



# IAMCR 2017

## Communication Policy and Technology Section

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**Id:** 14311

**Title:** Consumer Autonomy, Consumer Resistance Behavior, and Ad Blockers in the Digital Advertising Marketplace: Emerging Policy Implications

**Session Type:** Individual submission

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**Abstract:** Background

Information-communications technologies (ICTs) have been increasingly adopted by consumers to block digital advertising (Carollo, 2015). According to a report by PageFair and Adobe Systems Inc., about 6% of global Internet users, or 198 million, have installed ad blockers in June 2015 (Wakabayashi & Marshall, 2015). Apple has integrated ad blocker support into its iOS 9 (Endler, 2015; Wakabayashi & Marshall, 2015). It is estimated that among \$49.5 billion in digital advertising in 2014, ad blockers will cause media companies to lose \$22 billion in 2015 alone (Carollo, 2015). The extension of ad blocking app to mobile devices by Apple is predicted to affect \$70 billion mobile advertising each year (Wakabayashi & Marshall, 2015). As a result, media companies have taken reactive measures to prevent consumers from using ad blockers.

For example, Yahoo mail service is currently testing a feature to exclude its mail customers if the popular AdBlock extension is found (Carollo, 2015). The study of ad blockers in the digital advertising marketplace is important not because its negative economic impacts on the advertising industry for the lost ad revenue (Carollo, 2015), but it also represents whether consumers are allowed to determine their experiences to combat growing technological intrusion of their online behaviors and to prevent the monetization of their behavioral information. The dynamics observed in the contestation and negotiation among consumer autonomy, digital advertising innovation, and government regulations is an excellent example to examine the impacts of communication technologies on communication policies.

**Objectives of the Study**

Given the potential impacts of ad blockers on the digital advertising industry, the

researchers reviewed and content analyzed industry reports, trade publications, and newspaper articles to discuss emerging practical and theoretical implications. This study attempts to present a preliminary assessment on the emerging policy ramifications of ad blockers on digital advertising delivered through multi-platforms. Like a lot of research on emerging digital advertising and its related issues, existing research has failed to connect ad blockers with the expression of consumer autonomy and as a demonstration of consumer resistance behavior. What is lacking in the extant literature is a systematic assessment of emerging theoretical and practical implications on the practices of digital advertising.

### Research Method

The authors employed literature-based methodology (Armitage, & Keeble-Allen, 2008) to analyze research articles and trade publications (January 1, 2009-September 30, 2016) from several electronic databases. The literature-based research method has been used in business research for doctoral-level (such as Structured Literature Review, SLR) or master/bachelor-level (Rapid Structured Literature Review, RSLR) research projects (Armitage, & Keeble-Allen, 2008). The authors plan to use “ad blockers” and “consumer autonomy” as the keywords to search Lexis/Nexis Academic, Business Source Complete EBSCO, Ei Engineering Village (Compendex), Communication & Mass Media Complete (EBSCO), and Sage Communication Collection. Websites of government organizations, policy research institutes, and marketing research firms were also reviewed by using the same keywords. The researchers will summarize and synthesize major and emerging issues related to the impacts of ad blockers on the digital advertising industry.

### Reference (Omitted due to Word Limitations)

**Id:** 14374

**Title:** Participación ciudadana en las sociedades del conocimiento: Aplicaciones móviles para al gobierno abierto en Argentina, México y Costa Rica.

**Session Type:** Individual submission

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**Abstract:** En el marco de los debates sobre la implicación de las tecnologías de la información y la comunicación en las sociedades, especialmente los enfoques que plantean nuevos modelos de sociedad como la sociedad del conocimiento, existe la preocupación por el cómo usar las TICs para promover y mejorar los mecanismos de participación ciudadana, la transparencia, y la colaboración entre gobiernos y ciudadanía, a este enfoque se la ha denominado Gobierno Abierto. En este contexto se plantea la necesidad de problematizar el Gobierno Abierto en tanto promesa de nuevas formas de interacción entre los gobiernos y la ciudadanía.

Además, se aborda esta problemática específicamente en la oferta de aplicaciones móviles, esto responde a que en la última década se observa el aumento del teléfono móvil con conexión a Internet en América Latina, por lo que abordar las aplicaciones móviles es una forma de indagar por los modos en que se democratiza el acceso a la sociedad del conocimiento en los países de la región.

De acuerdo con lo anterior, la pregunta que guía esta investigación es: ¿Cuáles son y qué características tienen las aplicaciones móviles para al gobierno abierto que faciliten la participación ciudadana en Argentina, México y Costa Rica?

Se utilizará la perspectiva teórica de la construcción social de las tecnologías de la información y la comunicación, en la cual es en la interacción de los diversos grupos sociales relacionados con las TICs donde se definen las formas en que la tecnología modifica la realidad, en este caso, incide en las relaciones entre los gobiernos y la ciudadanía. El modelo de la construcción social de la tecnología implica adoptar un modelo multidireccional que permite preguntar por qué algunos desarrollos tecnológicos “mueren” y otros “sobreviven”, se trata de un proceso selectivo del proceso de desarrollo que debe considerar problemas y las soluciones presentadas para cada artefacto en momentos y contextos particulares. (Pinch, Bijker y Wiebe, 1987)

Desde la perspectiva metodológica se propone un abordaje cualitativo mediante el análisis de contenido, enfocado en dar cuenta de los problemas y las soluciones presentadas por cada artefacto para facilitar la participación ciudadana. A partir del análisis de contenido se realiza una descripción cuantitativa de la oferta de aplicaciones móviles para el Gobierno Abierto existente en los tres países.

Es importante tener en cuenta que las aplicaciones para móviles —también llamadas apps-, se diferencian de un sitio web porque las primeras tienen que ser descargadas e instaladas en el teléfono antes de usar; por otra parte, los países fueron seleccionados porque presentan altos indicadores de penetración en Internet en cada una de las tres regiones de América Latina de habla hispana (Ver: [www.internetworldstats.com](http://www.internetworldstats.com))

Como resultado, se caracteriza la oferta de aplicaciones móviles para al gobierno abierto en Argentina, México y Costa Rica, con énfasis en las funcionalidades y contenidos orientados a fortalecer la participación ciudadana. Y finalmente, se aportan algunos elementos para el análisis crítico de la promesa del Gobierno Abierto en el contexto de la construcción de sociedades del conocimiento en América Latina.



**Id:** 14385

**Title:** Communication technology research in Latin America: A critical analysis of literature (2005-2015)

**Session Type:** Individual submission

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**Abstract:** The study of communication technologies is currently at a crossroads. The Web has existed for at least 25 years. The “network society” is 35 years old. In many parts of the world, communication technologies are a central component of everyday life practices. Precisely because of how easily technologies and policies are “naturalized”, it is crucial to take a step back now and assess how the study of technology has evolved. To that end, this paper critically analyzes a sample of studies about communication technologies published from 2005 to 2015 by top Latin American journals.

