



# Mediated Communication, Public Opinion and Society Section

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

**Id:** 19470

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 19514

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

**Session Type:** Individual submission

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

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

The goal of the study is to design digital communication strategies that, on the one hand, in a collegial manner with the teams of the community radio stations strengthen and make visible their mission by giving a voice to those who have not had it in the construction of social fabric and, therefore, in the construction of peace for the country. On the other hand, to propitiate some guidelines that from the visual narrative exalt stories and paratexts (Genette, 2001) that propitiate an iconic/indicial narrative (Eco, 1986), from frames (Entman, 1993) that emphasize the inclusion and not the stigmatization of actors, objects and socio and geo-political spaces of the country, both from the native and non-native digital press (Piscitelli, 2009) of Colombia and Spain. Our preliminar results suggest a concern, in the first place, to strengthen the pedagogical role and the empowerment of voices that do not have voices (Osses, 2013) in the digital radio ecosystem. Secondly, to rescue the contribution offered by the theory of Framing, insofar as it dynamizes a way of meaning the world (Barthes, 1990), cutting off access to other possible visions; and suggesting both for the digital media of Colombia and Spain, an interest in narrating a representation of public opinion in the face of the hegemonic elite of the digital media company or for not narrating the feelings of the most vulnerable population in these internal conflict of the country: peasants, indigenous people and the child population.

**Id:** 19530

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

**Session Type:** Individual submission

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

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

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

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

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

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

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

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

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**Id:** 19562

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

**Session Type:** Individual submission

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**Abstract:** In recent years, youth have garnered mainstream attention for their online collective action. For instance, in 2018, American teenagers organized a national school walkout to protest US gun laws by mobilizing via social media. Seven years prior, young Egyptians used social media to raise their voices against the autocratic government to demand change in the Egyptian revolution. What potential do Canadian youth have for engaging in such activism? As of 2017, 22.7 million Canadians were active social media users, with 84% being 18 to 34 year olds (Gruzd et al., 2018). Although many youths are engaged in social media for entertainment purposes, these platforms may be utilized by them to become politically active. Nevertheless, youth activism can be influenced by diverse forms of political manipulation on social networks. One of the complex mechanisms for this manipulation is software robots (bots), which can produce content and interact with humans automatically on social media with the purpose of imitating and changing their behaviour. For example, bots may artificially increase support for a political candidate and influence the outcome of an election, which is a great concern for democracy. Scholars have explored the various functions of bots, which include encouraging political speech (Savage, 2015), influencing political events (Stieglitz, 2017), and more importantly, playing a significant role in the spreading of fake news (Shao et al. 2017). Crucially, according to Canadian scholars McKelvey and Dubois (2017), “There has been limited academic work on political bots in Canada”; and they argue that Canada has neglected how important it is that bots are altering the country’s political discourse. Therefore, there is a considerable gap in research exists that this study can fill in an attempt to bring more awareness to this issue. This study explores the involvement of social bots in youth political activism in Canada by using the case study of the Ontario student walk out in protest of the premier of Ontario’s educational cuts. It also explores the various types of social bots and their characteristics, and moreover recent efforts to detect bots on popular social media platforms.

**Id:** 19637

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

**Session Type:** Individual submission

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**Abstract:** Resumen

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

**Referencias:**

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**Id:** 19749

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 19771

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 20056

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

**Session Type:** Individual submission

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

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

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

**Id:** 20177

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

**Session Type:** Individual submission

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

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

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

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

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

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

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

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

**Id:** 20242

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 20479

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

**Session Type:** Individual submission

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

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

**Id:** 20543

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

**Session Type:** Individual submission

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**Abstract:** Political discourse arises when it seizes discursive opportunities in the society by exploiting the social, political and cultural cleavages. It also evolves and transforms across the changing social and political contexts (Steinberg, 1999). This paper seeks to investigate the formation, transformation and fragmentation of the discourse of localism in Hong Kong. It is argued that the rise and evolution of the localism discourse is a response to the ethnic-civic cleavage in the society. Moreover, by examining the representations in the mainstream and alternative media, it is found that alternative media have facilitated the emergence of the localism discourse, but at the same time, reinforcing the fragmentation and polarization of the discourse in recent years.

