

First, the authors elaborate how does the re-domestication studies would be different from the early ones (the four terms of appropriation, objectification, incorporation, conversion)— authors detected a new pattern of use, they dispose or alleviate the use of Moments periodically, by means of forbidding the entrance of Moments, closing Moments on WeChat system on mobile phone, in order to find a new nuanced use pattern specifically for his/her own.

Secondly, countering the purported hyper-centrality of WeChat, authors discern a periodic loop of the 'use, non-use, and re-use' of Moments, suggesting that people suspend their use of Moments periodically as a means to 're-domesticate' technologies.

Here, we argue that, on a micro-sociotechnical perspective, the volitional disconnection is the indication of the empowerment and individual agency. Taking social media detox periodically or selective use/non-use on certain social settings, could be regarded as active tactic of users, individual agency to re-establish boundaries and avoiding the risks of alienation and mobile communication technological intrusion into every fabric of daily life. That is to say, ordinary users repeat this cycle invisibly and periodically, which could be regarded as a mechanism of re-tidying up their life, re-organizing their life habit, re-allocating their time management, and re-gain concentration, which is mutual re-production of meaning, routines and rituals in their everyday life.

Furthermore, the term "re-domestication" is important as it concerns the durability and life span of an artefact, the contextual shift, the changing of users' life stage, thus bringing rounds after rounds of re-domestication in the its later life cycle. Re-domestication is a process that gives people the opportunity to take a retrospective look at their life and to transform Moments from a disruptive app feature into an instrumental apparatus conducive to their personal and professional well-beings. By scrutinizing the process, we discuss how people use innovative ways of regaining autonomy and agency in their everyday interaction with WeChat.

Submission ID
690

Examining how gratifications and prevention factors affect Chinese adolescents' mobile game playing

Authors

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Abstract

With the rapid growth of smartphone use, playing video games via a smartphone device is becoming one of the most popular leisure activities among Chinese people. However, the popularity and prevalence of mobile gaming triggered many problems, especially among school-aged children. Compared with adults, adolescents are more likely to indulge to video games, as they are more vulnerable to external novel stimuli and have lower self-control (Cha & Seo, 2018; Spada, 2014; Guo, 2017). Several news reports and anecdotes show that excessive mobile game playing have negative affected adolescents' health and behavior, leading to poor academic performance, cognitive distortion, and low quality of interpersonal relationships (Chen & Leung, 2015). Therefore, it is

worthwhile to empirically investigate the reason why Chinese adolescents play mobile games and how to prevent them from excessive mobile game playing.

The central purpose of this study is to examine how gratifications (i.e., social, achievement, and relaxation) and prevention factors (i.e., cost and parental control) relates to Chinese adolescents' mobile game playing. A self-administrated paper-and-pencil survey was conducted among school-aged adolescents in Kunming, China at the first week of September 2019. A total of 818 Chinese adolescents aged from 9 to 16 years old responded to the survey. The average age was 11.86 years old *(M = 11.86, SD = 1.51)* and 51.10% of them were male *(N=418).* Items in the questionnaire were adapted from past studies and were translated from English to Mandarin. Data were analyzed using Pearson correlation and hierarchical regression analysis in *IBM SPSS Statistics 21*. Results suggest that age (β=.06, p<.01) was positively associated with mobile game playing, while gender (β=-.07, p<.01) was negatively associated with it. This suggests that older and male adolescents play mobile games more frequently. Regarding gratifications, only achievement (β=.20, p<.001) and relaxation (β=.30, p<.001) was positively associated with Chinese adolescents' mobile game playing. This suggests that adolescents who spend much time in playing mobile games had more intention to obtain achievement and relax. However, no statistical association was found between social and mobile game playing. With regard to prevention factors, cost (β=.24, p<.001) was positively associated with dependent variable, whereas parental control (β=-.08, p<.01) was negatively associated with it. This suggests that reducing the cost and implementing parental control can help adolescents' avoid spending too much time playing mobile games. The total variance explained for Chinese adolescents' mobile game playing was 35.90%. Theoretical, practical, and policy implications will be discussed.

Submission ID
836

The Carnival of Performance in the Digital Age: Chinese College Students' Practice on Social Media and its Alienation from the Perspective of Impression Management ——A Research Based on the Practice on WeChat Moments

Authors
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Abstract
Electronic media disrupts the relationship between physical location and access to information, enabling a "location-free landscape" that sets communication on a wider stage (Meyrowitz, 1895). Furthermore, social media has revolutionized audiences' media practices. Audiences contribute to the media environment through their online practices. Moments, a social platform embedded in

WeChat, has become one of the most popular social media in China, especially among young people. Users get to know each other through various symbols including pictures, words and expressions shared by others on Moments rather than face-to-face communication. In the process of making others form or change their impressions of themselves, which is known as impression management, each user acts as both a performer and an audience.

The paper focuses on three main questions by questionnaire and semi-structured interview. First, the paper explores the main factors of the tendency of impression management among Chinese college students. The characteristics and motivations of impression management of Chinese college students on Moments are also deeply analyzed. Furthermore, the author observes the possible alienation of impression management and its influence on self-identity, mental health and interpersonal relationship construction of college students, in order to give suggestions for audiences on building inclusiveness, respect and reciprocity on social media.

The paper takes impression management theory as the main theoretical framework. All social interactions are like performances on the drama stage. Through impression management, people make their behaviors close to what they want to present (Goffman, 1959). They try to create and control their self-image in the mind of the audiences (Leary et al.,1990). "Front Stage" and "Back Stage", proposed by Erving Goffman, were used to describe different scenes of performance. It is believed that new media increases the distance between scenes, thus forming more hidden "back stage" and more exposed "front stage" (Meyrowitz, 1895). Recently, many papers study audiences' impression management on social media such as Facebook, Blog, WeChat, etc. Goffman (1959) pointed out that if an individual maintains a performance in front of others that he does not believe in, he will develop a special self-alienation and a wariness towards others. We should remain vigilant to excessive impression management, which often reflects the individual's psychological problems or even crisis.

The research preliminarily finds that college students surveyed have relatively strong tendency to manage their impression on Moments. The controllability of performance in the "front stage" strengthens because Moments is equipped with the diversity of symbols, the asynchronism of communication and the convenience of choosing and isolating audience. The article verifies that self-monitoring ability, the traditional factor of impression management, has positive impact on the tendency of impression management on Moments. The dependency of Moments, which is a new variable, also has positive effect on it. Excessive impression management may lead to the crisis of self-identification and morbid psychology. In terms of personal relationship, impression management on Moments benefits the expansion of weak ties and the maintenance of strong ties to some extent. However, it also brings estrangement and destruction to face-to-face communication.

Submission ID
919

The Impact of Information Seeking on the Purchasing Decision of Indonesian Millennial (Comparative Analysis of the International and the Local Brand of Fashion)

Authors

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Abstract

This article purposes to explain the factors that impact the purchasing decision toward the fashion brand of the store, both local and international. The important factors are a behavior of information seeking and brand perception. The impression about the fashion brand of the store is depending on the pattern of information seeking, and in turn, it leads to purchasing decision. There are two types of information seeker based on the intensity of information seeking : (1) heavy information seeker, and (2) light information seeker; and there three types of information seeker based on the form of communication: (1) conventional mass communication, (2) face to face communication, and (3) computer-mediated communication. The article is intended also to explore the impact of the information-seeking behavior on purchasing decision and other moderating and intervening variables might influence those relations. As a case for the local brand is the Executive and for the international brand is Uniqlo.

A cross-sectional survey was conducted for the research. The population is millennials in two big cities, Jakarta and Yogyakarta whom their ages range 15 until 35 years old. The selection of this range of age was adjusted to the Uniqlo and The Executive target market. Data were collected through a questionnaire distributed to 291 students in senior high school and higher education as a millennial representation. For cases in this research were the students of (1) University of Al Azhar, SMA Tarakanita, Jakarta, and Universitas Atma Jaya Yogyakarta, and SMA BOPKRI I Yogyakarta. Data were analyzed by explanatory quantitative statistic by using descriptive, mean comparison, and multiple correlation, regression, and non-parametric analysis.

The research shows that (1) the millennials are almost categorized as light information seekers for fashion issues. Fashion is the third-highest information seeking by students. It is one step higher than information about social, economic and politics. Particularly in fashion, the media used by students are a combination of internet-based media and directly visit the store. Even though they use various media to seek information, they emphasize only on few aspects of fashion; (2) the information-seeking behavior varies in different individual characteristics. Age, status, original place, and religion are influencing factors for information-seeking behavior; (3) the information-seeking behavior impacts their perception on the brand. However, the impact is various on different individual characteristics and different type of brands. For local brands, the perception is influenced

not by information seeking but the individual characteristics. It is different from perception on an international brand which is influenced not only by information-seeking behavior but also by individual characteristics. In conclusion, for the millennials, face to face communication remains as most influential form of communication to construct perception on fashion; (4) the perception of the brand affects purchasing decision, but it is moderated by the characters of the individual.

In conclusion, the role of media is not to drive the millennial to purchase the brand, but firstly to create brand perception. This perception impacts the decision to purchase. The individual characters influence all the steps of the buying behavior.

Submission ID
962

Gender and/in film: A comparative analysis of male and female readings of Ties that Bind

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Abstract
Are there any meaningful differences in the way different genders read and interpret films, particularly films that focus on gender issues in Ghana? This paper seeks to answer that question by presenting a comparative analysis of the ways in which male and female audience groups interpret representations of women and women's issues in the Ghanaian movie *Ties that Bind,* produced by the female Ghanaian-American independent filmmaker Leila Djansi. Critical discourses on African women's representations in commercial video films by African women suggest that despite profit-driven conditions, female filmmakers often advance a plethora of women's images that seek to buck gender stereotypes and present women's issues expressed through authentic female voices and perspectives. While these observations have been made within feminist studies, how the different genders – male and female audiences – respond to representations of women by women in the commercial African video films have rarely been addressed. *Ties that Bind* offers an avenue through which to investigate men and women's views on female filmmakers' portrayals of women's peculiar experiences and to address this lacunae in the literature. Drawing on Hall's (2006) typologies of audience readings as conceptual framework, we analyse data collected from male and female focus group interviews to determine how these images are read, and whether there are any noticeable differences. We conclude that male participants appreciated the female characters and the challenges they face, and also found some aspects of women's lives as portrayed in the film very instructive. Female participants on the other hand, identified with the experiences of the women and felt inspired by their courage and strength. Ultimately, our analysis, while supporting the notion that audiences produce nuanced readings and actively make meanings that reinforce their values and

beliefs, also reveals the audience's awareness of the changing socio-cultural mores that improve women's lives.

Submission ID
1039

New possibilities of political participation of youth groups in the era of social media

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Abstract
With the popularization of social media and the improvement of young generation's(18-30) awareness of political participation, more and more young people express their opinions in various political affairs through social media. It not only provides a platform for the young people to self presentation, but also provides a channel for political expression. There has been lots of researches on the impact of youth groups.According to The Washington Post in December 2017, The Oxford Dictionary's annual word was "youthquake",which refers to significant reforms in the field of culture, politics and society that result from the performance and influence of young people. Every educational system is a political means of maintaining or of modifying the appropriation of discourse,with the knowledge and the powers it carries with it.(Foucault,1972) It is necessary for us to pay attention to the influence of political discourse participation of youth groups on various fields.

The theme of study is how to create more possibilities for young people to participate in political affairs in the era of social media,and we take the death of an actor in certain China's reality show as example，aiming to explore the following:

1.How the young people can participate in politics through social media?

2.What influence will "youthquake" have on the political field in the era of social media?

3.How to improve the awareness of youth groups participating in politics through social media?

We selected the digital ethnography as this paper's methodology, and a month-long period from November 27,2019 when the incident happened, to December 27,2019 was selected to observe the relevant discussions of incident in Weibo. A series of data have been collected,which shows that the incident triggered huge reactions in Weibo,attracting more than 4.2 billion views and 1.41 million comments as of 9:00 pm on the 28th.The amount of discussion grown geometrically,over ten topics about the incident topped in Weibo's search and the total amount of reading reached nearly 10 billion.The show was boycotted by young fans and they appealed government to govern relevant programs,which has aroused the high attention of relevant departments, so they have taken relevant measures to stabilize young people's mood.

As the result show,we could find that young people presented strong demands for the government to regulate the online market of reality show through social media.And we could draw a conclusion that social media provide a possibility for young people to participate in political affairs and to make social impacts .In addition, we were surprised to find that this event initially motivated only by youngsters' concern for the death of stars,but unexpectedly,it triggered a real political change,which shows that the young people's political participation by social media still has certain contingency.

Submission ID

1061

Toolkit or Omnipotent Friend? The role of Virtual Assistant for Adolescents and Young Adults and its Social Effects

Authors

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Abstract

Introduction

With the increasing prevalence of AI, virtual assistants are engaging more with human life by providing services and information. Retale's report showed that millennials are the biggest group of early chatbots adopters. To date, numerous experiments demonstrated that individuals' social behaviors are different between human-human interactions and human-machine interactions (Nass, Moon & Green, 1997; Nass & Moon, 2000; Ho, Hancock & Miner, 2018), yet relatively few studies have investigated the attitude of adolescents/young adults when interacting with virtual assistants and social effects of Artificial Intelligence-Mediated Communication(AI-MC) (Hancock, Naaman & Levy, 2020). This paper attempts to address this limitation. The study reveals the findings of interviews with 14 users of virtual assistants to understand their interactional behaviors and interpersonal communication effects.

Virtual assistants, like Siri and Microsoft XiaoIce, put quite a few efforts on emotional recognition which are conducive to establish connections (Shum, He & Li, 2018). Humanlike cues are important factors to trigger social responses, as individuals might apply social rules and take computers as social actors (Reeves & Nass, 1996; Nass & Moon, 2000).

Time spent with any media is regarded to choose different channels of socialization (Larson & Kubey, 1983). According to Erickson's theory of human development, adolescence is the final stage of basic socialization. Spending enough time with families and friends would facilitate teens' formal adult socialization (Larson, 1983). However, the diversity of adolescents' uses of media would cause conflict with other socializers (Arnett, 1995). The emergence of virtual assistants is potentially replacing other playmates, which we are unaware of its influences.

RQ1: How do adolescents and young adults evaluate the role of virtual assistants when socially interacting with it?

RQ2: Whether the AI-MC will exert a potential negative influence on interpersonal social interaction and socialization?