We selected the journals with more citations from different parts of Latin America (North, Central, and South America) and identified every article published in Spanish specifically about communication technologies. We then coded more than 600 articles published in journals from Argentina, Chile, Colombia, Costa Rica, Ecuador, Mexico, and Venezuela. Although similar studies have been conducted in other parts of the world (Borah, in press; Ogan, 2014), this paper constitutes the first empirical, regional analysis of communication technology research in Latin America. This region is one of the world’s largest technology producers and consumers. However, this development has not been accompanied by sufficient scholarly attention.

Theoretically, our study is informed by Boczkowski and Siles’s (2014) “cosmopolitan approach” to the study of technology, which fosters interconnections between four different areas of research: production, consumption, materiality, and content. Accordingly, we analyzed the technologies that authors chose as objects of study, the theoretical frameworks they employed to make sense of the

cases, the methods they implemented to collect the data, whether they focused on either production or consumption matters, whether they privileged either the materiality or the content of these technologies, and the levels of analysis employed, among other issues.

Our study reveals that the number of articles published about technology has remained relatively stable between 2005 and 2015 (between 11% and 17% of the total number of articles published). Authors have studied a great variety of technologies, most notably those related to the Internet. An overwhelming majority of the studies focus on the use of technologies (84.4%) rather than their production (12%) or both processes (3.6%). Articles concentrate for the most part on the content of technologies (65%) rather than their material dimension (31.9%) or the intersections between both dimensions (3.1%). Perhaps more worrisome is the fact that only a 35.5% of the studies employed a theoretical framework to make sense of the cases and the majority (54.5%) did not mention the methods employed to gather and analyze the data. The theory of preference for those articles who theorize their findings is Manuel Castells' "network society" framework (mentioned by 27.9% of those articles with explicit theorization). More generally, authors tend to follow a traditional approach when it comes to theory: they draw mostly on classic sociological theories (11.5%) and cultural studies theory (11.5%). Almost half of those articles with methods (47.7%) rely on a literature review. Despite the novelty of the objects studied, authors rely mostly on classic methods such as interviews (22.6%), surveys (28%), and content analysis (20.4%).

These findings point to important lacks of knowledge and promising directions for further research about communication technologies in the region. We argue that this critical analysis is a key for theory development and policy-making in that it allows to probe, in an empirical manner, the myths and realities that have characterized the study and development of communication technologies.



**Id:** 14392

**Title:** Mobile telephony the transformer of copresence interactions in rural Kenya

**Session Type:** Individual submission

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**Abstract:** The integration of mobile phones into social life has attracted divergent views on its technosocial capacities for social transformations especially its disruption on the integrity of space and time. While celebrated as a technology that liberates users from the constraints of time and place, it is equally reviled for the defilement of place or space and face to face social encounters (copresence). Sardie Plant writes, ‘even a silent mobile can make its presence felt as though it was an addition to a social group... (2002, P. 30). According to Goffman (1963) copresence imply a gathering together of two or more people in which people sense that they are close enough to be seen and see others (p.17). This notion of ‘gathering’ is important, because it forms a kind of social territory around who gathers with whom. Space is embodied in day to day interactions. It is through the interactions between bodies that participants locate themselves in the same manner that an actor in a drama assumes a role and plays it before a specified audience. It is no longer a physical place, but the space(s) created as bodies interact. This paper discusses the influence of mobile telephony on social interactions with specific focus on conversations around copresence in Marakwet.

Through ethnographic interviews and observational notes, the paper argues for the need to study mobile telephony as a social assemblage. Drawing from Delanda’s (2006) version of assemblage theory, the researcher finds that copresence encounters has changed the way time and place is conceptualised, now transformed to include mediated presence thus persons gathered, forming own territories via mobile telephones, but within a geographical setting, yet available for perpetual contact from significant others.

Key words: mobile telephony, copresence, assemblage, time and space.



**Id:** 14477

**Title:** Vietnam's Broadband Internet - Farmers' Agency vs. Public Discourse: A Case Study to Extend Social Construction of Technology Theories in the South

**Session Type:** Individual submission

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**Abstract:** Theories of social construction of technology have strongly developed and influenced science and technology studies since the 1980s; however, only a limited number of studies adopt the theories in non-western contexts. The paper contributes to technology studies by extending these theories about interactions between technology and society, to make them more applicable for a developing world. The study engages critical constructivism and capability approach concepts to develop the social construction of technology theories, taking into account cultural and social features of villages in the context of the ongoing broadband Internet rollout in Vietnam. The Southeast Asian country did not meet its goal of connecting all rural communities by 2015 through the 295 million EURO broadband Internet development project. The project is among countless ICT development failures in developing countries, which is attributable to a top-down approach that excludes rural residents in shaping the technologies, sees them as passive recipients, and conceals the power inequality embedded in technology design and implementation. However, this approach remains dominant in the discourse about broadband Internet usage in rural Vietnam.

The study adopts qualitative interviews and focus groups with 62 rural residents in seven provinces across Vietnam, which advances technology studies knowledge in developing countries.

Interviewees are selected if they are current Internet users in a rural area. Most of them have been using Internet on their smart phones in either free Wi-Fi areas or with affordably paid subscription, therefore cybercafés are no longer the prominent modes of Internet usage in rural space in the non-western context. I also conduct content analysis of media coverage of broadband Internet since 2005 and primary results show that rural residents are depicted as “know-nots” and possess urgent needs for computers, access and training. The researcher finds that rural users have exercised their agency in adopting technology in their daily life, on the other hand, public discourse about their use of Internet is obsolete and discriminating. Farmers paved the way for the communist country’s renovation to embrace market economy in the 1980s. They account for about 70 percent of the population and have voluntarily formed more than a hundred largely-extended families’ private libraries in rural areas where western-rooted civil societies are absent. I argue that rural residents are relevant social groups whose agency have a say in shaping broadband Internet as a communications technology to “lead the lives they have reason to value”. The research findings also have strong implication for making Vietnam telecommunications policy to be responsive to the broadband Internet’s societal and cultural reconfigurations; and achieve its goal of rolling out Internet broadband to all rural and remote communities.



**Id:** 14582

**Title:** The policy-making process of the EU Audiovisual Media Services Directive review: many political voices, one digital world'

**Session Type:** Individual submission

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**Abstract:** The Audiovisual Media Services Directive (AVMSD) adopted by the European Union (EU) in 2007 is the common institutional pillar of the EU media policy. The latter is constantly characterized by two main tendencies: the interventionist position and the economic regulation position (Littoz-Monnet 2007). On the one hand, as argued by Iosifidis (2011: 163), the 2007 AVMSD was ‘a victory for liberal economic forces but it also contained cultural considerations’. On the other hand, the Directive affirmed the ‘doubtful’ distinction between ‘new and older modes’ of culture service delivery, which provoked diverse criticisms (Pauwels and Donders 2014: 531-540). Following the publication of the Green paper “Preparing for a Fully Converged Audiovisual World: Growth, Creation and Values” in 2013, the European Commission launched the review of the AVMS directive in the context of digital transition for the media sector. Today’s EU agenda is, hence, dominated by the AVMSD review and its adaptation to the era of digital technologies. Besides, one of the main issues deals with the new, no-linear media services recently developed and with their regulatory framework (Vlassis 2016: 454).