The discourse of localism arising in Hong Kong focuses on the preservation of identity and autonomy of local citizens in resisting the growing political infringement by the Chinese authoritarian State into the political and social affairs of the Hong Kong Special Administrative Region (HKSAR). It also signifies the unprecedented realignment of the political dichotomy between the “pro-establishment camp” and the “democratic camp” that has been prevailing for decades in the political spectrum in the Hong Kong society. It is considered as a disappointment towards the democratic camp as it has adopted strong “anti-China” positions than the democratic camp overall (Kwong, 2016).

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

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

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**Id:** 20557

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 20570

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

**Session Type:** Individual submission

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

**Id:** 20624

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

**Session Type:** Individual submission

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

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

**Id:** 20801

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

**Session Type:** Individual submission

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

**Id:** 20810

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 20870

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

**Session Type:** Panel Submission

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

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

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

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

Moderators:

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**Id:** 20876

**Title:** A Beautiful Play: Deep Blue, AlphaGo and the Social Trust in AI

**Session Type:** Panel Submission

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

**Id:** 20879

**Title:** Unhinging the Discourse: Is Public Debate about Artificial Intelligence Contaminated or Enriched by Science Fiction'

**Session Type:** Panel Submission

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

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

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

**Id:** 20881

**Title:** If Software is Narrative: Joseph Weizenbaum, Artificial Intelligence and the Biographies of ELIZA

**Session Type:** Panel Submission

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

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

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

**Id:** 20974

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 21014

**Title:** Powerful Communication - Career Advancement in Communication Science

**Session Type:** Individual submission

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

**Id:** 21020

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

**Session Type:** Individual submission

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**Abstract:** Southern European countries have become crucial spots in the reception of refugees and migrants. Even when Greece and Italy have been on the focus of the Mediterranean crisis, other destinations such as Spain are becoming a new spotlight in 2018. This paper analyses the stream of Twitter messages in Spanish referring the boat Aquarius just before and after the announcement of Spanish President Pedro Sánchez (around noon of June 11, 2018) to authorize and welcome the ship. Hate speech refers to all the discourses that deteriorate the image of a person or a group of individuals based on their inherent or acquired condition. Based on previous studies that have found that certain events can trigger and even modify the public perception of refugees (Zhang & Hellmüller, 2017; Nightingale et al., 2017), we hypothesize that the average of negative messages as well as the hateful comments increased after the official announcement to welcome the Aquarius. We retrieved raw tweets at large-scale in real time using the Stream API of Twitter from June 8 to 17, 2018 (N=26,237), filtering those that declare language in Spanish and include “#Aquarius” in the field text. Two independent coders with previous training content analyzed the complete sample in order to obtain the General Sentiment (-1 Negative, 1 Positive, 0 Informative/Neutral), the inclusion or not of Hate Speech towards refugees and Hate Speech towards politicians. These categories overpassed the inter-coder reliability test ( $K\alpha > 0.70$ ) in a random sub-sample of 1,000 messages. In addition, we run automated sentiment analysis based on a lexicon or dictionary, using SentiStrength to get the Language Sentiment. We found that most of the messages were positive (54%), informative/neutral (16.1%), or unrelated or written in other languages (5.8%). However, we found a significant part of negative messages (24.1%) that included hate speech against refugees (12.1%) and rejection against politicians (8.12%). The automated sentiment analysis detected a non-significant bias of negative words ( $M = -0.04$ ,  $SD = 1.69$ ). When we compare the online hate speech against refugees before ( $M = 0.17$ ,  $SD = 0.38$ ) and after ( $M = 0.16$ ,  $SD = 0.37$ ) the announcement, our analysis found that there were not statistical differences between the two groups,  $t = 0.523(10120)$ ,