Methods

The data were collected during December 2019 and January 2020 by conducting in-depth, semi-structured interviews with 14 users of virtual assistants. Each interview lasted between 46 minutes and 94 minutes, with an average length of 61.33 minutes (SD=14.20). Participants are comprised of adolescents (10-17 years-old, n=7) and young adults (18-35 years-old, n=7). Interviews occurred either face-to-face (n=4) or via WeChat audio (n=10), depending on the location of participants. All the audio recordings of interviews were translated into transcripts, importing into the qualitative analysis software Atlas.ti for tracking open, axial, and selective coding, based on grounded theory (Glaser & Strauss, 2017).

Conclusion

In light of our findings, adolescents are more likely to treat virtual assistants as friends, while young adults take them as tools, less likely to establish intimate relationships. Compared to young adults, adolescents tend to show intimate disclosure behaviors to virtual assistants which are conducive to improve relational outcomes (Afifi & Guerrero, 2000; Ho et al, 2018). Additionally, when it refers to the potential negative effects on the socialization and interpersonal interaction, the third-person effects (Davison, 1983) are emerging. Especially for adolescents, they tend to believe that addicting to rely on virtual assistants would have a negative influence on their friends rather than themselves.

Submission ID
1111

"Troll Russi" news stories in the Italian newspapers: coverage and audience reception

Authors
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Dacia Paje - Drexel University

Abstract
Russian trolling is a phenomenon emerged in the news since 2015 (Chen, 2015), however, its relevance remains pronounced across the globe. For example, computational propaganda associated with Russian trolling is becoming an issue of an international concern (see Wooley & Howard, 2019; Zelenkauskaite & Niezgoda, 2017). The goal of this study is to contribute to the body of literature of online newspaper interactive audiences (see Sylvie & Chyi, 2007; Tewksbury, 2005) and to identify how newspapers set the agenda for the readers through the framing of Russian trolls

and the frequency and types of coverage. By analyzing Russian trolling and user perception of stories Russian trolling stories in the Italian online news spaces, this study longitudinally traces the evolution of the Russian troll use in the leading Italian newspapers and audience reception of issues covered in these stories. Starting from two key words, "Russian Troll(s)" (n=40 articles) and "Troll(s)" (n=104), a total of 144 online articles were collected from five main Italian newspapers with the largest readership online. Audience reception of the stories was gauged through the number of comments. To categorize content of the stories covering Russian trolls, we employed grounded theory approach in our coding (Glaser & Strauss, 2017). First, we traced the evolution of Russian trolling over time by identifying the following dimensions that emerged from the data: national or international politics, social media platforms, or other matters. Results show that from 2011 to 2015, Italian newspapers treated "troll(s)" as an online sub-cultural phenomenon, focusing on the spread of "fake news", profiles' anonymity, disrupted discourses and the use of harsh and rude online language in online spaces. From 2015 to 2019, the narrative changed and became more politically involved, associating the phenomenon to Russian propaganda, and discussing the alleged trolls' interference in the 2016 Italian Referendum, and the Twitter attack of the Italian President of the Republic in 2018. Other stories covered the U.S.A. presidential elections and questions of Russian interference. When reporting foreign issues (e.g. U.S.A. elections' Russian interference), Russian trolling was reported as "it exists", while the issues of Russian trolling links of the Italian political party, Lega Nord, with Russia were more controversial and less uniform. From the audience reception perspective, by comparing domestic and the international coverage related to Russian trolling stories, we found national stories had statistically significantly more comments. While this finding of audiences caring for the locally-grounded relevance of the news coverage is not surprising (see e.g. DeLung et al., 2012; Donnelly, 2005), in some ways it shows that the issue of Russian trolling continues to be controversial in the Italian media landscape. Next steps include a qualitative analysis of the nature of the comments.

Submission ID
1141

Deconstruction and integration: Diversified media use in Chinese urban families

Authors

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Abstract

This paper focuses on two Chinese families located in the first-level city, and uses ethnography to describe the media use of different members in the family context. At the same time, it is a kind of rethinking that the interaction between the special situation of "family" and the use of media.

The study found that in the family, the use of media presents the mixed use of traditional and new media, especially the use of various sizes of screens. There are also diversified purpose of using media. Some parents use the Internet, mobile phones and other new media to complete the communication with other family members (especially children), and the remarkable characteristic of this kind of communication lies in the absence of the body; Other parents use Internet monitoring equipment to supervise their son doing homework, so as to fulfill their parents' obligations; In order to spend more time with their families, some parents use mobile phones and computers to take their offices home, thus breaking the physical boundary between work and life. On the other hand, the use of various media can also help family members to construct private space, thus jumping out of the family situation temporarily, especially for children.

These increasingly diversified media use redefined the relationship between family members, and to some extent, broke the synchrony of time and space in family communication, made the boundary in communication disappered; but at the same time, it also dramatically constructed a new boundary, hindered the communication between family members.

Key words: Chinese Urban Family, Media Use, Diversification

Submission ID
1244

Parasocial Interaction in the Social Context: Why do Players View the Game Character as Their Child?

Authors

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Abstract

The question of whether the digital game is defined by specific media consumption or by the practice of the player still perplex game research. Existing research focuses on the consumption of games and pays little attention to player's concrete practice. Particularly, for studies focus on parasocial interaction within a game, scholars often measure audiences' preference for game characters and the parasocial relationship based on individual gratification, while little has known on the social and cultural motivation behind their practice. Moreover, the tendency of limiting parasocial interaction to friendship may preclude researchers from capturing other types of play-character relationship. As in this case, many Chinese players view the game character as their child in the game *Travel Frog*. To fill the gap, this paper attempts to take the *Travel Frog* as an example, to explore the meaning constructed by its players through the parasocial interaction with the 'frog' and the social context of such construction.

Travel Frog is a Japanese game that was fairly popular in China in 2018. In the game, the only thing players can do is collecting clovers to buy goods preparing for the frog's travel which requires extraordinarily minimum operation but a potentially large amount of emotional involvement. It

attracted many Chinese urban young people, especially women. The author conducted in-depth interviews with 20 players in China's first-tier cities and the findings are mainly based on thematic analysis of the data.

This study finds that the reasons why the Chinese players view the frog in the game as their child is profoundly rooted in their ideal lifestyle and dream parent-child relationship. We find 1) some players place the hope, living freely, on the frog through their parasocial interaction with the frog. Compared with the mainstream lifestyle (getting married and having children as soon as possible, buying a house and a car and working hard), the frog lives in a freer way (traveling freely without pressure at any time) and becomes a symbol of a carefree life. Such life is often beyond their reach because they said if they do not follow the mainstream, they would be belittled and humiliated by society. Still, they yearn for a new way of life. Therefore, some players place the aspiration on the frog by viewing the frog as a kid since children are a symbol of hope and the continuation of parents' own life in the Chinese context. 2) Young people express their expectations for the ideal parent-child relationship through their practice in the game. Chinese parents usually interfere in children's decisions and ask children to obey them while players can not control the frog and it can do what it wants in *Travel Frog*, which conforms to the youth's dream parent-child relationship (supporting silently, keeping the distance from each other and giving freedom). Some young people said they dislike parents' interference with their life and they will treat their children in the future like supporting the frog in the game which means giving freedom to their children.

Submission ID
1264

The Influence of Attachment Anxiety on Cyberbullying of Chinese College Students: Mediating Effect of Social Media Self-Disclosure

Authors

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Abstract

Although social media has become a platform for users to produce, collaborate and share content, increasing self-disclosure has also increased the risk of individuals suffering from cyberbullying. As repetitive harm, humiliation, harassment and other acts to other individuals or groups by means of network technology, cyberbullying has become one of the most common social problems in the world, but research on the victims of cyberbullying is obviously insufficient. This study builds a model of the impact of attachment anxiety on cyberbullying with social media self-disclosure as a mediating variable from the perspective of the actual victims, and explores the mediating role of social media self-disclosure in this relationship. Using an empirical method, 845 Chinese college students were surveyed online by the attachment anxiety scale, social media self-disclosure scale,

and cyberbullying victim scale. SPSS was used for data processing, reliability and validity test, correlation analysis, regression analysis and mediation effect test. The results show that attachment anxiety positively affects cyberbullying; attachment anxiety positively affects social media self-disclosure; social media self-disclosure plays a part of the mediating role between attachment anxiety and cyberbullying. The results of this study reveal the influence mechanism of online bullying victims, which helps to remind attachment anxiety individuals to pay attention to the possible harm of cyberbullying caused by their self-disclosure behavior in the process of using social media. At the same time, this study is of great significance to further develop methods to reduce cyberbullying.

Submission ID
1274

Why people continuously use gamified charitable crowdfunding applications in China: A mixed-method approach

Authors

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Abstract

In recent years, gamified charitable crowdfunding apps have raised funds for non-profit purposes in China (Li et al., 2018) and gained popularity with millions of users (Alibaba Philanthropy, 2020). Gamification, defined as game elements of the app (Deterding et al., 2011), encouraged users' engagement (Seaborn & Fels, 2015). Although past studies have examined users' intention for crowdfunding (Moon & Hwang, 2018; Liu et al., 2018), scarce research investigated why people continuously use gamified charitable crowdfunding apps.

Based on Expectation Confirmation Theory (ECT) and Technology Acceptance Model (TAM), this mixed-method study (interview and survey) examines how technological factors (i.e., perceived usefulness, perceived ease of use, gamification and trust), individual factors (i.e., confirmation, enjoyment, altruism and habit) and societal factors (i.e., subject norms, social comparison) influence users' continuous use intention. First, we interviewed 15 active users aged 18 to 50 years old of popular Ant Manor App to explore what influenced their continuance. Next, a web survey which recruited 419 gamified charitable crowdfunding apps' active users aged 18 to 50 years aimed to investigate impacts of three dimensional factors (technological characteristics, personal traits and societal influences) on users' satisfaction and their continuous use intention. Analyzing the interview data thematically, the results showed that the majority of respondents felt highly satisfied with prior use experiences of the gamified app, contributing greatly to continuance intention. Perceived ease of use supported older users' (40-50 years old) continuous intention, while young users with a busy lifestyle preferred less effort and time spent on using such app. Also, users' trust

of platforms (e.g. Alipay) where the apps operated increased their continuous usage. As for user-related factors, interviewees got enjoyment from game experiences. Comparatively, motivation to help others and donation gave them greater sense of fulfillment, stimulating continuous use. In terms of social factors, social comparison urged users to consistently play this charitable app.

We established a research model based on the interview results. Hierarchical Multiple Regression results of the survey data showed that: Technologically, when users perceived charitable crowdfunding gamified apps as being useful and ease of use, they tended to continue usage. Next, perceived ease of use, gamification as well as trust, were positively associated with user' satisfaction, indirectly influencing their continuance intention. Besides, enjoyment and user' satisfaction were positively associated with continuance intention. Moreover, respondents with a higher level of habitual use felt more satisfied and tended to continuously use the apps. Yet, societal factors (subject norms and social comparison) showed no influence on gamified charitable crowdfunding apps' continuous use.

Theoretically, the mixed-method findings of this exploratory study shed light to the factors influencing charitable crowdfunding gamified apps in China, especially in user' satisfaction and continuous use intention. From practical perspectives, understanding influential factors help practitioners develop effective strategies to compete for mobile users' limited usage time.

Slides, graphics and forms will support the video presentation. And a screen recording will also be included, helping audience understand the charity apps.

Key words：Charitable crowdfunding, Continuance intention, Mixed-method research, Expectation Confirmation Theory, Gamification, Habit, Trust

Submission ID
1692

The credibility and quality of rectifications by public service broadcasters and their efficiency with skeptical recipients using the example of the "BR Verifikation" of the "Bayerischer Rundfunk"

Authors
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Abstract
In May 2017, the German journalistic unit „BR Verifikation" was founded by the public service broadcaster "Bayerischer Rundfunk" in order to counteract the rising spread and establishment of fake news on the internet. This innovative journalistic entity picks up on discussed rumors and false news on social media and publishes dedicated rectifications. Their objective is a fact-oriented

clarification of the audience and promotion of media competence in the face of the increasingly unsteady and risky online media landscape. Within the scope of this research work, these rectifications were analyzed on the basis of quality and credibility research and tested for persuasiveness. Alongside preliminary qualitative interviews with three involved journalists of the "BR Verifikation" and an evaluation of the method, 429 German internet users were questioned with the help of a quantitative online survey. The gathered data regarding the perception of quality and credibility of the stimulus material as well as the skeptical attitude towards the "Bayerischer Rundfunk" were analyzed in view of various coherences. The stimulus material consisted of five selected rectifications of the "BR Verification", randomly assigned to the respondents, as well as specially formulated false statements tailored to the content of the articles. The results of the study revealed the rectifications' capability of convincing their audience of their content and reducing the perceived credibility of the associated fake statements. A skeptical attitude towards the "Bayerischer Rundfunk" was able to weaken both the persuasiveness and credibility of the rectifications. The quality features regarding grammatical and orthographical correctness, high comprehensibility and technical functionality of the website, summarized in the quality factor "effective quality", operated as significant predictors for an increased persuasiveness for skeptical users, but not for non-skeptical ones. Ultimately, specific proposals and approaches for prospective configurations of the rectifications could be formulated in the light of the gathered statements by the authors.

Submission ID
1850

Digital in Dispute: Affordances and Cognitive Support for Online News Consumers

Authors
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Lei Guo - University of Missouri

Abstract
Digital news subscriptions are growing in the U.S. but are dominated by a few national news outlets. Setting aside social and economic factors, we wonder what affordances digital platforms offer that aid newsreaders in seeking, understanding and making sense of news. Based on the perspectives of Gibson's ecological psychology and his conceptualizations of affordances, as well as Norman's theorizing of signifiers, we conducted a dozen semi-structured interviews with digital news readers to identify a number of physical, perceived, and relational affordances. Expanding on our previous work on the subject, we compared these findings to the affordances found in print newspapers and argue that many affordances that may support understanding the news are

attenuated in digital. Implications are discussed which may include increased cognitive load, a reduction in engagement, perceived value, comprehension and in the perceived value of the news.

Submission ID
1880

The influence of basic psychological needs on the online gift-giving behavior: interaction as moderator factor

Authors

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Abstract

With the advent of the attention economy, live-streaming has entered into fields including sports, entertainment, education and even social networking. Moreover, it is closely linked with consumer behavior, forming many "live +" modes that use live-streaming to drive original business development. As the most common consumption behavior in live-streaming and the most important pillar of income of the live-streaming industry, studying the influencing factors of gift-giving behavior can not only supplement the use and gratification theory in new media environment, but also serve as the guidance for the development of the live-streaming industry.