In this respect, my proposal, based on an institutionalism focused on the actors, seeks to highlight the policy-making process of the 2007 AVMSD review and the key dynamics, through which the new Directive is built. The aim is to understand the configuration of actors and the political cleavages of the EU audiovisual media policy in the context of the dematerialization and digitalization of the media sector. In this respect, the paper - based on document analysis and on semi-structured interviews with the actors involved - emphasizes four key questions: the interests and strategies of the European Commission regarding the 2007 AVMSD review, the interactions between the Commission and the national governments, the links between the Commission and the EU associations of audiovisual, media and digital sector, as well as the EU inter-institutional dynamics.

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**Id:** 14597

**Title:** El imaginario tecnoinformacional del tuitero en usuarios activos de Twitter en la ciudad de Querétaro, México

**Session Type:** Individual submission

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**Abstract:** Una manera de estudiar la cosmovisión de las sociedades modernas posindustriales es revisar el tejido del discurso que edifican en torno a Internet como un imaginario dominante que se construye desde los intereses de las fuerzas económico-políticas establecidas.

La presente investigación se basa en el análisis simbólico de las representaciones sociales de Castoriadis y la adaptación de este concepto en torno al uso de las tecnologías de la información que han hecho autores como Hamelink y Cabrera. Se investigó cómo asumen y tejen estos significados dominantes los usuarios activos de un sitio de redes sociales como Twitter a través de sus prácticas comunicativas en dicha plataforma, dentro del contexto de la ciudad de Querétaro.

En México existe un imaginario sobre los usuarios de Twitter. La prensa les atribuye un capital socioeconómico y cultural elevado, al igual que una capacidad de convocatoria a la movilización civil. Sin embargo, dicha representación se inscribe dentro de un discurso mítico global que privilegia el papel de las tecnologías en las movilizaciones sociales.

Con base en lo anterior se plantearon las siguientes preguntas: ¿Cómo empatan con el imaginario global del tuitero los usuarios activos de una plataforma digital como Twitter, dentro del contexto de una ciudad tradicionalmente conservadora como Querétaro, en México? ¿Cómo interpretan y resignifican los imaginarios dominantes sobre las tecnologías estos agentes? ¿Qué capitales invierten en sus prácticas comunicativas dentro de esta herramienta?

A través de un análisis etnográfico digital realizado con 14 habitantes de la ciudad de Querétaro, cautivos en un uso activo de Twitter, que tuvo el objetivo principal de investigar si los agentes de la muestra empatan con el imaginario global del tuitero, se descubrió que este grupo se acerca en algunos rasgos a tal representación en cuanto a los capitales socioeconómicos e informacionales que poseen. No obstante, de igual manera se encontró que estas personas reproducen los imaginarios dominantes que dotan de centralidad las tecnologías y ellos no apuestan por una subversión utópica que vaya más allá de las estructuras sociales tradicionalmente establecidas en la región.



**Id:** 14720

**Title:** LEY ACCESO A LA INFORMACIÓN: un canal de la fuente de noticias

**Session Type:** Individual submission

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**Abstract:** Este estudio tiene como objetivo verificar que la Ley de Acceso a la Información es un canal para la fuente de noticias para los periodistas. La investigación se basó en estudio exploratorio de naturaleza cuantitativa y cualitativa, delineado por la investigación bibliográfica, documental, entrevistas estructuradas y análisis de contenido. En un primer momento se presentó una visión general de LAI en los cinco continentes del globo y que los países tienen y no tienen las normas de acceso a la información. Más tarde hubo dos asignaciones: El primero fue sobre las peticiones formuladas por los periodistas (en general) en el Sistema Electrónico de Servicios de Información para Ciudadanos (e-SIC) de la Contraloría General de la Unión (CGU) en 2014 y 2015. Entre los documentos que se utilizan es el segundo de rendimiento de informes Ley de Acceso a la información pública de la Asociación brasileña de Periodismo Investigativo (Abraji) que entrevistó a 83 periodistas brasileños en LAI en 2015. El análisis mostró que el LAI se utiliza como un canal para la fuente de noticias dentro de la cobertura de la póliza, pero con el uso sigue siendo baja por los periodistas. La encuesta también reveló que tampoco hay mecanismos de incentivo a utilizar y los criterios de medición de LAI como un canal para la fuente de noticias, tanto por el gobierno federal, como la Federación Nacional de Periodistas (FENAJ).



**Id:** 14723

**Title:** Social Media Governance: Exploration of Emerging Model in the People's Republic of China

**Session Type:** Individual submission

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**Abstract:** The advent of the Internet in general and social media in particular has decentralized authority over networking, and national government not only faces the challenge of the vast volume of communication flows but also the increasing decision-making power over social media by private companies and societal organizations, which constitute a new locus of authority. How has national government related to and engaged with these new private and societal actors in its social media governance? And how power is distributed among the actors? This paper explores the emerging patterns of social media governance in both the International and Chinese contexts in relation to those questions. The patterns explored include multi-stakeholderism, digital constitutionalism, and network-governance. While the first two models are underpinned by their normativity, the late one, however, from analytical approach, demonstrates power relationships between different actors. The question of how or whether to integrate the two difference approaches is a challenging to both regulatory policy-makers, social media companies and researchers in the field. The data used in this research include policy and legal documents, semi-structured interviews with stakeholders, and participator observation in new media company in the People's Republic of China.



**Id:** 14847

**Title:** La brecha digital como oportunidad: Redes digitales autónomas de comunidades indígenas en Oaxaca y Chiapas, México

**Session Type:** Individual submission

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**Abstract:** Las comunidades indígenas presentan los menores índices de acceso a internet, esto lejos de ser un problema se está convirtiendo en una oportunidad para la creación de redes digitales autónomas que evolucionan hacia redes de contenidos propios. Partiendo de la condición dialéctica de la tecnología entendemos que ésta no es neutra, contiene una carga de visiones del mundo y relaciones de poder que la impulsan para fomentar el intercambio y mercantilización capitalista. De ahí que las comunidades indígenas y rurales no sean una fuente importante para la generación de ganancias para las grandes empresas de telecomunicaciones. Sin embargo, con base en el modo de vida propio de los pueblos indígenas, existen diversas experiencias que dan cuenta de una apropiación y uso de las tecnologías de la información y comunicación que ponen en el centro de la discusión la capacidad de las comunidades para decidir para qué quieren la tecnología y qué contenidos les parecen relevantes y pertinentes para ellos.