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

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**Id:** 21026

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

**Session Type:** Individual submission

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

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

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

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

**Id:** 21110

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

**Session Type:** Individual submission

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

**Id:** 21119

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 21144

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

**Session Type:** Individual submission

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

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

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

Then other ideas are coming up:

- o If we look at the media character of Twitter: People usually learn to write and read, but hardly anyone has ever learnt to engage in discussions with unknown people by means of writing – the use of Twitter thus requires a specific kind of media literacy. This media literacy must also take into account that with regard to globalization, individualization, and diverging cultural orientations, misunderstandings may happen easily.
- o If we look at the interests of the owners, they mainly collect data in order to earn money and thus disturb political communication by ads, which is forbidden for example for German Television news. This contributes to mistrust of the users.
- o If we look at the internal organization of Twitter, it is not recognizable who wrote a tweet in which interest, and this makes communication complicated and may contribute to insecurity and anger of the participants, as there are politicians catching votes, robots which ultimately do not react to arguments, professional agents, who do their jobs, and mobbing celebrities.
- o In addition, it would be important to look at more comprehensive theories that show how societal conditions affect people's communication: Jean Paul Sartre („the hell, that are the others“), Herbert Marcuse („The onedimensional man“), Erich Fromm („The fear of freedom in capitalistic societies“), David Riesman et al. (“from inner- directed to other-directed”) for example have been concerned with that.

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

**Id:** 21229

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

**Session Type:** Individual submission

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

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

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

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

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

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

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

**Id:** 21245

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

**Session Type:** Individual submission

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

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

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

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

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

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**Id:** 21257

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

**Session Type:** Individual submission

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

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

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

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

**Id:** 21292

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 21343

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 21504

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

**Session Type:** Individual submission

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

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

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

**Id:** 21513

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

**Session Type:** Individual submission

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**Abstract:** 1. Introduction

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

2. Methods

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

3. Results

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

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

4. Conclusions

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

**Id:** 21615

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

**Session Type:** Individual submission

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

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

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

**Id:** 21864

**Title:** Everyday Encounters in a City of Compounded Crisis

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 22032

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 22134

**Title:** Reimagining Technology

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 22210

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

**Session Type:** Individual submission

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

The story started with Typhoon Jebi which hit Japan in September 2018 and paralyzed Osaka. Kansai International Airport was forced to shut down and took emergent measures to relocate 2600 foreign travelers. To everyone’s surprise, what happened to the tourists from China and Taiwan caused a political storm in Taiwan and led to the suicide of a Taiwanese envoy. The tragedy is seen the result of a series of misinformation /disinformation which forced the political system to response in an extreme way.

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

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

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

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

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

**Id:** 22222

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

**Session Type:** Individual submission

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

The results suggest the existence of a hierarchical network in which traditional media accounts are the main actors of the information spread. They are therefore the ones who guide the conversation

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

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**Id:** 22323

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

**Session Type:** Individual submission

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

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

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

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

**Id:** 22496

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

**Session Type:** Individual submission

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

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

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

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

## Bios

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

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

**Id:** 22591

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

**Session Type:** Individual submission

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

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

**Id:** 22607

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

**Session Type:** Individual submission

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

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

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

**Id:** 22703

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

**Session Type:** Individual submission

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

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

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

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

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

**Id:** 22769

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

**Session Type:** Individual submission

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

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

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#### Bio Note:

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

**Id:** 22789

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

**Session Type:** Individual submission

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**Abstract:** In today's network society, everyone is a digital 'prosumer'; not only passively consuming, but also producing and distributing content. However, in the post-truth era, this leads to the spread of not only information based on facts but also false and harmful contents; in other words 'fake news', and it is causing information disorder. The populist anti-immigration rhetoric, like many other politically motivated topics, also relies on the wide circulation of false contents about refugees, who are one of the most disadvantaged groups in all around the world.