According to self-determination theory (Deci & Ryan, 2000), the satisfaction of basic psychological needs, including autonomy needs, competence needs and relatedness needs, can stimulate people's behaviors, such as study and fitness, etc. Meanwhile, defined by the characteristics of synchronous, participation, bidirectional coexistence and decentralization, live-streaming enables the possibility of multiple forms of interaction. Based on the existing theoretical and empirical studies, this study intends to explore the impact of online basic psychological needs on online gift-giving behavior, and introduces interaction as a moderator variable. This study explored two research questions: Whether basic psychological needs will affect gift-giving behavior? Whether interaction will affect the relationship as a moderator factor?

In this study, basic psychological needs were assessed using Xi's (2011) *"Online Communication Questionnaire of College Students"*, which comprises 30 items for assessing competence, autonomy and relatedness needs. Gift-giving behaviors were divided into basic gift-giving behaviors and cost gift-giving behaviors according to the monetary cost. Interaction included interpersonal interaction within streamers and viewers, and human-computer interaction between the viewers and the live-streaming platform. 400 valid questionnaires are answered by viewers of the top 10 streamers in 7 domestic live-streaming platforms. The collected data were analyzed by SPSS.

Through the verification of hypothesis, this study came to the conclusion that basic psychological needs are the factors that influence the gift-giving, especially cost gift-giving in live-streaming, while interpersonal interaction has a significant positive moderating effect. Finally, this study established a structural equation model and a moderation diagram toward basic psychological needs, gift-giving and interaction. This study confirms that basic psychological needs still play a stimulating role in the field of online consuming and provides a psychological motivation explanation for online consumption behavior from a quantitative perspective. Subsequent studies can continue to distinguish the types and characteristics of different live-streaming and live-streaming platforms in order to add other moderating variables to improve the depth of the research.

Key words: live streaming; basic gift-giving; gift-giving; online interpersonal interaction; human-computer interaction; basic psychological need

Submission ID
1898

When it is only "the others" who fall for disinformation campaigns, but never me. Third-person effect and disinformation

Authors

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Abstract

Polarization and the configuration of echo-chambers stimulate the creation and distribution of fake-news and other forms of disinformation (Tucker et al 2018). In the current digital environment, disinformation is amplified and any dissonant voice is expelled from predominant discourses. While users tend to believe that they act autonomously, evolutionary, cognitive and neurological phenomena induce them to confirm their own convictions and to reject antithetical information. These phenomena, which operate outside users' awareness, create the illusion of certainty and result in extreme identification with the group, which, in turn, intensifies the lack of diversity.

Consequently, there has been widespread concern that disinformation on social media is damaging democratic societies at their core.

This study aims to research to what extent people are aware of how disinformation is produced and spread; how people perceive the effect of fake news, and how their perception can affect the efficiency of measures promoted at different levels to combat and reduce disinformation. Based on an analysis of a nation-wide representative survey (n=1001) in Spain, and complemented by 6 focus groups (n=48), we found that there is a widespread and growing concern related to the spread of disinformation. Participants over 45, and in particular female participants, show greater concern about the spread of fake news. We detected a general belief that fake news are frequent, but mainly because the media talk about them. In a more down-to-earth fashion, fake news is viewed as easily spotted, and therefore, users are not worried about being taken in, and do not view it as a personal threat. Indeed, research shows evidence that people are susceptible to the third-person effect: participants, both those in the survey and those in the focus groups, have the perception that fake news affects others more than themselves. Younger individuals are more aware that they can be influenced by fake news than the older age groups. Furthermore, younger users display the greatest awareness of the fact that older users can easily be influenced by fake news. On the other hand, older individuals are perceived as the most easily influenced group, but their self-perception is not that of vulnerability. Quite on the contrary, many older users regard themselves as all but immune to disinformation.

Thus, it would seem that some measures designed to combat disinformation have a rather limited capacity if we bear in mind that the majority of users do not (want to) believe that they themselves are gullible or credulous, but they do consider this a danger for others. Furthermore, previous research has shown that the third-person effect predicts attitudes and intentions regarding censorship to protect vulnerable others from potentially harmful messages (Xu and Gonzenbach, 2008). As an antidote to filter bubbles, echo chambers, and hyperpartisan media, measures to tackle disinformation should go beyond promoting fact-checking, and they should promote among the participants a critical attitude toward the media and social media as well as the need for well-balanced, non-partisan, diverse media consumption.

Submission ID
1918

Primary school children's mobile media use in China: The effect of parental mediation, grandparents' attitude and grandparenting

Authors
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Abstract

In the age when children spend more and more time on mobile media and many of them have their own smartphone or tablet device (Chang et al., 2018; Common Sense Census, 2019), it's crucial to understand what factors are associated with children's mobile media use to further guide their use. For children in primary school, main caregivers play an important role in regulating their mobile media use. In China, due to parents' heavy workload, grandparenting is very common, occupying 34% (CFPS, 2016). Thus, this study intended to examine the effect of different caregivers' mediation on children's mobile media use.

Previous research studying factors of children's screen media use and smartphone addiction mainly focused on demographic factors (Blackwell et al., 2014), parents' media use habits and attitudes towards mobile media (Lauricella, Wartella, & Rideout, 2015) and parenting styles (Bae, 2015). Some research also found active and restrictive parental mediation could prevent children's excessive Internet use (Kalmus, Blinka, & Ólafsson, 2015). However, research about the impact of grandparenting in China was limited. Some studies found grandparenting would affect children's mental health, academic ability and parent-child relationship (Han, & Guo, 2016; Yao, & Liu, 2019). Because of grandparents' limited digital media literacy, they may have little restriction on grandchildren's mobile media use and further affect the influence of parental mediation. Thus in addition to parental mediation, this study took grandparents' attitude and grandparenting into consideration to explain children's mobile media use. Main research hypotheses were as follows:

H1: Active parental mediation positively affects (a) the time of mobile media use, (b) time spent on different Apps, and (c) mobile device skills.

H2: Restrictive parental mediation negatively affects (a) the time of mobile media use, (b) time spent on different Apps, and (c) mobile device skills.

H3: Grandparents' attitude towards grandchildren's mobile media use positively affects (a) the time of mobile media use, (b) time spent on different Apps, and (c) mobile device skills.

H4: Grandparenting moderates the influence of (a) active and (b) restrictive parental mediation and (c) grandparents' attitude.

In this study, a survey of primary school students from grade 2 to 6 was conducted in Nanjing, the capital of Jiangsu province. Considering students' reading and understanding ability, students in grade 1 weren't included. Based on education quality and source of students, three primary schools were selected: Jinling Primary School, Yueyahu Primary School and Sheshan Star-City Primary School. In each school, one class was randomly selected for each grade and students in that class were asked to fill in the questionnaire. A total of 498 valid responses were obtained.

Regression analysis showed that active parental mediation positively affected the time of mobile media use, use of entertainment, social and information Apps, and mobile device skills. Restrictive parental mediation negatively affected the time of mobile media use. Grandparents' attitude positively affected the time of mobile media use, use of entertainment and social Apps, and mobile

device skills. Grandparenting weakly moderated the effect of grandparents' attitude on entertainment Apps use and mobile device skills.

Rural Idyll and Cultural Differences: Why Do Foreign Viewers Enjoy Li Ziqi's Short Videos on YouTube?

Authors

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Abstract

To study foreign reception of Chinese media products, prior research usually adopted a number of characteristics of official media content and audience to predict foreign viewers' choices. Little research came down to the actual viewing process in which audiences obtain gratification through their involvement and content in certain media products. This article thus aims to examine cross-cultural viewing process, in which foreign viewers watch short videos published on YouTube by Li Ziqi, a female vlogger initially popularized from Weibo, with the characteristics of rural idyll and traditional Chinese culture lifestyle. Specially, cultural differences rather proximity, and escape psychology from modernization and globalization offline world are adopted to predict video enjoyment and consumption in the post-truth era. This article is an attempt to address questions about why foreign viewers prefer to watching such kind of videos by the combination way of focus group interview and online survey under the context of transnational communication practice through a uses and gratifications perspective.

Li Ziqi, country-life blogger and Internet celebrity, is known for making authentic food and handicraft preparation videos mainly from basic ingredients and tools using traditional Chinese techniques in her hometown of rural Mianyang, Sichuan province. Started putting short videos five years ago, she now possesses the number of nearly 40 million followers on social media platforms both in China and internationally, ranking first of subscriber and views on YouTube within the region of China according to SocialBlade. In the late 2019, her sudden rose to fame aroused heat debate about cultural output among Chinese society, observing such kind of contents prevalent with foreigner viewers who are deeply fascinated by the ancient oriental lifestyle full of imagination. Based on the data of Pew, just 33% of popular YouTube channels uploaded videos completely in English, most welcome bloggers produce content in lesser-known languages. Unlike media discourse of official side, Li Ziqi shows the world the beauty of ordinary people without intention, in the help of media affordance of social network sites.

This research will adopt a combination of focus group interview and online survey as the main methods of data collection. The pilot test is organized with a snowball-sampling method, aiming at modify existing models proposed by prior literature, and exploring whether there is any new

dimension which can be applied in this article. Participants who will respond to the posting with the URL as well as QR code scanning released by authors in WeChat Groups and Moments, among international students in six main universities in Beijing. In second step, participants are those who get 300 top comments below each Li Ziqi's video sorting by YouTube automatically. Respondents will be invited to indicate their levels of agreement with 9 question sets and 27 statements of initial reasons for watching Li Ziqi on YouTube across a five-point scale, ranging from "exactly" to "not at all", mainly designed from Rubin's television U&G model raised in 1983. Data will be collected anonymously via www.wjx.cn, a Chinese online survey platform.

Investigation on the Socialization of Adolescents with the Use of TikTok

Authors

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Abstract

Short videos are becoming an increasingly important part of the daily lives of young people today. Fragmented and personalized short video platforms are also becoming increasingly intelligent, and their impact on the socialization of young people is becoming more prominent. This paper conducts empirical research based on 150 teen users of the TikTok platform, and integrates three methods of participatory observation, personal interview and questionnaire survey. In this way, we can further investigate the actual impact of TikTok's using on the socialization process. This three research methods can learn from each other, which can make up for the shortcomings of a single research method and improve the credibility of empirical research.

According to this study, the following conclusions are drawn: the use of TikTok accelerates the process of socialization of adolescent groups; the use of TikTok helps to regulate the social behavior of teenagers; the use of TikTok does not reduce the willingness of young people to make friends in real life; The use of social media has a certain impact on the over-socialization of adolescents; it cannot be determined that younger adolescents are more affected by socialization than older adolescents. In addition, based on the results of the three stages of research, it was found that the use of TikTok will affect the socialization of adolescents. However, the use of TikTok has a more prominent impact on the life skills, social participation and value judgment of the youth group, while it has a lower impact on social interaction and role playing.

At present, there are many researches on socialization from the macro and abstract perspectives, but there are few researches on micro and concrete levels. This article focuses on the short video as a media platform and actually examines its impact on the socialization of young people. This study

would help to clarify the actual impact of the development of the short video industry on young people, and is of great significance in regulating and guiding the development of short videos in the future.

Submission ID

2042

"Be happy and positive": The Power of Patriotism on Chinese Social Media during the fight against Coronavirus

Authors

Shuhan Chen - University of Sheffield

Abstract

The outbreak of coronavirus during the Chinese Spring Festival has enforced the nation of China changed from the national celebration mode to consciously 'stay in' status. According to the well-known Chinese virus expert-Zhong Nanshan, encourage the general public to stay at home is one of the most effective and efficient ways to control the spread of the coronavirus. Hence, local government and communities applied different enforcements and regulations to prevent public social activities, and encourage people to stay at home. Eventually, the topic 'stay at home and contribute to the nation' become a popular online topic across Chinese social media by the end of Jan. 2020. Chinese social media users' were active in encouraging each other to stay at home by creating funny videos, mocking about themselves and providing suggestions on how to kill time while staying at home. Therefore, other than the conscious and anxious emotions toward the widespread of coronavirus, happy and positive emotions also filled in the Chinese social media platforms.

Chen (2018) once expressed her concern over the widespread government guided positive online practices in contemporary China as she notes that focusing on the positive perspective may divert the public's attention from the serious social problems. However, in emergency cases like the coronavirus crisis, it is worth to reconsider the effect and impact of both governments guided and self-motivated online practices. By searching keywords 'contribute to the nation' on Sina Weibo, this research aims to conduct a content analysis to explore Chinese Sina Weibo users' online practices, with a focus on exploring how they build the links between positive online practices with patriotism in this national crisis. To develop a comprehensive understanding of the media's role in navigating people's attitude toward public issues in different situations.

Chen, S. H (2018) Face, Social Ties and Positive Energy: an analysis of young Chinese WeChat users' reflections on mediated social relation. Available at: https://lra.le.ac.uk/bitstream/2381/42847/1/2018CHENSHPhD.pdf. (Accessed on 9th Feb. 2020)

Research on the influence of WeChat usage and community satisfaction on Chinese college students' social capital

Authors

kaimin Yin - Minzu University of China

Abstract

Introduction: social media allows users to show themselves, establish social networks, and maintain contact with others, which has an impact on users' social capital. WeChat is the most famous social media in China, which plays an important role in the daily life and social interaction of Chinese people. This paper aims to study the impact of using WeChat on College Students' social capital and the impact of different community satisfaction on social capital and WeChat usage intensity. Through empirical research, this paper discusses the influence mechanism of different WeChat usage intensity and community satisfaction on College Students' social capital, which provides a reference value for investigating the relevance and influence mode between psychological factors and media use.

Materials and methods: Questionnaire and regression analysis. The researchers published the project on the Internet and on campus, briefly described the research to potential participants, and recruited any college students interested in such topics to fill in the questionnaire. Finally, 171 valid questionnaires were collected

Results: The regression analysis of the sample (n = 171) shows that WeChat usage intensity has a significant positive correlation with two types of social capital (bridging social capital and bonding social capital). The higher WeChat usage intensity is, the more two types of social capital subjects have. In addition, the study found that community satisfaction is an important factor in mediating the use of WeChat and the acquisition of social capital. Students with high community satisfaction use WeChat more intensively and acquire more social capital. Students with low community satisfaction, however, WeChat usage intensity is generally weak. In addition, the use of WeChat can help low-satisfaction participants steadily increase bridging social capital, but the impact on bonding social capital is not significant. This shows that the use of WeChat is difficult to help low community satisfaction students form stable emotional support.