En este contexto, en el marco de la articulación de lo común como política de vida, dos tipos de comunidades se encuentran para desarrollar tecnología y modelos organizativos: hackers y pueblos indígenas. Este tipo de relaciones permiten a las comunidades indígenas retomar control sobre su territorio y fortalecer su organización y sus valores culturales. Ejemplos de ello son las experiencias del primer operador de telefonía celular comunitaria y las nacientes redes mesh de última milla comunitarias.

En esta ponencia, a partir del acompañamiento que hemos dado a la generación de los primeros proyectos de IntraNETs comunitarias en Oaxaca y Chiapas, México, deseamos problematizar la búsqueda de autonomía tecnológica que se ha generado en estas experiencias. Para ello pondremos especial atención en tres aspectos: la articulación entre las comunidades de hackers y las indígenas; las formas organizativas que han posibilitado estos proyectos; y su función en la reivindicación del territorio. La discusión teórica que acompaña la sistematización de estas experiencias está

relacionada con la problematización de lo común como modo de articular la vida de los pueblos indígenas y la discusión en torno a la autonomía tecnológica como una lucha compleja que contiene distintas posibilidades y contradicciones en su obtención.

Al final de cuentas, nos resulta relevante pensar estas experiencias como rupturas de una lógica que entiende el acceso a la web como el fin último a alcanzar y en su lugar, antepone una nueva lógica en la que el proceso de decisión sobre el uso y apropiación de la tecnología, por parte de sus destinatarios nos permite ver las posibilidades de tejer “otro tipo de comunicación”.



**Id:** 14972

**Title:** Mobile communications among the Bedouin in Israel: an empirical demonstration of deliberate discrimination

**Session Type:** Individual submission

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**Abstract:** The Bedouin are the indigenous people of the southern half of Israel – the Negev (in Arabic: Naqab) dessert. The 230K population constitutes 3.5% of the Israeli population and close to 30% of the population of the Negev. Yet, despite their centuries' old ancestral roots in the region, since the founding of the state they have been systematically discriminated against and deprived of basic freedoms and rights, among them partaking in egalitarian policy discourse regarding their own livelihood, including the equal opportunity to utilize network communication technologies in their towns and villages. More than 60,000 of them live in “unrecognized” villages, which the State Comptroller has described as “insufferable conditions.”

This first-of-its-kind inventory of wireless services available to the Bedouin community demonstrates empirically the combined effect of discriminating state policies and industry neglect of a poverty-stricken and systematically marginalized community. Incorporating critical analyses of policy documents, systematic mapping of infrastructure and facilities, and industry responses, this study paints a picture of exclusionary practices and the way they are implemented and justified in the digital wireless media industry.

The empirical data consists of:

1. Official universal service and mobile deployment standards as dictated by law, regulations and licenses.
2. Levels of connectivity to wireline services in Bedouin towns, both “recognized” and “unrecognized,” compared with each other, with neighboring Jewish towns and with national averages and standards.
3. Levels of connectivity to wireless services in Bedouin towns as compared to neighboring Jewish towns, taking into account the number of towers/transmitters in each locality and the density of the population.
4. Mapping of the Bedouin “diaspora” and measures of the distance between towers/ transmitters and villages. These measures, using official location maps provided by the ministry of environmental protection, are divided by different service providers.
5. Quality of service, determined by fieldwork in which transmission and reception of signals were measured, identifying deployment of the different “generations” of mobile services.
6. Official positions and reactions of industry and operators regarding service provision to Bedouin towns and villages.

Initial findings indicate:

1. None of the Bedouin towns are served by the cable industry. Landline penetration among the Bedouin is significantly lower than among Jewish towns.
2. There is a large variation in connectivity levels to broadband among Bedouin towns. It ranges from 10% in Tel-Sheva to 45% in Rahat. The national level of broadband penetration in 2014 was over 71%.
3. There is large variation in number of cellular towers/transmitters per capita among the Bedouin “recognized” towns, ranging from 1/3,000 residents in Kseife to 1/9,400 in Hura.
4. There is a dramatic difference in the number of towers/transmitters between Jewish suburbs and Bedouin towns. Some Jewish settlements have as many as 1 tower per 157 residents (Shoval and Nevatim). The lowest rate being 1/1,775 (Meitar).
5. In the “unrecognized” Bedouin diaspora, the distance of the closest tower to a village can be as much as 7 kilometers. Of the 52 villages only 2(!) are less than a kilometer away from the closest tower.



**Id:** 15132

**Title:** What is a "good" secure messaging tool? The EFF Secure Messaging Scorecard and the shaping of digital (usable) security

**Session Type:** Individual submission

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**Abstract:** In today's diverse and crowded landscape of messaging systems, what are the most secure and usable tools? The Electronic Frontier Foundation (EFF), a digital rights group based in San Francisco, CA, has been considering this question for a long time. Their most prominent initiative in this regard has been the 2014 release of the Secure Messaging Scorecard (SMS, <https://www.eff.org/secure-messaging-scorecard>), a 7-criteria evaluation of 'usable security' in messaging systems.

While the SMS in its final shape displays a number of apparently straightforward criteria – including, but not limited to, encryption of data in transit, ability to verify contacts' identities, available documentation for security design assessment, and whether a code audit has happened in the recent past – a first look into the backstage shows that the selection and formulation of these criteria has been anything but linear (E.g. the discussion of the code audit criterion here <https://www.eff.org/deeplinks/2014/11/what-makes-good-security-audit>). A recent move by the EFF to update the SMS has further underlined this, as the group acknowledges that "Though all of those criteria are necessary for a tool to be secure, they can't guarantee it; security is hard, and some aspects of it are hard to measure". Indeed, in a digital world where the words security and privacy are constantly mobilized with several different meanings, even within the same debates – the SMS's first release, and the subsequent discussion of it, stabilize, de-stabilize and re-negotiate a particular definition of security, of defense against surveillance, and of privacy protection.

In this article, we argue that by means of the SMS negotiations, EFF is in fact contributing to shape what makes a "good" secure messaging application, and what constitutes a "good" measurement system to assess (usable) security, able to take into account all the "relevant" aspects – not only technical but social and economic. From a theoretical standpoint, the article draws upon an important body of work in the field of science and technology studies that has addressed the

“making of” systems of classification, categorization and measurement as a crucial component of human interaction and governance processes (e.g. Bowker and Star, 1999), as well as on previous work from both authors on the governance of networked systems and privacy by design (e.g. Ermoshina, Musiani & Halpin, 2016).

This work is supported by the European Union’s Horizon 2020 Framework Programme for Research and Innovation (H2020-ICT-2015, ICT-10-2015) under grant agreement n° 688722 -- NEXTLEAP.