According to the latest figures by official sources, the number of Syrians refugees in Turkey is more than 3 million 600 thousand. However, for many scholars studying migration, this is a contested figure; because with tens of thousands of "unregistered" migrants, the number is expected to exceed 4 million. The negative perception of refugees is increasing in the country as more refugee camps are closed and more Syrians are enforced to live in the outskirts of cities each day. In the latest research, nearly 67% of respondents stated that they were "not pleased" with the presence of Syrian refugees. In 2017 this number was nearly 55%. The mainstream media is both provoking and profiting from the negative portrayal of refugees with discriminatory rhetoric. The most notable effort against media's polarizing role came from the Turkish verification initiative: Teyit.org. Until June 3, 2019, 28 fake contents about Syrian refugees in Turkey had been fact-checked by Teyit.org.

In this study, despite the rising popularity of the term "fake news", we prefer to use a classical term 'disinformation' for signifying the deliberate creation and sharing of false claims about refugees. Herein, the complex socio-political, cultural and economic structures should be taken into account to better understand motivation, actors and strategies behind disinformation. In this context, by referring peace studies, especially Johan Galtung's theory on 'vicious cycle of violence', we define 'disinformation' as a form of 'cultural violence'. In order to understand, if the disinformation about Syrian refugees causes hate speech and hatred actions against refugees, netizens' comments below ten of the most viral fact-checked contents were analyzed within critical discourse analysis by using Nvivo Qualitative Data Analysis Software. Our analysis shows that almost 50 % of all comments had been coded under the categories as 'hate speech' or 'discriminatory language'. Furthermore, according to our findings, sarcasm was used by the netizens to discriminate the refugees and/or criticize the government policies on migration, in addition to this people mostly saw refugees as

economic, administrative and/or cultural threat. So, all these posts spreading disinformation about issues like ‘economic support provided for refugees by Turkish Government’ or ‘rising number of birth rates’ provoke people and fire up both hateful and discriminatory rhetoric. Consequently, despite all the efforts of both verification organization and some responsible people to fact check false claims, discourses targeting the refugees persistently increase.

**Id:** 22815

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

**Session Type:** Individual submission

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

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

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

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

**Id:** 22880

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 22973

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

**Session Type:** Individual submission

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

**Id:** 23199

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

**Session Type:** Individual submission

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

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

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

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

**Id:** 23243

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 23276

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

**Session Type:** Individual submission

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

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

**Id:** 23318

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

**Session Type:** Individual submission

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

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

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

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

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

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

**Id:** 23416

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

**Session Type:** Individual submission

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

**Id:** 23512

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

**Session Type:** Individual submission

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**Abstract:** The theoretical debate about media systems around the world has, which has the contribution of Hallin and Mancini at its core, has often taken Brazil to be a case of political parallelism that roughly mimics media systems in Southern European countries, where the democratization process was belated and sometimes incomplete if compared to the American model.

Some authors have even claimed, based on the analysis of empirical evidence, that the Brazilian media system portrays one of the main features of Hallin and Mancini's typology, which is political parallelism, an alignment between media outlets and the ideological spectrum stretching from left to right. Thus, despite the fact that there is no direct connection between media ownership and political parties, there is an observable distribution of media outlets across the ideological spectrum. This take on the Brazilian media system has been criticized by authors who claim that the concept of political parallelism is an importation of a model concocted to describe European media systems that does not properly apply to Brazil.

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

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

**Id:** 23526

**Title:** Against the Law: BitTorrent as Pirate Technology

**Session Type:** Individual submission

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

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

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

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

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**Id:** 23529

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

**Session Type:** Individual submission

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

**Id:** 23589

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

**Session Type:** Individual submission

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

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

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

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

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

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

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

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

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

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

Keywords - refugees - proximity media - empathy - everyday life

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