Conclusion: The WeChat usage intensity of participants with low community satisfaction is generally lower than that of subjects with high community satisfaction. WeChat usage is more effective in helping low satisfaction subjects to obtain bridging social capital, which can continuously narrow the gap between social capital held by them and the high satisfaction subjects, but the impact on bonding social capital is not obvious. Therefore, campus managers should focus on investigating students' WeChat usage in the community. If a certain type of students' WeChat

usage in the community is continuously lower than that of other community members, it means that their community satisfaction may be low, and the amount of social capital they have in the community may be poor.

Format of the video presentation：The video will be produced according to the technical specifications, in MP4 format, and the duration will be controlled within 12 minutes. In addition, the author will provide the video download link before the deadline (using e.g., WeTransfer, or our own sever).

Submission ID
2079

Towards a critical understanding of social-networked audiences on the feminist movement: Twitter and the 2019 women's strike

Authors
Miguel Vicente - Universidad de Valladolid

Eva Campos-Dominguez - Universidad de Valladolid

Dafne Calvo - Universidad de Valladolid

Abstract
The internationalization of the feminist movement and the intensive use of digital networks have been identified as two of its main contemporary characteristics. Numerous studies address the tactical use of social networks by this emerging movement (Boling, 2019; Lopez, Muldoon & McKeown, 2019) and especially in the context of March 8 in Spain (Núñez Puente, D'Antonio Maceiras, and Fernández Romero 2019; Fernández-Romero and Sánchez-Duarte 2019). During the last two years, the success of the feminist movement in Spain has been remarkable, achieving a higher presence in the media, public and political agendas, placing gender equality at the forefront of the political debate. On the other hand, the irruption of a far-right political party with an antagonist message about gender equality has pulled the cord and toughened the public discussion, being this even more evident when one follows the online discussion in Twitter.

This paper analyzes the 2019 Women's Strike from an ecological perspective (Mattoni 2017; Treré 2019), placing the online audience activity as one of its main priorities. It studies the amount, diversity and scope of the actors who participated in the online conversation and their repertoire of action, taking into consideration the intervention of automated accounts in all the constant flow of interactions.

Our main findings show that conservative factions and groups used this type of Twitter accounts to call for demobilization, criticize the feminist movement, and spread fake news in this microblogging sphere. In this sense, bots participated in this polarization of the debate through

partisan hashtags, and the contradictory flows of power are confirmed as a key element to understand the real potential of digital platforms for social change in feminism.

Consequently, the agency of audience(s) is revisited, as the automatic content-production and the fast-spreading of tweets challenges the way social movements plan and develop their online strategies. These fast transformations and adaptations foster a constant dialogue between what is happening in the streets, what is published in the legacy media ecosystem, what is discussed in the seats of political decision-making power and what is discussed in the online arena. This complex dialogue confronts us with an audience that is growingly hard to identify and characterize, and that demands a higher critical literacy in order to filter a confusing matrix of messages and senders targeting them with ideological purposes.

Submission ID
2091

Slash fan girls and the Rotten Dramas

Authors
RUI XU - Aarhus University

Abstract
British Television dramas such as *Sherlock, Downton Abby* and *Fleabag* have been receiving increasing popularity in China since 2010. They are reaching significantly larger audiences online through streaming services and fan communities, and in doing so are attracting an increasing amount of attention on various Chinese social media platforms. An interesting phenomenon worth noticing is that Chinese audiences have begun referring to Britain as "腐国 Fu Guo", meaning gay or rotten country; and British TV dramas as "腐剧 Fu Ju", meaning gay/rotten dramas, due to the numerous "bromance" scenes in the plots. The word "腐 Fu" is originally from the Japanese word Fujoshi, which means rotten girls. It has been made popular to describe female's desires of romantic relationships between the male characters in manga and TV. Taking *Sherlock* as an example, Chinese fans not only gave the two main characters Sherlock (Curly Fu) and Watson (Hua Sheng) nicknames, but also obsessed with writing gay Sherlock Holmes fanfictions online. Curly Fu & Hua Sheng Baidu forum, a platform where fans share and read gay fanfictions of Sherlock and Watsons has attracted nearly one million discussions. Although the slashing about Sherlock and many other TV dramas is practiced by many fans around the globe, this surging popularity of slash discussions is challenging China's policy towards homosexuality, where LGBTQ culture is still discriminated against and has been banned on the television productions (Ellis-Peterson 2016; Sohu, 2016).

As such, using data collected through over 30 in-depth interviews, this paper seeks to discuss the interpretation of the queerness in British TV dramas by Chinese fans online, and how they use it to challenge heterosexual narratives and dominant ideologies.

Participatory Culture and Digital Labor among Diasporic K-pop Fans

Authors

Kyong Yoon - University of British Columbia

Abstract

Despite the flourishing audience studies on the reception of South Korean pop culture and media in Asia and elsewhere, the diasporic populations involved in the production, circulation, and consumption of this new cultural flow have remained a grey area. Recent studies on transnational flows of South Korean pop culture have been intrigued primarily by overseas fans who are not diasporic Koreans or Asians, while paying little attention to diasporic audiences. While the wave of Korean pop culture extends beyond the ethnic audiences' consumption of their homeland media, its increasing penetration into non-Korean populations cannot be fully examined without exploring the role of Korean diasporic communities in facilitating the global dissemination of Korean pop culture.

By extending the discussion of diasporic youth as a core audience group in the recent rise of Korean pop culture, this study focuses on South Korean pop music (K-pop) fan practices through digital media. It examines how diasporic Korean youth engage with the recent global circulation of K-pop and generate a participatory culture. Drawing on in depth interviews with Korean Canadian youth, this study addresses how K-pop, which connects the nostalgia for the ancestral homeland to the global mediascape, is appropriated for diasporic young people's identity work and increase digital free labour. The young people in the study participated in transnational K-pop fandom and explored their sense of belonging. However, the diasporic young people's participatory culture tends to be complicated by the K-pop industry's commodification of young idols and their fan activities on digital media platforms. By questioning the pervasive stereotypes of K-pop fandom as egalitarian, cosmopolitan practices, the study reveals blind spots in Korean and Asian diasporic fans' digital participation and identity work. This paper also examines diasporic Korean audiences' engagement with Korean pop culture and their interaction with other ethno-racial groups in the process of media consumption. In so doing, it explores how the recent global rise of South Korean pop culture influences diasporic Koreans' identity formation and negotiation as visible minorities in the Western context.

Metacognitive Precesses and their Effect on Spotting and Sharing Fake News.

Authors

Klaus Zilles - Ramon LLull UNiversity

Francesc Fusté - Blanquerna School of Communication and International Relations

Abstract

In the current climate of increasing public concern over fake news, the idea that metacognitive awareness can moderate or change news perception, and affect changes in decision-making, seems crucial in understanding how users of social media cope with disinformation, manipulation, and partial truths.

We aim to explore how conspicuous presence or absence of metacognitive processes may affect social media users' willingness to accept or reject a piece of news as true or false. To which degree do people believe that they are acting autonomously? Are there signs of awareness of evolutionary, cognitive, and neurological phenomena, which reinforce belief confirmation and reject counter-attitudinal cognitions?

According to David Dunning (2012), 40 years of research substantiate that people consistently overestimate their capacity to judge their performance. Yet, there is significant confirmation that instances of metacognitive awareness enable individuals to discern a biasing influence and make corrections to adjust their perceptions, which may result in a more realistic assessment of the news they receive (Petty, Wegener, and White 1998)

Sentencing impulsively "This is fake news", upon a cursory reading of a headline or an article, would be "primary thinking" in cognitive psychology parlance. Conversely, "My estimation that this is fake news might be motivated by the sender, or the author, or the ideological slant", would constitute an example of a higher-order thought process that constitutes metacognitive awareness and which is characterized by a more deliberate, effortful, time-consuming cognitive activity (Rucker et-al.:2011; ; Briñol & DeMarree: 2012).

This process of "bias correction" also requires a certain measure of awareness of the optimism bias, another unconscious, automatic mechanism of the human mind. Humans have a strong propensity to shun or dismiss information if they fear that once acquired, this knowledge will not allow them to believe what they would like to keep believing (Sharot: 2011)

To this end, we conducted six, two-hour-long focus group meetings (n=48). The focus group discussions were recorded and transcribed. Participants were selected controlling for age, sex, educational level, media engagement, and public engagement. We analyzed the participants' contributions for conspicuous displays or marked absence of three metacognitive processes: bias correction, optimism bias (avoidance of negative cognitions), and over-/under-confidence in judging their own performance. We asked participants to judge their competence to gauge the

veracity of information, and to discern fake news relative to other users. We prompted participants to produce examples from their social media accounts of what they perceived as fake news, and we gave them examples of news stories, some true and some false, and asked them to determine their veracity.

We conclude that observing both evidence of metacognition, *and* absence of metacognition affords insight into people's capacity to judge news as true or fake. Over-confidence, coupled with obliviousness to cognitive biases (strong optimism bias, no notion of bias correction) were strong predictors for people's inclination to believe and share fake news. Conversely, under-confidence to judge coupled with awareness of cognitive biases made people more skeptical of fake news and less vulnerable to deception.

Submission ID
2305

The Rise and Analysis of Modern Ethnic Groups: Understanding Individuals and Their Living Worlds in Online Social Networks

Authors
Xuelian Li - Huazhong University of Science and Technology

Dehuan Liu - School of New Media, Peking University

Abstract
This article attempts to rethink the image of "audience" framed by the classical media theories and reformulate it in the technology context of online social networks. This thesis argues that social network technologies with mutual-communication character enable general, purely spiritual and abstract communication between people, promoting the formation of an individual media communication system. The emerging individualised communication system pushes mass communication to an end in terms of organisation form, propagation mode and communication form, replacing atomised "mass" in the sense of medium gradually with the rise of modern ethnic groups.

Based on diachronic investigation data "Mobile Internet Survey" (2010-2018) obtained by quota sampling in cities of different levels in China, this paper analyses the fundamental conditions and structure of the formation of modern ethnic groups by adopting a combined method of basic statistics and "thick analysis". Leveraging social networking space construction and depending on the individual emotion and will aggregation, individuals develop an active form of group communication through the mediation of "interest". At the same time, the intervention of professional groups provides a stable structure to support ethnic communication. The divide between psychological and material belonging to different ethnic groups has identified the main character of modern individuals' communication form and media lifestyle.

The consciousness of modern ethnic group belonging is emphasised in the analysis as an essential mediating variable. Compared with the counterpart, people with ethnic group consciousness:

(1) are more active in social public affairs discussions and debates with people with different views through social networks and are more willing to repost and comment on media content related to public affairs and seek professional opinions; (2) join more social groups and interest-based communities and actively participate in public welfare activities; (3) are more openminded in meeting new friends whom they find interesting in social networks; (4) possess more diverse social connections and offline interpersonal relationships.

This paper insists in considering people as individuals who seek to establish positive relationships in social life, relying on the possibilities created by media technology and changes in related social conditions. Develops from this understanding of people in the modern age, this paper analyses such a new relationship that is difficult to clarify. Notwithstanding some limitations of our study, these findings can, to a certain extent, explain a series of specific problems in information production, dissemination and communication in social networks. As the methodology and theoretical lens of this article, ethnic group analysis locates individuals at the centre of media research and provides a possible explanation in the structural level to the paradoxical empirical findings in communication studies (such as group polarisation and fake news). It is productive in reestablishing an ongoing mutual relationship between human, media, society and daily life, and exploring the role of media in reshaping interpersonal relationship and reforming the social structure in an acquaintance society.

Submission ID
2332

Social news avoidance: behaviours and motivations – A perspective from Vietnam

Authors

Khanh Hoang - Bournemouth University

Abstract

This presentation is a salient part of the research on social news uses and gratifications in Vietnam. Twenty-one people from different groups of age, location and educational level have been interviewed. While the research originally aimed to investigate how and why Vietnamese audiences use social news, data indicated that social news avoidance was emerging significantly.

The literature of this topic is still in its infancy. More noticeably, it tends to investigate the avoidance of news consumption only rather than including the avoidance of news distribution and production. This fact creates a need for examining social news avoidance in different contexts, especially in developing countries such as Vietnam. Exploring the specific behaviours towards social news avoidance - in the act of not only avoiding news consumption but also avoiding news distribution and avoiding news production - is required.

Findings show that participants (1) have actively discovered various ways to avoid social news recommendations produced by both algorithms and humans. On social media platforms, they (2) aggressively avoided expressing opinions directly but occasionally reported current events. Some of the participants held very strong opinions on either fake news or controversial news, but as opposed to going to social media, they (3) mostly went offline to express and discuss these points further. Interestingly, a small number of participants stated that (4) if they had encountered a newsworthy event and reported it, they would have published on mainstream media rather than on social media.

Investigating the motivations behind these behaviours became the next purpose of this research and 19 motivations have been figured out. While the current literature shows that news avoidance is often associated with news overload (Park, 2019; Schmitt, Debbelt, & Scheider, 2018), the most common motivations found out in our research related to participants' habits and their limited time budget. Additionally, the more negative experiences the participants had had before, the more aggressively they avoided social news activities. Also, the belief that their social news use was unnecessary and the socio-political factors of Vietnam both played significant roles in participants' social news avoidance.

This qualitative research primarily revealed patterns of social news avoidance in Vietnam. They have become indicators for a large-scale survey which we plan to do in the next three months. The results from this current research and the planned quantitative research will help generalise for the population of Vietnam and enrich the overall perspectives on the topic of news avoidance.

Keywords

Social media, social news, news avoidance, social news avoidance

References

Park, C. S. (2019). Does Too Much News on Social Media Discourage News Seeking? Mediating Role of News Efficacy Between Perceived News Overload and News Avoidance on Social Media. *Social Media + Society, July-September 2019*, 1-12. doi:https://doi.org/10.1177/2056305119872956

Schmitt, J. B., Debbelt, C. A., & M.Scheider, F. (2018). Too much information? Predictors of information overload in the context of online news exposure. *Information, Communication & Society, 21*(8), 1151-1167. doi:https://doi.org/10.1080/1369118X.2017.1305427

Submission ID

2514

The Moderated Mediator Effect of Audience Personality Characteristics on Their Perceived Agenda Setting Effect——a Analysis of Posts of Top 100 Media Sina Accounts

Authors

Linsen Su - Beijing JiaoTong University

Abstract

Most previous studies on agenda setting have analyzed the media effect at the aggregate level, but the media effect varies from one individual to another. The current study proposes the concept *perceived agenda setting effect* (the perception or awareness of agenda setting effects of the individual audience) to fill this void.