**Id:** 15256

**Title:** Participación ciudadana y estrategias sociodigitalizadas en nuevas expresiones del conflicto social en Argentina.

**Session Type:** Individual submission

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**Abstract:** Las nuevas expresiones del conflicto social en América Latina manifiestan una activa participación ciudadana a través de las TICs, construyendo discursos en continua competencia con el poder hegemónico. Esta presentación aborda ese proceso en Argentina, a partir de la identificación, sistematización y descripción analítica de nuevas formas de comunicación y participación ciudadana que implican la construcción de “realidades sociodigitalizadas”, es decir, la configuración del espacio público a partir de la publicidad que adquieren discursos privados, individuales o grupales a través de las redes sociales y de entornos de virtualidad, en tanto la cobertura mediática participa reconstruyendo dichos entornos y por ende, los canales de participación ciudadana en el espacio público.

El propósito es describir el proceso mediante el cual se produce la internalización y sentido de apropiación de los espacios de participación de la sociedad civil y su capacidad para impactar en las agendas públicas de Argentina en el marco latinoamericano. Para ello se aborda el proceso de construcción de ciudadanía teniendo en cuenta el sentido de pertenencia que poseen las sociedades sobre su condición de “comunidades sociociodigitalizadas”.

La investigación indaga disputas e intereses de la sociedad civil actual, en términos de Ramonet el nuevo “quinto poder”, en relación a la capacidad comunicativa de las organizaciones sociales a partir de la utilización de las TICs como medios de participación. En la misma dirección, el proyecto de investigación acompaña dicha búsqueda a partir de la identificación de tales mecanismos y redes de, como lo plantea Castells, “autocomunicación” de la sociedad civil nacional en el marco latinoamericano (movimientos en red) reconociendo el nivel de conflictividad social subyacente a los tipos de temáticas político - sociales que representan en sus manifestaciones.

A partir del recorte temporal 2015-2017, se realiza un relevamiento de redes, medios, canales y espacios de participación ciudadana en entornos sociodigitalizados en Argentina. Seguidamente, el objeto será abordado a través de entrevistas semiestructuradas y grupos focales, realizadas a dirigentes políticos y referentes de organizaciones sociales con uso de TICs en sus estrategias de

comunicación pública, así como a sujetos individuales que utilizan las TICs como medios de expresión para promover las manifestaciones y protestas sociales así como para mitigar el conflicto social. Posteriormente, se aplicará un análisis de contenido de espacios virtuales de participación ciudadana como páginas, blogs, redes sociales u otros formatos, a fin de cotejar las diversas agendas públicas.

El desarrollo actual de la investigación permite contribuir al debate teórico sobre la cuestión, así como al mejor conocimiento de las TICs y de la participación ciudadana en entornos virtuales en Argentina, en tanto provee información e indicadores metodológicos y empíricos para la toma de decisiones en organizaciones sociales y políticas en relación a las comunidades sociodigitalizadas, orientadas a fortalecer la participación política ciudadana en contextos de alta conflictividad social.



**Id:** 15323

**Title:** PANEL: The Internet Social Forum (ISF): Is "A People's Internet' Based in Participatory Internet Governance Possible'

**Session Type:** Panel Submission

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**Abstract:** Panel Description:

This panel focuses on emerging dynamics of participatory policy-making and bottom-up participation in governance of the Internet within the context of the Internet Social Forum (ISF). Inspired by the principles and values of the World Social Forum (WSF), based in the tenet “another world is possible,” the idea for an ISF began as a response to the NetMundial Initiative, an attempt by the World Economic Forum (WEF) to create a new locus of global Internet policy development. During the Tunis WSF in 2015, a resolution was passed with the central goal of building a “people’s Internet” from below and across borders and based on the premise that “another Internet is possible.” With aspirations to be far more than a series of episodic, annual and global, events, the ISF seeks to build, among other things, numerous spaces and processes for deliberation and debate about the future of the Internet using social justice as its primary entry point and lens for analysis of IG structures of participation.

The impetus for the ISF surfaced amidst widespread concerns among social justice oriented individuals and organizations worldwide about the increasing control of multi-stakeholder oriented Internet governance (IG) structures by corporations and their (inter)governmental allies. Despite efforts by many since the first Internet Governance Forum (IGF) in 2006 to increase awareness and participation in IG processes by ordinary people rather than only by expert policy elites (academic, corporate, governmental, and non-governmental), IG remains a largely technocratic policymaking sector with little, if any, active involvement by social justice leaders and their constituencies.

In short, the ISF seeks to transform the dominant multi-stakeholder model of participation by including voices and proposals in a variety of Internet governance processes from social groups and social justice movements. The goal is to focus less on short-term policy interventions and more on systemic change that would result in an Internet based in human dignity, equality, and communication rights. In an attempt to contribute to the ISF as a sphere for people’s participation in the creation of the Internet, this panel explores challenges, limitations, and opportunities for the addition of social justice perspectives in IG processes.

Panel Participants:

Carolina Ines Aguerre, “Challenges Facing Internet Governance Arrangements for More Inclusion”

Cristian Berrío Zapata and Dario Sebastián Berrío Gil, ““Colombian e-Democracy: Mistrust and Conflict in the Route to e-Participation”

Stefania Milan and Arne Hintz, “Tackling the Challenges of Datafied Citizenship”

Eduardo Enrique Villanueva-Mansilla, “Social Movement or Socially Conscious Hacktivism? The Viability of Intervening in the Internet’s Policy-making Process through a Social Justice Virtual Platform”

Lisa McLaughlin, "Learning from the Gendered Past of Internet Governance: Toward Feminist Legitimation of an Internet Social Forum"

Moderator: Lisa McLaughlin

[No Discussant: Prospective Panelists Prefer Additional Time for Audience and Presenter Interaction]



**Id:** 15324

**Title:** Regulación de servicios VOD OTT: alcances del debate en América Latina y preguntas desde el derecho a la comunicación

**Session Type:** Individual submission

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**Abstract:** Las plataformas de video a demanda Over-the-Top (VOD OTT) para la distribución de contenidos audiovisuales en internet, desde el surgimiento de YouTube hasta la irrupción de Netflix, han introducido importantes cambios en el ecosistema del sector. Estos nuevos actores demuestran un rápido y exponencial crecimiento a nivel de usuarios y clientes, lo que genera tensiones con otras empresas dedicadas a la producción y distribución de contenido, por un lado, y también con aquellas que brindan servicios de conectividad a internet, por el otro, ante la mayor demanda de ancho de banda. Este escenario plantea nuevos desafíos a los organismos reguladores, que han iniciado discusiones tendientes a dar un encuadre normativo a esta actividad ante las demandas de broadcasters, empresas de telecomunicaciones y TV paga, entre otros.

Estas transformaciones en la cadena de valor y distribución que plantea la expansión de los servicios audiovisuales hacia internet, como también la mayor renovación y cambios en los esquemas de flujo en pos de la segmentación, tiende a modificar los modelos de negocios establecidos. La Economía Política de la Comunicación brinda elementos para analizar estos fenómenos, que parecen replicar la tendencia a la concentración propia de las industrias culturales por las características intrínsecas de los bienes culturales; es decir, su doble faz material y simbólica y su forma de producción, circulación y consumo, que implica un costo mayor en el prototipo mientras que su reproducción tiende a cero, aspecto potenciado por internet. A su vez, es esa doble faz de los bienes culturales y su implicancia en la producción social de sentido, la construcción de identidades culturales y el debate democrático las que plantean en simultáneo aspectos relativos a garantizar la diversidad cultural en estos nuevos escenarios.

Desde esta perspectiva cabe indagar el enfoque de las demandas técnico-económicas y los actores que participan del debate sobre la regulación de VOD OTT en la actualidad en América Latina y ponderar si hay temáticas y sectores excluidos de esta esfera de discusión. Para ello, este trabajo parte de un recorrido por las discusiones sobre la regulación de los servicios VOD OTT que tienen lugar en Europa y los Estados Unidos, en relación a las temáticas, actores involucrados y el sentido de sus demandas. En este aspecto, se pregunta por la posibilidad de un “modelo latinoamericano”

de regulación de los OTT que no funcione como reflejo directo de los marcos normativos europeos y estadounidense y que, sin desconocer los factores comunes, atienda a las necesidades y particularidades de nuestros países y sus sistemas de medios. Por otra parte, mientras algunos trabajos investigan sobre tendencias regulatorias, sistematizaciones de actores y datos de mercado, esta ponencia busca sumar preguntas desde la perspectiva del derecho a la comunicación a este debate.



**Id:** 15346

**Title:** La resignificación del discurso político a través de memes: el caso de EPN

**Session Type:** Individual submission

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**Abstract:** Las formas de expresión conocidas como “Memes” se han convertido en una fuente de entretenimiento y de información, una herramienta de denuncia y en aliados de la sociedad civil que emite, comparte y hace circular la crítica a todo aquello que no cumpla con sus expectativas y exigencias. La política no es la excepción.

Los memes tienen una diversidad de características que los hacen un objeto interesante de investigación. Por principio de cuentas, son producto de una socialización dada en entornos digitales específicos, sobre todo en redes sociales como Facebook y Twitter. Por otro lado, toman como base discursos oficiales ya construidos para resignificarlos y hacerlos circular en una adaptación de ese mismo discurso con un necesario toque humorístico y satírico que se encarga de desmentir y ridiculizar las versiones oficiales de los medios. A estos puntos importantes hay que añadir que los memes pueden reproducirse de manera veloz en cualquier medio digital y convertirse en referencias culturales permanentes en el imaginario de la ciudadanía. Esta velocidad, por supuesto, no siempre es tan beneficiosa, porque los memes también pueden desaparecer u olvidarse pronto si no generan el impacto necesario. A diferencia del cartón político o la fotografía política contestaría (el meme puede ser un hijo ilegítimo de estas dos expresiones), la permanencia del meme y los discursos que resignifica se encuentra en juego a cada segundo que pasa.

En México, el sexenio presidencial de Enrique Peña Nieto (desde 2012) ha estado plagado de sucesos mediáticos que lo han hecho transitar, como figura política pública, del enaltecimiento y mediatización nivel “figura pop”, a su total detrimento y ridiculización a través de estos vehículos socializados (memes). Desde su pre-campaña política apoyada fehacientemente por los medios de comunicación oficiales, su sobre-exposición, su triunfo incomprensible, pasando por los subsecuentes errores de cada aparición pública y hasta la fecha, los memes (es decir, sus creadores) no han dejado de apropiarse y resignificar los discursos que el área de Comunicación Social de la presidencia ha emitido, cambiando por completo el sentido y la forma en el que la ciudadanía percibe y se relaciona con su figura presidencial y con los temas políticos.

¿Qué es lo que transportan estos vehículos socializados, estas creaciones comunitarias sin autor específico? ¿Es la opinión pública, el chiste del día, el hartazgo convertido en sátira? ¿Qué es lo que hace al presidente Enrique Peña tan “memetizable”? Estas son algunas de las interrogantes que conforman la presente investigación, que reconoce la importancia de los memes como vehículos

resignificadores de los discursos hegemónicos, generadores de opinión pública y agentes de intervención crítica en temas públicos, mismos que no están exentos de los peligros de cualquiera de las manifestaciones sociales de la Era Digital, y esto es, la tendencia a la pronta desaparición, al pronto olvido, y a la reproducción vacía de contenidos.



**Id:** 15496

**Title:** Innovación colaborativa abierta y comunicación digital en las empresas. Un análisis desde las culturas latinoamericanas.

**Session Type:** Individual submission

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**Abstract:** Las realidades empresariales actuales, inmersas en un mundo completamente globalizado han obligado a las organizaciones a fomentar, establecer y gestionar adecuadamente procesos de innovación, teniendo en cuenta tanto los elementos internos como aquellos presentes en sus entornos. En este contexto, se asume a la comunicación como la fuerza principal que impulsa la innovación, porque permite hallar soluciones sostenibles y hace posible responder a las necesidades de los mercados y las sociedades. Así, se entiende la innovación como un factor dinamizador de la competitividad en las organizaciones y promotor del crecimiento de los países. Como se presenta en esta investigación, las empresas e instituciones más abiertas a innovar son aquellas que se apoyan en culturas organizativas que benefician actitudes y capacidades particulares como la flexibilidad, la creatividad, la autonomía y la apertura al entorno; están dirigidas por líderes que propician transformaciones significativas en sus equipos de trabajo e integradas por empleados que desarrollan sus ideas en un ambiente caracterizado por la pertenencia a redes sociales que trascienden las que han sido reconocidas como propias desde ámbito interno de la organización. Estas culturas organizativas se presentan como fenómenos complejos, que son dependientes de las tradiciones y costumbres culturales propias de los países que alojan a las organizaciones y su capacidad para comunicarse e integrarse a elementos culturales foráneos. De modo paralelo, los estudios sobre innovación colaborativa abierta señalan que las entidades que generan mejores ideas son las que se acercan a los problemas desde diferentes ángulos, lo que pueden conseguir de las relaciones que establecen con contactos externos, porque las nuevas ideas surgen de conversaciones a partir de las cuales se intercambia conocimiento. Esto nos lleva a preguntarnos desde tres frentes:

cultural, de innovación y de comunicación mediada por TIC, ¿Cómo están definidas las culturas organizativas de las empresas, partiendo desde patrones culturales nacionales y su capacidad de establecer relaciones interculturales?, ¿Cuál es el rol de la comunicación en los procesos de relación con los stakeholders en programas de innovación colaborativa abierta? y ¿Cuál es la orientación que se está dando a los medios sociales en los procesos de comunicación interna y externa en las empresas?, para, a partir de estas respuestas, lograr determinar las claves de la relación entre la cultura, la innovación y la comunicación en empresas de Colombia, Perú, Chile, y Brasil, para hallar el modo, los principios y los procedimientos que ayudan a favorecer la innovación desde el establecimiento y la gestión de relaciones de colaboración con los grupos de interés. En esta ponencia se presentarán los planteamientos teórico-metodológicos propuestos para lograr responder estos interrogantes y avances en el pilotaje de los mismos.