We employed text mining and regression methods to evaluate the impacts of audience-specific personality characteristics on PASE, and the posts of top 100 official media accounts of Sina micro-blog for 1 year (from July 1, 2018, to June 30, 2019) were crawled. Perceived agenda setting effect was measured as the responses of audiences toward certain news posts (eg. Like, relay, comment). Personality traits are operationalized in the following ways: firstly, the Chinese psychological analysis system for word processing "Text Mind" was employed to generate the function words. Secondly, those function words are matched to the Big-Five traits according to a systematic rule.

The paper indicates that personality traits affect the perceived agenda setting effect directly. The openness trait and conscientiousness trait have positive influences on the PASE, whereas the neuroticism trait has a negative influence. Media exposure mediates the effect, in which individuals with openness and conscientiousness attributes are more likely to have access to the media than those with neuroticism attributes, and PASE for those with openness and conscientiousness attributes is stronger. Cognitive processing moderates the effect of mediated media usage, and the PASE is stronger for the posts about the issues relevant to the audience.

This study makes a significant contribution to contemporary scholarly literature. Firstly, individual level analyses are done through the perception of people, in which a specific source for media information is matched against a particular person's exposure level to that outlet. Consequently, those detailed process of media agenda setting effects towards the audience is presented completely. Secondly, the causality between the media agenda and audience agenda is achieved through the form-oriented perceived media agenda effect, which is also strengthened by the cognitive mechanisms in people greatly.

Submission ID

2626

Rethinking the Experience of Youthful Audiences: A Subculture Revelry and danmaku Interaction Study on Video Websites

Authors

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Ling Mu - National Film Think-tank, Beijing Film Academy

Abstract

Young people are frequently seen to be in the vanguard of new audience trends and emerging practices of consumption and engagement. As a major player in the Internet and social media, young audiences contribute to the Internet environment and provide new forms of connection through its online presence. As the mainstream culture of the Internet develops, the subcultures derived from the mother culture are constantly diversified. The online subculture community has become a gathering place for young audiences to express their opinions and vent their emotions on the Internet. Studying the audience ecology of the Bilibili website, one of the world 's largest gatherings of online subcultures and secondary cultures, is a great opportunity to rethink the experience of young audiences.

Danmaku（Barrage）, first used as a military term, refers to the use of intensive firepower to bombard a certain area. Danmaku was first applied to Niconico, an online video sharing website in Japan. Nowadays, Danmaku which is widely used in video sites in Asia can be understood as comments appearing densely on video screens, becoming a unique postmodern Internet in the East Asian cultural circle. China 's bilibili video website had 101 million monthly active users in the first quarter, creating more than 1 billion danmaku in 2018. The characteristics of danmaku's open interaction, real-time sharing, and gratification are well received by young audiences.

This article reviews the interactive research of Internet audiences using Uses and Gratification Theory, especially young audiences and subcultural groups. To re-understand the reasons for young audiences' interaction and emotional carnival in video sites, the following three questions need to be answered: (1) Who are the main participants of the video site's danmaku? (2) What are the common features and characteristics of sub-cultural groups on video websites? (3) Why do young audiences choose to participate in the danmaku?

The Bilibili website received a high rating of 9.2 points in user reviews in the 2020 New Year's Eve Party, and the entire program was arranged based on the video evaluation of the audience in 2019. In this study, a python program was used to capture the 8,663 danmaku of the party as the content of qualitative analysis, and the subject clustering and analysis were summarized through the form of grounded theory and coding: (1) Summary of danmaku content ；(2) Forms and Themes of danmaku Interaction ；(3) Reasons for Video danmaku Carnival of Subcultural Groups. In the end, this study provides samples and contributions for rethinking the experience of young audiences based on the results of the interactive content analysis of danmaku.

Los usos sociales del corrido de narcotráfico entre las mujeres de Tijuana

Authors

Leticia Hernández - IBERO

Abstract

Empleando los postulados de Bourdieu (1988) y De Certeau (2000), se explican los usos sociales que las mujeres dan a los corridos de narcotráfico en Tijuana y el cómo enfrentan las etiquetas, en el sentido de Becker (2009), que giran en torno al consumo de este género musical, donde, por lo general, la mujer no es la protagonista y es representada como un objeto o compañía (Mondaca, 2002). Para lo anterior, se realizó un trabajo etnográfico que comprende observación participante y 20 entrevistas en profundidad a mujeres, con distintas posiciones en el espacio social, con el fin de profundizar en las prácticas y significaciones que tienen lugar a partir de su consumo cultural. Si bien la investigación continúa en desarrollo, ya en su parte final, se han hallado denominadores comunes en cuanto a cómo ellas perciben a los corridos de narcotráfico y crean un discurso a partir de su posición, lo contraponen a lo que consideran ven los hombres y lo ligan al contexto de violencia que deben enfrentar día con día. Pero en estos aspectos también es posible hallar diferencias y distinciones marcadas por su posición y sus condiciones posibilidad. Tras el análisis de los datos obtenidos, se puede afirmar que las mujeres gustan y consumen ampliamente corridos de narcotráfico; construyen un discurso en el que buscan hacerle frente a las etiquetas que giran en torno a estos temas; ven al otro, específicamente a los hombres, y se distinguen de ellos en su discurso, pero a la par también difunden ideas preconcebidas de las que ellas mismas intentan desmarcarse. Por otro lado, en cuestiones de orden metodológico, también se localizaron diferencias marcadas por el género, ya que las mujeres tienen un discurso que se divide en dos grandes frentes, por un lado, la reticencia a hablar de narcotráfico y/o a permitir la realización de la entrevista frente a frente por cuestiones de seguridad, y, por otro, los roles de género que cumplen en su cotidianeidad, pues es difícil que ellas acepten platicar debido a que deben trabajar, estudiar y también dedicarse al cuidado del hogar y los hijos.

Can't put down the phone means more trust in mobile content? Exploring multiple-level predictors contributed to the credibility of smartphone information

Authors

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Bu Zhong - Donald P. Bellisario College of Communications, Pennsylvania State University

Tao Sun - College of Agriculture and Life Sciences, University of Vermont

Abstract

Mobile technology has the potential to disrupt how people access and perceive the news content in profound ways. As media content goes mobile, smartphone users are growingly relying on the mobile device for daily information needs, who often could hardly put down the phone. Will more smartphone use result in more trust in mobile information? To answer this question, this study proposes a hierarchical model to explore information processing on the smartphone, in which need for cognition is the independent variable and perceived credibility of smartphone information the dependent variable, with smartphone power use and information verification as the mediators, while controlling for such demographic characteristics as age, gender, education and area of residence. Our findings suggested a significant indirect path from the need for cognition to smartphone use and smartphone information credibility. Age, gender and education were found to be significantly correlated with the perceived credibility of smartphone information. The findings shed light on how people process information on a smartphone, especially the personality traits that are linked with the credibility of mobile information.

Submission ID

2748

Selective exposure in an environment of information diversity: Results of a Diary Survey and Attitude Analysis of News Use

Authors

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Leen d'Haenens - Institute for Media Studies, KU Leuven

Abstract

Indicators for selective exposure to news content on ideological grounds in the Flemish-speaking Belgian news market are weak. This may be due to the relative abundance of internally diverse or balanced news sources. This finding raises questions about what other factors may influence the

selection of news in a context of information abundance. In exploring this research question, an interesting paradox is found. Preferences for hard and soft news and for high-brow and low-brow news sources differ between users who may be labelled as conservatives and liberals. The reasons for these differences are explored.

The study is based on the results of a diary survey and background analysis of a population between the ages of 25 and 45 living in Flanders, Belgium and consisted of a pre-survey (N=1006) to check for socio-demographic profiles, ideological attitudes and psycho-social dispositions and media preferences; a time-diary (N=460) for actual news consumption; and a post-survey (N=572) to assess for recall of news items.

The findings show that users' preferences of for high- and middle/low brow news media is partially motivated by ideological attitudes (cultural alignment). However, the level of attention for hard news content genres and topics is mostly influenced by political involvement (political efficacy, political interest). It is concluded that the people's cognitive capacity for engaging with news and ideological diversity in general is not so much acquired through education and cognitive dispositions (alone) as through either active or passive political engagement.

Submission ID
2760

The fear of lonely consumption – comments on children's and youth YouTube channels from Brazil and Portugal

Authors
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Edson Capoano - Communication and Society Research Centre (CECS), University of Minho

Abstract
Socio-technical networks such as YouTube, promote the emergence of social news and reinforce old human dynamics: fears, passions, dreams, expressions. YouTube, through its algorithm and tools, gives rise to interpersonal dynamics and identity perceptions in both production and consumption (Lange, 2016).

In this study, we analyzed 500 comments on the 10 most consumed children's and youth channels in Brazil and Portugal, perceiving different dynamics in production, as well as similarities and imitations in consumption and expression in relation to consumption. From the perspective of production, there was a recurrence of technical formulas that work, such as the case of "spoofs". From the consumer's perspective, on the other hand, we see that in the children's typology there is a permanent focus on the characters; and in the youth typology, there are strong temporal markers, in which feelings of melancholy and longing appear - both in Brazil and in Portugal. But what stood

out most in this study was the insistence, by children and young consumers, of what we consider to be an indication of a "generalized fear of loneliness in the cultural consumption of products and trends on YouTube. Binge Watching appears to be a social thermometer used by young people to feel present and connected.

Submission ID

Le cinéma brésilien contemporain et sa réception critique en France

Authors

Eduardo Paschoal de Sousa - Universidade de Sao Paulo

Abstract

Le cinéma brésilien a beaucoup changé dans la dernière décennie. On peut réfléchir sur cette production à partir de deux perspectives. D'un côté, l'expansion des politiques publiques a permis la production d'un grand nombre d'œuvre et l'insertion de nouveaux agents producteurs, loin des axes traditionnels de la production audiovisuelle au Brésil. Cet accroissement a produit également une grande diffusion des œuvres à l'étranger, dont la France. D'un autre côté, le changement politique, social et économique a bouleversé l'espace public brésilien et, par conséquent, la réception filmique au pays et ailleurs. On peut voir donc des conséquences significatives dans les interprétations filmiques, spécialement dans un contexte de réception élargi, mondialisé, influencé par la circulation des œuvres dans différents contextes.

Cette recherche s'interroge sur l'impact de tous ces processus (production, réception, interprétation) dans les discours établis autour des œuvres du cinéma brésilien contemporain en France, de 2012 à 2018. Elle vise également à comprendre le rôle du spectateur dans la délibération des images, ainsi que sa position comme espace public. À ce propos, j'analyse la critique spécialisée, la presse et les écrits des internautes dans les forums en ligne et leurs perceptions sur cinq films brésiliens de la période étudiée, qui ont eu un grand succès de public et dans les festivals de cinéma en France.

Bien que la réception d'une œuvre a été presque toujours une question importante lors de la réflexion sur le cinéma, quelques auteurs considèrent qu'on a vécu ces dernières années une révolution du spectateur. Comme apport théorique de recherche, je m'appuie sur la sémio-pragmatique (élaborée par Roger Odin), la délibération des images (Guillaume Soulez), mais aussi dans un concept plus général de la sociologie des arts (Bruno Péquignot) et de la sociologie des publiques (Jean-Pierre Esquenazi).

À travers ce parcours, je veux établir quelques tendances interprétatives pour le cinéma brésilien contemporain en France, ainsi que discuter de ce que la réception critique de ces œuvres relève sur l'image d'un Brésil contemporain. Cette recherche est un résultat préliminaire d'une période de

stage doctoral de deux semestres en France (2019-2020) à l'Université Sorbonne Nouvelle – Paris 3.

The role of authors of creative commentary in the perception of journalistic material

Authors

Irina Topchii - Chelyabinsk State University

Abstract

Universal digitalization could not but touch upon such a sphere of life as the media. Digital technologies, which allowed combining the principles of interpersonal and mass communication, have become a kind of challenge both to the journalism professions and to society as a whole. The transition of all the media first to online, and then to social networks led to the communicative act structure transformation, first of all, the position of the addressee has changed. The recipient now possesses the opportunity of a "primary interaction" not only with the creators of the content, but also with the author broadcasting the information. The representative of the mass audience, due to the involvement provided by digital technologies, acquired additional functions, which have become a typological feature of social media. Commentators cannot only make the news a burning topic, but also supplement them by introducing new meanings and changing emphasis. The context that the media content falls into is constantly expanding and changing, which, as a result, can be either reinforced by additional meanings, or distorted, even misinterpreted. This is especially true for comments media-aesthetically mediated by music and images, requiring creative practices. We introduced the concept of creative commentary for such comments. Under the creative comment we understand complex (polycode) forms of comments including elements of visualization (photos, sketches, mems, stop frames, dialogue print screens, emoticons, GIFs, video), audio content, various forms of the comment design, artistic elements, demanding time and emotional expenses from a user (*The research is supported by the Russian Science Foundation (project №18-18-00007)*).

It should also be noted that many editors, trying to increase user engagement in the discussion of materials, are increasingly paying attention to such an indicator of involvement as creative commenting. This trend is clearly visible in public on the VKontakte social network of such publications as «Lentach» and «Obrazovach».

What happened to civility? From debate to dispute in mediated public participation

Authors

Peter Lunt - university of leicester

Abstract

In a relatively short time, from the heyday of monopoly public service media to the contemporary hybrid media system, Western democratic societies have shifted from a public culture in which relatively few people had the opportunity to express their views and engage in public discussion and debate to a proliferation of opportunities for mediated participation across multiple contexts. The mediation of public life has been transformed from a relatively organized affair to a situation where access is more open but to a disorganized space of expression, opinion, argument, conflict, and accusation. From limited voices to a cacophony of multiple voices, from restricted sites of public address to multiple sites of expression, from consensus to contestation, from deference to disputation and attack. How are we to make sense of this transformation in the mediated public discourse and how can we evaluate its potential and its problems?

To address the question of what happened to civility we can consider what social and cultural theories are relevant to this issue. We can also consider what concepts will guide our analysis of mediated public discussion, and what methods of analysis might best capture the nature of the interplay and engagement of multiple perspectives across different sites. The discussion ends with reflections on the nature and implications of contemporary mediated public debate and contestation and explores the implications for the quality of public life.

Submission ID

3035

Diversification of the uses of social networking platforms by adolescents

Authors

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Beatriz Catalina-García - King Juan Carlos University

María Cruz López-de-Ayala López - King Juan Carlos University

Abstract

This paper focuses on the characteristics of the uses and consumption of social networking platforms by minors. The study of this phenomenon in a sector of the population is complex, since

it is an object of study with high volatility (Fietkiewicz, Lins, Baran, & Stock 2016). In the case of teenagers, who have a high consumption, the current trend at the international level seems to point (Knight-McCord et al., 2016; Huang and Su, 2018) to a greater use of Instagram, followed by other platforms such as Snapchat or Facebook. On the one hand, the general use of Instagram, YouTube, Snapchat, Twitter and Facebook is analysed and, on the other hand, the influence of age and gender variables is measured.

This study is based on data collected in a survey applied to a statistically representative sample (n=524) of students enrolled in Obligatory Secondary Education in the Community of Madrid (Spain) (12-16 years old), during the 2019-2020 school year. The error analysis was set at ± 4.37% for the overall data under the assumption of p=q=0.5 with a 95% confidence level, and under the assumption of simple random sampling. For the analysis of the data, contingency tables were made and significant differences were placed at the statistical validity level of $\chi 2 < 0.05$.

Socialization needs and the search for entertainment are the key factors for understanding social network consumption by adolescents. Most of teenagers chose Instagram to carry out a large part of their activities on social networks, for example, to publish personal content (93.3%) or to carry out updates about what they do or where they are (91.1%). Next is YouTube the social network that stands out, especially in actions related to watching videos and music (92.1%) and searching for contents on hobbies (72.1%). At the same time, the gender and age variables showed an important role in their online behaviour, mainly on Instagram and YouTube, as well as in relation to a relevant part of the activities that adolescents carried out on social networks.

Fietkiewicz, K. J.; Lins, E.; Baran, K. S. & Stock, W. G. (2016). Inter-generational comparison of social media use: Investigating the online behavior of different generational cohorts. In *2016 49th HICSS*, (p. 3829-3838. IEEE.

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Knight-McCord, J., Cleary, D., Grant, N., Herron, A., Lacey, T., Livingston, T., & Emanuel, R. (2016). What social media sites do college students use most. *Journal of Undergraduate Ethnic Minority Psychology*, *2*(21), 21-26

Submission ID
3188

Adopting user generated contents in Arab broadcasting media: A case study of "I see" project

Authors
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Abstract

This paper aims to examine the adopt of user generated contents (UGC) in Arab broadcasting media. It follows a case-study design, with in-depth analysis of "I see" project in Al-Arabiya news channel from 2011 to 2018. During the Arab spring, the channel encouraged citizens and activist to contribute in the coverage by their photo and videos. The idea evolved later on when the channel lunched an interactive app that allows the audience to capture and upload UCG directly through the platform. The team then would select content to be shown on the official website, twitter account and TV news segment. The initiative has faced ups and downs and closed twice from the start in 2011 until now. It witnessed important events such as Arab Spring as well as Syrian and Yemen wars. The research on the project would demonstrate different topic such as: citizen journalist risk, verification, fake news and editorial decisions.

The combination of new communication technology innovations and Web 2.0 features has created a chance for ordinary citizens to become involved in the news-gathering process. In many cases around the world, inventions such as smart phones and digital cameras are used by citizens to report live news by easily capturing videos and photos of events and sharing them through social media platforms to reach a wide audience. The audience engagement in new gathering has received a considerable attention, reaching traditional media where it has become widely used, especially in TV news channels. Many major network news added citizen journalism as a valuable source of news and information, whether through social media or by creating specific apps and websites for this purpose in case such as iReport app from CNN or the social media hub in the BBC. Although the use of citizen journalism and user-generated content in the mainstream media is considered to be a form of audience empowerment, it raises many concerns within the news organisations regarding the journalism standards of accuracy and objectivity (Harrison, 2010). It is important to highlight that citizen journalism played a vital role during the Arab spring uprisings 2011 and Syrian war which helped promote this new form of journalism and encouraged citizens to become more involved in news gathering. Several Arabic news networks have followed CNN and the BBC by adopting user-generated content in their converge whether in the form of TV programme, website, phone app or by using social media.

Mixed methods were chosen in this research to gain a deep understanding of the case study using semi-structured interviews along with quantitative and qualitative content analysis of UGC presented during the program. The interviews include the project founder, journalists, editors and head management in Al-Arabiya who worked closely with the project. The paper addresses motivations, verification techniques and ethical implications of the adoption with some practical examples of errors and challenges faced the project.

Submission ID

3264

Beyond selective exposure paradigm: diversity management repertoires of the Baltic Russian-speakers during the Russia-Ukraine crisis

Authors

Triin Vihalemm - University of Tartu

Jānis Juzefovičs - University of Tart

Abstract

This paper investigates the interplay of seeking for and/or reduction of diversity of political information at the times of a geo-political turbulence to argue that the selective exposure paradigm is overemphasized in the research of political news reception.

In political communication audiences' following of political news as an exercise of citizenship has been alarmed. After the Web 2.0. related optimism about the rise of democratic participation and public deliberation more recently scholarly accounts about critical reflection and agency of audiences have become more pessimistic. The interplay between technological and political factors has increased the complexity of political news media scene during the latest decades (Schrøder and Phillips 2007) and motivated the reductionist responses on the part of audiences like selective exposure or avoidance of political news. The reported increase in avoidance of political news or incidental encounters with such content as a by-product of social media use (e.g. Boczkowski et al. 2018; Ksiazek et al. 2010; Toff and Palmer 2019) has been explained to be caused by fragmentation and personalisation of media use but also as a reaction to the depressive nature, algorithmic optimisation (Groot Kormelink and Costera Meijer 2017) or falsification of news (Tandoc et al. 2018; Wagner and Boczkowski 2019). The other major problem alarmed is related to the diversity of sources of political news used. Citizens tend to select political news that confirm their own political preferences (Bennett and Iyengar 2008; Dahlgren 2019) that leads to the subscription to partisan information sources presenting a challenge to the ideals of informed publics as a prerequisite for participation in a democratic process (Bennett and Iyengar 2008).

This paper employs mixed-method approach to study the Baltic Russian-speaking audiences following news about the Russia-Ukraine conflict. The qualitative study consisted of the voluntary screen recordings of one's media day and follow up interviews reflecting on the recorded episodes. The quantitative research consisted of the formalised telephone interviews with the representative sample in both countries. The paper aims to explain how Baltic Russian-speaking audiences manage information and viewpoint diversity in forming their personal media trust and use repertoires during the Ukraine crisis. More specifically, we ask how readiness to trust media and intentional seeking for new (counter-attitudinal) information interplay and what repertoires of diversity-seeking and/or reduction across ideologically conflictual media channels can be distinguished. In order to understand the 'audience logic' (Schrøder 2017) in today's complex, often unpredictable interaction

between public, media and politics (Brants and van Praag 2017), the authors propose the concept of diversity management repertoires.

We demonstrate that audience members manage uncertainty and complexity of political information offer by combing trust and variability of information sources in a mutually compensatory way. The selective exposure appears to be only one type of media use and trust repertoire among the others allowing for a more diverse political information spectrum. The different repertoire types illuminate the ways audience members combine diversity-seeking and/or reductionism practices across a spectrum of conflictual sources of news.

Note:List of references is not displayed due to the space limit.

Submission ID
3365

How second screening facilitates civic engagement: Investigating Chinese audiences' second screening behavior in the COVID-19 epidemic

Authors
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Yang Hu - The Chinese University of Hong Kong

Abstract
Second screening has become a trending phenomenon in the hybrid media system. Audiences use mobile phones or other digital devices while watching television or live streaming to access news and information or/and to discuss the relevant contents they are viewing. Several recent studies have indicated the democratic effect of such media consumption behavior. Notably, second screening has shown promise to instigate civic engagement in China during the ongoing COVID-19 epidemic, which is evidenced by the extensive passionate opinion expression both online and offline. In addition to seeking relevant information, the Chinese audiences second screen to express complaints on the Party's spinning propaganda, dissatisfaction with the government's policies, outrage towards delinquent officials, appeal for free speech, and other types of concern over this massive health crisis.

However, the mechanisms underlying how second screening promotes civic engagement have not been fully explored. Based on this particular case, the study aims to investigate how second screening contributes to an engaged public. As suggested by previous studies, this study differentiates second screening behaviors into informational media use and expressive media use, and examines how the two types of behaviors take effect coherently; in the meanwhile, individually in promoting civic engagement. Furthermore, considering the difficult situation of free speech in China, the study pays close attention to how civil resistance is embodied in the mechanism by

inquiring how the audiences access, deal with, and react to oppositional knowledge while second screening.

The explanatory framework of this study is based on the Orientation-Stimulus-Reasoning-Orientation-Response (O-S-R-O-R) model. Benefitting from its communication and cognitive origins, the O-S-R-O-R model provides a suitable analytical framework for researching the mutual dynamics between media use and civil behaviors. The application of this model assists us in addressing the general question of "how" – to identify the chains of effect. In addition to the original model, we propose three more factors on the cognitive and emotional dimensions – political satisfaction, political attitude, and emotional status – to capture a more nuanced picture.

As the COVID-19 disease has not yet been controlled, the study is an ongoing project. Data will be collected through a representative online survey in China. It is estimated that we will finish data collection by April, 2020 and work out the preliminary findings by May, 2020.

The anticipated contribution of the study is twofold. First, the study further enriches the political implications of second screening. More specifically, it explains how hybrid media consumption practices may foster audiences' engagement in public affairs. Second, the study tests the O-S-R-O-R model in a public health crisis in China and proposes possible revisions for its future application.

Submission ID
3369

News on Instagram: how media build their agenda trying to reach their audience?

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Santiago Justel - Universitat Internacional de Catalunya

Josep Lluís Micó Sanz - Blanquerna Observatory on Media, Religion and Culture at Ramon Llull University

Abstract
In social networks, news acquires a particular format and splits from the media context, and they start to compete with other information and content often foreign to the traditional journalistic criteria (Bazaco, Redondo, & Sánchez- Garcia, 2019). Meanwhile, web analytics tools influence the agenda by providing information about the preferences of the audience to journalistic companies. This leads to a constant search for alternative content, alien to public interest and journalistic criteria, affecting the selection and construction of information (Salaverría, 2015; Justel, Micó, & Sánchez, 2016; Tandoc, 2014).

This conduces to a new informative paradigm, called by Salaverría (2015) "viral journalism" (Justel, Micó, & Sánchez, 2016; Tandoc, 2014). This is identified in the intensive use of social

networks for journalistic purposes and the adoption of new methods focused on increasing the success of the news in this highly competitive environment. Some media prioritize anecdotal or sensationalistic content over journalistic content committed to democratic values-, a scenario that requires special attention if we consider that, as McCombs (2006) argued, over time, the media agenda becomes the public agenda.

This context motivated the research, that analyses the quality of the media agenda on the Instagram profile of the four most read media in Spain: El País, El Mundo, La Vaguardia and ABC (Association for Research of Media, 2019; ComScore, 2019). To observe and analyse contents, samples were taken using screenshots and screen recordings (Karlsson & Sjøvaag, 2015; Widholm, 2016). Samples were taken for seven days of three consecutive months: from December 10th to 16th 2018, from January 21st to 27th 2019, and from February 18th to 24th 2019. An initial simple has also been considered, taken between August 11th and 19th 2018. Then, news where identified and classified according to their correspondence with the public interest: hard news and soft news.

Some conclusions emerged from the analysis. First of all, more soft news where identified in the Spanish media Instagram profiles. Relevant contents for the audience are neglected and the sensationalist or anecdotal contents are prioritized. It has also been detected that the media lack previously established publication strategies.

Submission ID
3382

Mixed Blood between Fans and Anti-fans: The Collective Identity of Dog Fans in China Social Media

Authors
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Abstract
Contrary to the usual fandom research that treats fans as avid enthusiasts, this study focuses on a group of fans who use verbal bullying and slander as a collective action. Dog fans are a collective name for fans of a Chinese game anchor Sun Xiaochuan. The word dog is insulting in the Chinese Internet language, however, it is used by fans to call themselves. Their idol Sun Xiaochuan is not a successful online game anchor or even his E-sports level is poor, but he is still sought after.

The daily behavior of dog fans is to insult Sun, and deliberately give him many charges, and threaten to report him to the police. In the name of Sun, fans verbally bullied other celebrities and their fans on the Internet, especially male idols with a lot of young female fans, such as Cai Xukun and Cris Wu. The most famous case is that dog fans collectively insulted Edison Chen on Twitter, and Edison Chen wrongly scolded Sun Xiaochuan, triggering a farce. Among dog fans, daily cyber-bullying is called "halitosis culture", which means "culture of swearing." Based on the above observations and judgments, this study attempts to figure out the following two questions:

1. Do dog fans have a collective identity? How is this identity formed?

2. What is the motivation behind the collective behavior of dog fan verbal bullying Sun Xiaochuan?

In addition to observation and text analysis, this study adopts in-depth interviews. I interviewed 20 dog fans who must have the "Iron Fan" logo on, which guarantees that they have sufficient interaction with Sun Xiaochuan from the algorithm level. The content of the interview included how they become dog fans, their use, and satisfaction in overall buying, how they think of themselves and other dog fans' behavior, and how they think of Sun's role. Two conclusions have been drawn:

1. Dog fans use verbal bullying as a sign of identity and obtaining collective identity as a purpose of action. They and their idol Sun established a new type of "fan-idol" relationship between traditional fans and anti-fans. On the one hand, grassroots idols and fans have similar life experiences and world views, which makes them close or even equal. On the other hand, Sun's fame sparked jealousy among fans, who gained psychological balance by verbally bullying.

2. Dog fans try to create a fan culture that is not based on love and worship in social media, alleviate the sense of deprivation in offline life, experience the pleasure of deviant behavior in carnival verbal bullying, and express their thoughts on the personal life and social issues. Fan culture is deconstructed and reconstructed by dog fans. They use the verbal bullying of performance art to express their anger towards personal worship, and at the same time borrow the model of fan culture, that is, to create an idol, so as to build a platform for themselves who have no space for expression.