**Id:** 15519

**Title:** Whose Voices' How media policy shapes minority language radio in Taiwan.

**Session Type:** Individual submission

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**Abstract:** This paper examines how media policy has helped shape minority language radio stations in Taiwan in the context of political democratization, economic neoliberalism and technological innovation. It traces the development of that minority language media, in this case the Hakka language radio stations in Taiwan, and evaluates the extent to which media policy has impacted on their establishment, programming, and transformation.

Drawing on values of voice put forwarded by Zygmunt Bauman, Judith Butler and Nick Couldry arguing that the possibility of articulating one's own personal life, of 'giving an account of oneself' is the prerogative of citizenship, this paper questions the imminent policy of creating a nationwide Hakka radio channel. It argues that the paradox is twofold: on the one hand, a nationwide Hakka radio channel as an institution presents itself as if it were a single entity while in fact the language is so heterogeneous that it has at least five distinct dialects and hence makes 'nationwide' an unfeasible goal. On the other, a newly created public service radio may pose threats to existing minority radio stations struggling to survive and stifle diversity consequently.

In-depth interview is the major method in this research in addition to content analysis of policy documents issued by the government in order to make a comparison between the policy and the reality. All five Hakka radio stations under the 'designated function' license are chosen and two other prominent Hakka radio stations are also included in this paper. Through interview with managerial level, this article aims to demonstrate how communication policy shape the radio industry, especially those of minority language that are highly dependent on government subsidy and often considered vulnerable in modern contemporary society.

This paper hopes to bridge the gap between the means and the ends the communication policy of minority language media presents by listening to the voices of minority radio stations operators. Most importantly, it argues that the value of ethnic media rests in the ways in which people account for their own life experience and share with others. That is to say, government should stop treating ethnic media as political bribery during elections but tackle the challenges facing them.



**Id:** 15522

**Title:** PANEL: UNESCO global consultation on Internet indicators

**Session Type:** Panel Submission

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**Abstract:** At UNESCO's 38th General Conference in 2015, UNESCO Member States adopted as their new approach to Internet issues the Outcome Document of the multi-stakeholder CONNECTing the Dots conference, which in turn followed 18 months of global consultations. Included in the Outcome Document is the concept of "Internet Universality" which advocates four ROAM principles for the Internet to play an optimum role in sustainable development. The principles refer to a human Rights-based, Open and Accessible Internet governed by Multi-stakeholder participation.

To give practical application to these principles, UNESCO is now engaging in a global consultation towards indicators that can be used to assess the situation in any given country.

The project, titled "Defining Internet Universality Indicators", comes on the foundation of the successful development and application of the Media Development Indicators, which were endorsed by UNESCO Member States through the Organisation's International Programme for the Development of Communication.

This new project aims to elaborate appropriate Internet indicators which can enrich the stakeholders' capacity to assess Internet development, broaden international consensus and foster online democracy and human rights towards knowledge societies engaged in sustainable development.

This panel will introduce this new research on Internet indicators as well as UNESCO's contributions to the production of a recognised and authoritative global instrument for assessing Internet development. It will also summarize the work being done at UNESCO, and present the views of a range of experts concerning UNESCO's role in the coming period. The panellists will make presentations that relate to the endeavour. The session will include discussion between them as well the people in attendance.

Resources and links:

Link to ConnectingtheDots Outcome documents of UNESCO:

[http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/outcome\\_document.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/outcome_document.pdf)

Link to UNESCO Call for proposals: Defining Internet Universality Indicators:  
[http://www.unesco.org/new/en/media-services/single-view/news/unesco\\_call\\_for\\_proposals\\_defining\\_internet\\_universality\\_in/](http://www.unesco.org/new/en/media-services/single-view/news/unesco_call_for_proposals_defining_internet_universality_in/)

Link to the General Terms of Reference: Defining Internet Universality Indicators:  
[http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/news/internet\\_universality\\_in\\_indicators\\_tors.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/news/internet_universality_in_indicators_tors.pdf)

Link to UNESCO Series on Internet Freedom: <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/publications-by-series/unesco-series-on-internet-freedom/>

Link to UNESCO Concept note on Internet Universality:

<http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/unesco-internet-study/internet-universality/>

Moderators (UNESCO): Guy Berger and Guilherme Canela Godoi

Panellists:

Robin Mansell

Arne Hintz

Gabriel Keplun

Jeremy Shtern

Additional to be confirmed



**Id:** 15570

**Title:** PANEL Drawing Policy Lessons From the History of Alternative Media and Networks

**Session Type:** Panel Submission

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Affiliation: ISCC-CNRS/Université de Montréal

**Abstract:** Panel description

Organizer: Dominique Trudel (ISCC-CNRS/Université de Montréal)

Chair: Lucy Finchett-Maddock (University of Sussex)

Participants: Mélanie Dulong de Rosnay (ISCC-CNRS)

Maria Michalis (University of Westminster)

Félix Tréguer (ISCC-CNRS/EHESS)

Dominique Trudel (ISCC-CNRS/Université de Montréal)

Respondent: Arne Hintz (Cardiff University)

Rationale

In *The Master Switch: The Rise and Fall of Information Empires* (2010), Tim Wu convincingly argued that the history of media and communications technologies since the 19th century has followed recurring process of normalization and commodification: after an initial phase when a new technology appears subversive or even revolutionary, it undergoes a process of capitalist commodification and is the object of the reaffirmation of state sovereignty. In this panel, we propose to look at historical episodes in which individual or collective actors sought to deploy alternative communications technologies or promote alternative uses of existing technologies and, in doing so, interacted with policy makers and market actors.

This panel will show that the history of alternative media and networks matters, and can serve as a starting point for contemporary reflections on media and communication policy and for the empowerment of users and citizens. All the panelists participate in the H2020 European netCommons research project, which studies and supports the development of local network Internet infrastructures. If the policy lessons they offer are primarily directed to these actors, they also concern a wide range of media activists and CP&T scholars interested in the shifting relation between policy and technology.