Keywords: Anti-Fans; Fandom; Collective Identity; Cyber Bullying; Internet Celebrity；

Submission ID
3395

Domesticating short video applications: An empirical study on older adults in China

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Abstract
Domestication is a classic concept rooted in audience studies, which focuses on not only media use itself but also the user's identity construction and dynamic meaning-making practices through four distinct stages: appropriation, objectification, incorporation and conversion (Silverstone et al., 1992). In recent decades, the rise of portable media has led to a shift of objects from household media like television or home computers to personal ICTs such as mobile phones (e.g., Reuver et

al., 2016; Sujon, 2018). However, existing studies mostly focused on the media application or device as unit of analysis, ignoring the selective domestication of internal functional subdivisions. In terms of selected audience, past research has generally tended to focus on young people instead of older adults (but see Matassi et al., 2019), and most studies were conducted in European and American countries while studies from other regions especially Global South were still rare.

As such, this study attempts to employ the domestication theory to explore how the Chinese elderly domesticate short video applications (e.g., TikTok), an emerging media technology usually regarded as exclusive to younger generations, to serve their own aging lives and to deal with their plight of marginalization in Chinese family structures. Based on 25 semi-structured interviews with the Chinese elderly over 60 years old, we find the strong agency during the domestication of various short video apps among older adults. Their personal and family self-identities influence not only appropriation of the apps, but also (non-)appropriation of certain sub-functions. In the stage of objectification and incorporation, the introduction of each sub-function of short video apps results in relocation and rearrangement of the technology in their lives, especially the function of video-sharing has become an important medium for the old adults to communicate with their children or grandchildren. In the final stage of conversion, there were significant difference between old men and women--the male are more likely to turn down conversion since they consider the entertainment nature of short video apps is not gender-appropriate or age-appropriate. Moreover, some older adults have considered domestication of short video apps as an opportunity to negotiate their status in family by displaying their expertise of new ICTs to their age peers and online fans, which has the potential to gradually transform the traditional patriarchal family structure in Chinese culture and create a new social space for the old generation.

Its contributions involve the following three aspects:First, while most existing studies on domestication focuses only on the "first-level" of new technology, our study emphasizes the importance of "second-level domestication", especially for new media with rich internal multi-functions. Second, it confirms the variance in domestication processes related to the different life stages by emphasizing domesticating practices mean more empowering significance for the elderly compared with young users. Third, by focusing on the context of transitional Chinese society, it suggests that domestication is not only a social process for audience to integrate new technologies into their daily lives but also a cultural negotiation between particular social groups and existing dominant local social culture.

Submission ID
3434

The Age of Audience Participation: Transmediality in Black Mirror: Bandersnatch

Authors
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Abstract

From *Big Brother* to *American Idol* and *Survivor,* participatory television transformed audiences in the early 2000s. The integration of the internet and mobile devices shaped the evolving landscape of transmedia audiences (Evans, 2011, p. 65) and disrupted the traditional flow of television (Williams et al., 2003, p. 86). An audience's ability to vote for reality television contestants or tweet back at a show in real time lends to the lived experience of liveness. The 2018 film, *Black Mirror: Bandersnatch,* provides a fully immersive audience experience, whereby viewers determine the show outcome by selecting answers to questions that pop up at various touchpoints in the film. The participatory nature of *Black Mirror: Bandersnatch* completely re-wires the flow of not only traditional cable television, but also digital television, providing Netflix with additional data on audience choices and patterns.

Using transmedia theory (Evans, 2011; Fast et al., 2019), this paper will examine the shifting media environment in *Black Mirror: Bandersnatch*'s as well as the interactivity of audiences in content and fan-based discussion boards. Content analysis will be used to examine the media environment and audience engagement on fan discussion forum sites like PrimeTimer, Home Theatre Forum, Tivo Community Forum, and Reddit. The transmedia audience of *Black Mirror: Bandersnatch* is connected through networks that are a "mesh of interconnections" (Livingstone and Sefton-Green, 2016, p. 61; See also: Ito, 2007; Ito, 2009; Livingstone, 2009), participatory (Jenkins, 2019), highly literate (Buckingham, 2007), and fully invested in the immersive storytelling experience.

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Responses to Political Disagreement: The Role of Party Identity and Party Attachment on Political Skepticism, Media Credibility and Negative Emotional arousal

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Abstract
As party divisions and political spins coexist in the U.S. society, "one size fits all" policy may not apply to contemporary political context (Fforde, 2010), which leads to some political advertisement information incongruent with the party stances. According to previous study, party identity, as a cue in motivated reasoning, can subject party members to accept cognition-inconsistent messages (Festinger, 1962; Slothuus & De Vreese, 2010). However, the rise of ideological diversity makes political tolerance difficult to sustain (Scanlon, 2003), as people tend to avoid lower psychological consensus and take a priority to seek attitude-consistent information (Bogart, 1971; Tsang, 2019). Besides, exposure to political disagreement can influence information credibility, political trust and negative emotional arousal (Sanders, 2012; Chen & Lu, 2017).

Based on an online experiment conducted through Qualtrics, this study recruited 656 participants from Mechanical Turk in May 2019 (51.7% male, Mean age = 39 years old). The target of this study is to find whether and how party identity and party attachment to disagreeing political advertisements on the immigration issue influence political skepticism, media credibility and negative emotional arousal, mediated by issue importance and issue urgency. Therefore, participants who exposing to political advertisements they disagree were analysed (N = 294), whereas others were excluded. In this way, we screened participants by matching their attitudes toward the immigration issue measured by 3 pre-survey questions (*Cronbach's α* = .70) with politician's attitudes in manipulations (i.e., showing positive or negative views on immigrants from other countries).

To examine the participants' partisan attachment from the manipulated politician, this study employed a 2(self-affiliated same party x non-same party) x 2 (self-reported strong x non-strong party attachment) as basic factorial design. The stimuli were manipulated in the form of an online political advertising website in still state. Participants were told this is a campaign website for a

Democratic (or Republican) nominee for the 2020 presidential election. In all four conditions, a fictitious candidate with a fake name was presented in the same format in all layouts of stimuli. As immigration is a controversial debate under Donald Trump administration (Pew, 2019), it is suitable to examine our hypothesis. To ensure the validity of manipulations and the questionnaire, subjects were asked to answer four manipulation questions correctly. After pretest and exposure to randomly assigned condition, participants were required to answer questions for research aims.

Analyses of covariances (ANCOVAs) were used in this study. Issue importance and issue urgency were also included when conducting path analysis. This study also set demographic variables as control variables to avoid interference on model testing. The result was predicted as exposure to opposing political attitude from the same party candidate, compared to exposure to opposing political attitude from the non-same party candidate, led to less political skepticism, more media credibility and less negative emotional arousal. The difference may be enhanced by stronger party attachment. Besides, issue importance and issue urgency evaluated by participants would be mediators.

Keywords: political disagreement, political party identity, party attachment, political campaign, political skepticism, media credibility, negative emotional arousal

Submission ID
3554

Making identity, performing history: Historical dramas, audiences and making of the populist subject in Turkey

Authors

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Abstract

This presentation problematizes *viewing practices and performances of audiences* of historical TV dramas in Turkey and the place of these practices and performances in *making of populist political subjects* and *imaginary*. In construction of the populist neo-Ottoman political discourse of the ruling political party AKP (Adalet ve Kalkınma Partisi-Justice and Development Party), historical dramas play a significant role (Özçetin, 2019). The restorative nostalgia (Boym, 2001) of historical dramas attempts at transhistorical reconstruction of the lost home, the heartland, and creating a new political subject. The narratives pose Manichaean oppositions and clear-cut distinctions between the good and the evil; the people and their enemies; the Muslims and non-Muslims; the authentic and foreign: shortly, between 'us' and 'them'. In my study I analyze audience practices of two prominent historical dramas: *Diriliş: Ertuğrul* (*Resurrection: Ertuğrul*, a historical drama on pre-foundation of the Ottoman Empire) and *Payitaht: Abdülhamit* (*The Last Emperor*, a historical drama focusing on the last ten years of Sultan Abdulhamid's reign between 1876 and 1909). These shows are generously funded by and aired on state broadcasting agency TRT (Turkish Radio

Television); produced by (pro)-AKP figures; and constantly promoted by AKP's political and cultural elites, especially President Erdoğan.

The current study focuses on audience participation and performances in reproducing, negotiating and transforming the populist neo-Ottoman political-ideological imaginary produced by these historical dramas. The study will argue that popular culture and popular narratives are influential in mobilization and dissemination of political themes and subjects. By immersing into the narrative, and extracting aspects of the narrative to deploy in spaces of their daily life (Jenkins, 2006), the audiences take active part in spreading the text to wider audiences and contexts. *Diriliş* and *Payitaht* audiences accomplished this through developing novel and creative ways of engaging with historical phenomena and identifying with historical figures. However, active audience participation and engagement also open venues for re-interpretation and in some cases de-formation of overall political narrative. This presentation will study the tension between assumed subjectivity of the text and its reinterpretation by the audiences. The study is based on findings from (i.) audience ethnography (watching the shows with different audiences in 10 different settings, and follow up in-depth interviews with participants); (ii.) discourse and content analysis of social media performances of audiences (analysis of visual and verbal content, and bodily practices produced and shared in Facebook, Twitter, Instagram, and other fan platforms); and finally (iii.) the debate triggered by these performances in the media, especially the news media.

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Submission ID
3611

Mobile telephony and active engagement with global media in Africa

Authors
Abdullahi Tasiu Abubakar - City

Abstract
The spread of smartphones and other digital devices in Africa has helped transform the patterns and consequences of media consumption in the continent, enhancing interactivity and active audience participation (Willems and Mano 2017; Powell 2012). Although still largely an urban phenomenon, the culture of digital engagement with the news media is spreading to semi-urban areas across the

continent. Global broadcasters (such as the BBC, VOA, CGTN etc) are capitalising on these developments to extend their reach and optimize their capability in the battle for the hearts and minds of Africans (Abubakar 2017). The BBC World Service, in particular, has expanded its digital offerings in different parts of the continent by increasing the number of African languages' services, widening its programming and deploying a new multimedia strategy (Andersson 2019; BBC 2019). This has enabled the broadcaster to turn a decline of its audience figures in the traditional platform (radio) into a digital success in its biggest market in Africa, Nigeria (Abubakar 2017). This paper aims to broadly examine African audiences' engagement with global broadcasters, particularly the BBC World Service, in the digital era. It is based on an ongoing study that primarily focuses on the Nigerians' use of both 'old' and 'new' technologies to interact with the BBC World Service. The broadcaster's use of multimedia strategy to enhance participatory programming and reach wider audiences in Nigeria to maintain its influence in the country and advance Britain's public diplomacy will also be examined. The impact of digital technologies on audience interactivity and participatory programming – and their implications on audience research – will equally be assessed.

Submission ID
3695

Refocusing discourse for a direct-to-audience rhetoric in E3 conferences. How game publishers are skipping the media and reaching out to gamers directly

Authors
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Abstract
The Electronic Entertainment Expo (E3) is one of the biggest events centred on the electronic media industry. Until 2017, the expo was closed to the public, only allowing participation from industry professionals and the media, but the highlights of interest for the lay audience interested in entertainment media (i.e. video games) have always been what are generally referred to as the *press conferences* of the biggest video game producers and distributors (such as Microsoft, Sony, Nintendo etc.), which have mostly been broadcast live for the last decade. These conferences have changed in time from small affairs involving a spokesperson and some journalists to big stage shows, with high production values, where companies present their future products and strategies for the following year.

Because of the ability to directly access the consumer audience via digital technologies, the rhetoric of the discourse in E3 presentations have been refocused from attracting and persuading the media, and directing the media's language towards desired outcomes, to directly reaching out to and persuading consumers. Recent developments on the global stage, such as the spread of the coronavirus, have also made an argument for the move towards more technology mediated

communication skipping the intermediation of journalists, as many industry events (e.g. MWC, GDC) have been postponed or cancelled at great costs.

This research examines the discourse of the press conferences of the main video game developers present at E3 for the last decade to identify the evolution of firm generated content, as opposed to media generated content. Automated content analysis has been applied on about 4500 minutes (75 hours) of transcribed video, representing all the E3 press conferences from the period of 2009-2019, to identify the language, topics, themes and terms used by video game producers throughout this period. The analysis also looks at the data longitudinally to observe how the discourse has changed and if there is a marked evolution from addressing journalists as intermediaries on the way to the final audience, to directly addressing consumers.

Preliminary results show important differences from company to company, and from year to year, but an inconsistent evolution, with the rhetoric also being defined by other external factors such as changes in the industry or changes in console generation which require a different approach in communication strategy.

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3751

Where will the body go? A discussion about the "embodiment" and "detachment" of human beings changed by social media

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Abstract

In recent years, social media has an unprecedented development in the huge technological progress, especially with the mature application of technologies such as augmented reality, virtual reality, mixed reality and artificial intelligence, etc. It further builds a virtual space, or called cyberspace which is different from the real one for human beings. Where will the human body be placed in this new space? Donna Haraway has pointed out three ways to understand the body: (1) the material body which is an evidence of human beings' physical existence; (2) the abstract body composed of postmodern discourses; (3) the third type of body that interacts with technology. Focusing on the cyberspace built by social media, human beings always use digital information to shape different virtual entities which are separated from their real roles, meanwhile, the real entities also guide and feedback to their virtual performances, and the two achieve organic interactions. From the

perspective of post-humanism, the virtual entities existing in cyberspace have crossed the boundaries of the real body, and formed a new body through intelligent machines and information technology. This is another important way to understand the body.

In China, Weibo and WeChat, the most popular social media at the moment, have become the platform for the majority of Chinese to construct virtual entities. In 2018, the Korean social game ZEPETO has been sought in China which allows users to create anime virtual entities and use avatars to socialize with others. And in 2019, an artificial intelligence social platform called ZAO emerged in China. Users can use it replace the actors' faces in the video clips with their own faces. There is no denying that these social media accompanying human beings have split people into multiple "selves", and the human body's detachment and embodiment also take on a variety of forms, which have brought many implications for human beings and the world they live.

This study adopted the way of questionnaire surveys and field surveys, and take Weibo, WeChat, ZEPETO and ZAO as research objects. Researchers issued questionnaires at 10 universities in Beijing, and conducted long-term follow-up studies on 20 college students who frequently use digital media, trying to explore the answers to the following questions: (1) The way in which human beings gain detachment and embodiment through social media: How does social media shape virtual entities? How does the virtual entities cross the boundary and affect the real society? How real and virtual entities interact with each other? (2) The influence of dynamic balance or dynamic imbalance brought by detachment and embodiment: Will the human body be alienated? What kind of dilemma will the subjectivity, materiality, sociality, and practicality of human be face with? (3) More macroscopically, the co-existence model of human existence and the new media ecology: Will people be deconstructed by the media? Or will the media be embedded in human's lives in a more covert way, affecting their real existence? Or will both people and the media enter a completely newly-developed context?

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3752

Soap opera and reflexivity: engaged audiences in the Italian soap Il paradiso delle signore

Authors

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Abstract

Soap opera could be referred to as one of the oldest TV genres that nowadays is facing a critical moment in terms of ratings and creativity. In fact, despite being one of the most uniquely television genre, the changing habits of its core audience, the proliferation of daytime entertainment choices and the correlative growth of TV genres and platforms, have contributed to a global decline of affection towards this product.

In Italy, after a period of heavy import from USA and South America, in 1996 the PBS decided to produce its own first soap opera, *Un posto al sole*, still running after more that 20 years. The RAI decision forced also its main competitor, Mediaset, to start the production of its soap, *Vivere*, followed also by *Cento Vetrine*, but in 2016 Mediaset decided to withdraw the production of this genre, considered too much expensive.

The case that will be analysed in this paper, the soap opera *Il paradiso delle signore*, stands as a peculiar case because it started as a "regular" TV series lasted for two seasons (2015-2017) of 20 episodes each, aired in prime time by RAI1 (the PBS' first channel). Then the third season (2018) was switched in the daytime soap opera format, with 180 episodes, aired in the afternoon slot always by RAI1. At the end of the third season (2019) RAI decided to cancel the show because of its relevant costs, despite the good audience rates, but the production outcry and the online audience's backlash, forced RAI to change its mind, so that the soap opera was renewed. The fourth season is currently on air and has improved its good ratings, becoming a big case for the affection showed by the audience. Affection and fandom shown also by the several fan accounts on Instagram and facebook, that give room to comments on the plot and characters, of course, but also to memes, fan arts, etc.

Given these premises, in this paper I will analyse the comments on the most followed *Il paradiso delle signore*'s facebok fan group, paying attention to the processes of reflexivity triggered, as the soap is set in a fashion department store at the end of the Fifties/beginning of the Sixties in Milan, a crucial period in Italian history, because of the economic recovery after World War II and the beginning of the consumer society. But it was also a period that saw the first changes in feminine roles and a women emancipation portrayed by the characters, mostly women. So that the soap opera very often gives the occasion to the viewers to reflect upon gender roles, gender stereotypes, family relationships, etc. bridging interestingly past and present of Italian society.

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3754

Is the age of impartial journalism over? The neutrality principle and audience distrust in mainstream news

Authors
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Abstract
With the recent popular and academic concern over the rise of disinformation, fake news and the overall decay of the digital information environment, questions about citizens' increasing distrust in the media have become urgent especially in liberal democracies. Whereas much of the earlier research attributed the erosion of trust in the news media to the rise of negative and cynical

reporting and the growing frequency of media scandals, recent studies have sought to connect it to more general trends in western societies, including political polarisation and the growing dissatisfaction felt toward democratic institutions. A key observation arising from this more recent debate is that distrust in the professional news media often correlates with radical, marginal or "populist" political views. Distrust of the media connects to a more general distrust and repudiation of elites.

This paper seeks to contribute to the recent literature by addressing the question of journalistic impartiality and its complex relationship with audience perceptions of trust in the media in the current context of highly politicised knowledge environments. Neutrality or impartiality has been one of the key ideals and "strategic rituals" of professional journalism. However, it is precisely this purported neutrality, and the associated sense of inauthenticity and non-transparency, that may be driving growing segments of audiences away from mainstream journalism.

To scrutinise this hypothesis, this paper presents an in-depth analysis of popular perceptions of the news media's trustworthiness in Finland. Among other Nordic countries, Finland is characterised by universal media and communications services as well as by high levels of media freedom and literacy. The media has traditionally enjoyed high levels of public trust and has been regarded as an inseparable part of the mechanism producing general trust in societal institutions. Nevertheless, as in many other liberal democracies, the political and media environments have changed dramatically in recent years with the demise of traditional parties, the rise of the nationalist right, political polarisation and social media scandals.

Empirically, the study builds on a 2019 survey concerning the perceptions of the media's power and trustworthiness among a representative sample of the Finnish public (N=1053), as well as on three qualitative focus group discussions (also conducted in 2019) around the same topics, with 26 interviewees in total. The paper focuses on the expressions of distrust in the media and reasons of that distrust among survey respondents and focus group members. Survey findings indicate that public distrust in the professional news media is still at a relatively low level; nevertheless, there is a significant minority that expresses strong distrust of the media. The qualitative analysis suggests, among other things, that audience distrust is associated especially with the media's perceived a lack of transparency. However, there are also indications that journalism is expected to be a neutral arbiter in an increasingly polarised and conflictual public sphere. The findings thus seem to only partly corroborate the hypothesis, calling for a nuanced reflection on the nature and practices of neutrality in professional journalism.

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3783

Innovation Through Collaborative Audience Research

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Abstract

Collaborations between University humanities researchers and the private sector have become more common-place, often motivated by funding initiatives such as the United Kingdom Research and Innovation (UKRI) funded, Audience of the Future R&D project designed to pro-actively develop digital storytelling practice within the UK Creative Industries. By providing opportunities for inter-cultural learning, student and civic engagement, as well as regional social cohesion and cultural capital development (Williams et al., 2017), these sorts of research and development partnerships offer many potential rewards.

They also pose a number of challenges. Universities and industry are likely to bring different cultures, values, motivations, expectations, even different languages (definitions and understandings) into these sorts of collaborations. In this paper we discuss the challenges and also potential workarounds encountered during the University of South Wales' current Audience of the Future demonstrator project. The USW is collaborating with a consortium of commercial practitioners dubbed Fictioneers in a publicly funded challenge project designed to encourage deeper reflection and experimentation in the design and development of immersive, experiential storytelling. Audience research is key to this effort. Using the popular Wallace and Gromit IP, the consortium will draw upon their combined skills in games production, animation, creative marketing and new technology development to create a location-based experience designed to propel new and playful identities for a traditional narrative media. Using mobile tools, these enhanced experiences aim to engage new audiences and provide innovative ways for long term fans to interact with media favourites.

The university is providing support for this industry-led challenge through documentation services and analytic expertise. As academic partners we provide an expert spine of evaluation and research in order to help inform the evolution of the project and ensure that the learnings gained as a result can be shared more broadly through both industrial and academic channels. While traditionally industry and academia have very different approaches to audience research, the research team have formulated a methodology that places the audience at its centre through the design and implementation of a combined approach that draws on traditional qualitative research methodologies (focus groups), creative task-based techniques and User Testing (Alpha and Beta testing).

In order to present an overview and analysis of this collaborative audience research methodology the two researcher authors are primarily recorded in a research office environment, presenting their individual contributions directly to camera in turn (the researchers do also occasionally present together in the same shot). This 'talking head' style is also overlaid with sample observational documentation footage of the behind the scenes collaborative development process including the Fictioneers' own behind the scenes 'making of' show-reel. As both researchers enjoy professional media production experience, the video presentation also features editing/montage techniques such as one exits frame in one shot, cutting to the entry of the 2nd researcher in another shot/or location.

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Emojis as Communication in the Prevention of Suicide for Young Adults in the United States

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Abstract
When faced with adverse experiences within the social environment, adolescents develop tendencies to engage in emotional reactivity and as a result of dysfunctional interpretations of situations (Shapero et al., 2019). Such instances are conducive to negative affect, expressed independently of intention to regulate the experience (Zelkowitz, Cole, Han, & Tomarken, 2016). Continued exposure to adverse experiences leading to emotional reactivity has been correlated with eating disorders, depressive symptoms, anxiety, and self-harm, which are all considered risk factors for suicidal ideation and/or suicide attempt (Polanco-Roman, Moore, Tsypes, Jacobson, & Miranda, 2018). Hochgraf, Kahn, and Kim-Spoon (2017) describe how negative feedback from others pertaining to an adolescent's social environment, when coupled with adverse events, lead to an increase in emotional arousal, emotional reactivity, externalizing disorders, substance abuse, and negative affect (Zelkowitz, Cole, Han, & Tomarken, 2016). The impact that these factors have on the psycho-emotional state of the individual might lead to lasting behaviors intended to mitigate the negative effects that arise as a consequence. Moreover, Shapero et al. (2019) found that when there is a history of abuse, the relationship between emotional reactivity, depression, and suicidality becomes amplified. Therefore, it is crucial to understand new avenues for significant communication related to emotional content in order to prevent isolation leading to suicidal ideation and to identify markers for suicidal ideation and/or attempt at the level of prevention. Clearly, when individuals within the social world of persons at risk for suicide are able to identify symptomatology comorbid with suicidality, the opportunity to intervene at the prevention level increases.

Therefore, the aim of this investigation is to find evidence to support the use of emojis as avenue to communicate the presence of symptomatology for at risk young adults related to suicidality. Additionally, emojis as communication for emotional/mental health which might inform individuals within the social environment (parents, teachers, friends, siblings, partners, etc.), to identify markers that might lead to suicidality in order to enhance support/prevention efforts. For this purpose, data is

being collected via Tweet stream in two separate sessions (February – March and April – June 2020) with a duration of 30 days per session. Additionally, text mining and sentiment analysis is also being conducted. Emojis related to emotional content for young adults (18 – 29 year olds) in the United States are being collected and analyzed in an effort to understand if emojis can serve as a viable vehicle to communicate emotional/mental health content for young adults that might be at risk for suicidal ideation. Preliminary findings suggest that emotional/mental health content is being communicated via emojis between individuals of this demographic, suggesting that emojis might be a valuable avenue for prevention efforts focused on identifying risk factors for suicidal ideation and/ or suicide attempt for this population.

Submission ID
3856

Intergenerational solidarity or intergenerational gap? A longitudinal study about how elderly people experience ICT within their family context

Authors

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Abstract

Contemporary media research highlights the importance of empirically analysing the connections between media and different cohort groups within media discourse, especially when considering the changing user patterns across the generations (Prensky, 2001). This research is based on the fact that labels such as "digital natives" or "digital immigrants" (Loos, 2012) do not take into account the complex relations within family contexts mediated by digital technologies. This research intends to explore the concept of family intergenerational solidarity as experienced by old people in a digital context. Some studies point out that the use of Information and Communication Technology (ICT) by the elderly for communication with other family members and friends increases the quality of life, supporting the perception that technology is indispensable for social relations inside and outside the family (Quinn, 2018; Sinclair & Grieve, 2017; Azevedo, 2017). However, other studies have shown excessively positive expectations and some negative consequences, such as the presence of frequent but superficial contacts (Azevedo, 2018; Turkle, 2012). This research considers this apparent dichotomy; its purpose is to discuss the fast evolution of ICT in our society and the emergence of intergenerational relationships between different digital audiences in the family context. This study, still in development, also explores the connections between grandparents (65+), parents and children (9–17 years old) in a longitudinal perspective. With the objective of bringing plurality into the discussion, the participant families are based on sociocultural aspects of the elderly member of the family, including demographic, economic, social and cultural vectors. With a special focus on the Portuguese elderly, it investigates how intergenerational communicative

practices can build a "bridge" among the three cohorts or fail to do so. More specifically, the study has he objective to answers the following questions: How do intergenerational relations in a family context affect elderly people's use of ICT, their socialisation and their opportunities to participate in society? and what role does media play in this context? To address this objective, I designed a mixed methods approach, which comprises in-depth interviews, a questionnaire, focus groups and a mobile tracking app. On the one hand, the research provides evidence on the role intergenerational relations play in elderly people's use of ICT at various stages of their socialisation. On the other, it advocates developing concepts to enable different stakeholders to provide individualised support for elderly people and their families to promote well-being.

Submission ID
3870

Generational sense making of memes, videos and online content: A exploration into how first and second generation British Indian diasporic women negotiate politically motivated online content.

Authors

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Abstract

In November 2019 Channel Four News ran a feature called Target Voters. One of the reports highlighted the way in which British Indian Hindu voters were being targeted to vote for the Conservative Party by groups such as the Overseas Friends of the BJP. Voters were targeted online via Facebook and Whatsapp; as well as offline approaching people at their place of work, worship and so forth. The report highlighted the voices of mainly first-generation members of the diaspora. This paper is a propositional piece that seeks to understand how first, and second-generation British Indian Hindus make sense of such politically motivated online content. I raise questions such as: How do both generations negotiate the texts? How connected do the second generation feel to the politics in India?

As the call for papers for the section highlights, this new direction of study recognises the importance of belonging and affect in media engagements. The new research stems from my current research that found older Indian Hindu diasporic women living in the UK made sense of Hindi language prime time soap operas through a highly personalised lens that intersected aspects of their identity and personhood. However, I did not consider what impact new forms of connectivity, the creation of inclusive spaces and the strength of feeling associated with populism, might have on an audience. Could the memes, videos and other online content be negotiated in the same way? This

presentation will highlight early observations and hypotheses for a new line of study into meaning-making of politically motivated memes and online videos. I argue that the second generation of the diaspora is possibly more inclined to resist and even ignore the politically motivated content, due to the acculturation into British culture.

Submission ID

3902

COMEDY IN GHANA: ARTISTRY, INTERPRETATIONS AND AUDIENCE PERCEPTIONS

Authors

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Abstract

Within the popular entertainment discourse in Ghana, much studies have focused heavily on music, dance and drama. Well established categories of genres in comedy such as romantic and sentimental comedy, satirical comedy, intellectual or problem comedy, tragicomedy and nonsense comedy have been emerging. However, in recent years, stand-up comedy is gaining much recognition in the entertainment industry in Ghanaian. Timing is an essential part of the comedian-audience relationship when it comes to stand-up comedy in Ghana. The content presented by the comedian is as much important as how it is being interpreted by audiences. Some audiences have their own interpretations as to how a joke is to be said, what time and the place of delivery informs ones' interpretation of a comic content. In this article, we examine the artistry, interpretations and audience perception of the content of stand-up comedy shows in Ghana. We employ the qualitative case study approach using content analysis, observations and interviews. We use the comedy show "my missing tooth" by MJ the comedian as a case. We conclude that, even though humor created through stand-up comedy is subjective, there are still a few Ghanaians who do not understand the fact that comedy is to amuse and make fun out of the follies of society and at the same time addressing them by professing alternate solutions.

Keywords: stand-up comedy, audience perception, humor, comedians

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