Organized chronologically, the communications will revisit some of the key historical encounters between disruptive new technologies (and the actors promoting them) and market and state actors at various levels (local, national, international) and in different countries (France, Great Britain, USA, etc.). In doing so, the four panelists will emphasize the contemporary significance of these encounters by drawing explicit historical parallels:

1. The 1910's struggle of the American independent telephone companies will shed lights on the contemporary debates over Net Neutrality;
2. The 1960's and 1970's pirate radios will serve as a theoretical framework that can be applied to peer-to-peer filesharing networks;
3. The history of the 1990's community Internet providers will be mobilised to rethink contemporary forms of "mediactivism" (Cardon & Granjon, 2013);
4. The current liberalisation of telecommunications in the European Union will serve to better assess the challenges faced by today's alternative community Internet networks.

## References

- Cardon, D. & Granjon, F. (2013). Médiactivistes. Paris: Presses de Sciences Po.
- Wu, T. (2010). The Master Switch: The Rise and Fall of Information Empires. New York: Alfred A. Knopf.

## Acknowledgments

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**Id:** 15577

**Title:** PANEL Drawing Policy Lessons From the History of Alternative Media and Networks

**Session Type:** Panel Submission

**Authors:**

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Affiliation: ISCC-CNRS/Université de Montréal

**Abstract:** Paper Title: The History of American Independent Telephony: From the Struggle Over Common Carrier Regulation to Net Neutrality

This communication proposes to revisit the history of the American independent telephone companies and cooperatives that competed with the Bell system in the early years of the telephone, from 1893 to the early 1920's. In 1906, the independent movement was at his peak. Mostly operating in the American Midwest, 6,000 independent companies and cooperatives were connecting over 3 million phones while the Bell system "only" connected 2.5 million phones, mostly in the cities of the Atlantic Coast (Latzke, 1906). But soon, through a series of complicated moves, the Bell system finally regains his monopoly. The battle was a fierce one and the independents had their victories too. One of them was to force AT&T to accept to submit to common carrier regulation, a long-time request of the independents that was met by the Mann-Elkins Act of 1910 and the Kingsbury Commitment of 1913.

The independents' fight for common carrier regulation has profound contemporary resonance. Recent debates concerning Net Neutrality essentially raised the same question, should Internet providers – like telephone companies in the 1910's – be subjected to common carrier regulation? According to the new chairman of the Federal Communications Commission (and ex legal expert for Verizon), M. Ajit Varadaraj Pai, "net neutrality's days are numbered" (Brodkin, 2016). In view of this new menace to Net Neutrality, the struggle of the independents his rich in old lessons.

In this communication, we propose to focus on two specific elements that may have contemporary policy implications. First, we will turn to the specific reasons why AT&T, in the 1910's finally accepted common carrier regulation. Unlike what the independents expected, AT&T considered common carrier regulation as a first step towards a new monopoly over the telephone. Such competing views of the meaning of common carrier regulations still permeate today's debates about Net Neutrality. Second, we will try to locate how AT&T's discourse, which conflated notions such as "common carrier," "natural monopoly," and "public utility," became not only AT&T's corporate rhetoric, but had powerful policy and scholarship implications in the last century.

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Latzke, P. (1906). A Fight with an Octopus. Chicago: The Telephony Publishing Company.



**Id:** 15581

**Title:** From broadcast to mobile broadband policy: critical issues and interventions

**Session Type:** Individual submission

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**Abstract:** This paper refers to the general topic of this year's IAMCR conference "transforming culture, politics & communication" by concentrating on the technological migration from broadcast signal delivery to mobile broadband distribution. Traditional broadcast policy is urged to transform and adapt. This paper is based on the findings of the comparative empirical research project "Broadcasting in the Post-Broadcast Era", conducted by the University of Tampere, Finland, from 2013 to 2017, and concentrates on the issue of policy adaptations following from the upcoming convergence of broadcast and broadband communication. The project embraces empirical research in eight European countries to better understand "broadcasting as technology and as cultural form in the context of network communication" (quote from the project application 2012).

Instead of reporting the findings of the main body of this project, some conclusions are selected to develop two policy hypotheses. One such conclusion is that mobile broadband providers claim the entire available spectrum for themselves justifying their claim by referring to the strong demand of users. Broadcasters argue that their services are equally well received by television viewers and insist on their own distinct transmission bandwidth. Politicians, however, are more concerned about public service values of broadcasters than about market implications of spectrum convergence.

In the paper this conflict of interest is taken one step ahead. As a theoretical experiment a future scenario is developed: It is assumed that a.) tomorrow's technologically converged networks provide sufficient bandwidth for all kinds of services, and b.) the internet remains neutral for all applications. Both assumptions are contested, however, and bandwidths as well as net neutrality are not easily abundant. But for the sake of clarity of the argument, these assumptions are taken for granted.

Within this scenario, two hypotheses are discussed:

1. Value-based media policy at the national level and convergent platforms mutually exclude one another. Media policy shifts from the national to the international level, some policy objectives fall victim to this internationalization.
2. The convergent internet platform delivers a paradox of abundance and scarcity: While media and communication companies, including national broadcasters, have created new services of high demand by users, only globally acting monopolies manage to take economic advantage of these new services. Digital services and digital revenues are abundant, but profitable businesses are scarce. This imbalance establishes a case of market failure.

Both hypotheses are discussed with reference to the history of digitization theories as developed in stages by early evangelists (such as Kelly 1998, Negroponte 1995, Shapiro/Varian 1999), follow-up

enthusiasts (e.g. O'Reilly 2005, Gillmor 2004) and realists (e.g. Hindman 2009, Keen 2015). The paper concludes by suggesting policy options with regard to concentrated market power resulting from the migration from broadcast to mobile broadband.



**Id:** 15624

**Title:** COMMUNICATION, DEVELOPMENT AND SOCIAL CHANGE: UNA PROPUESTA DE JUSTICIA RECONSTRUCTIVA A DESDE LAS ARTES ESCÉNICAS.

**Session Type:** Individual submission

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**Abstract:** Este artículo está basado en cómo el performance digital Huellas digitales, creado por Daniel Ariza , se constituye en un acto de justicia reconstructiva a través de mecanismos de reparación simbólica en un contexto de violencia social mediante el uso de herramientas tecnológicas.

Colombia es un país que ha vivido situaciones de violencia social y política durante muchos años, instaurando un tema recurrente en las representaciones artísticas del país. El proyecto de investigación de donde se desprende Huellas, se desarrolla en la línea de investigación de “Teatro y nuevas tecnologías” de la Universidad de Caldas y de la línea Imagen, visualidad y cultura del Politécnico Grancolombiano.

El conflicto colombiano es un caso que tiene diferentes características que permiten interpretarlo desde múltiples perspectivas tales como las discusiones en torno a la cultura de violencia, sobre si se trata de una guerra civil, un contexto de violencia generalizada, un empate militar negativo, una democracia asediada o una lucha contra el terrorismo internacional. En medio de esta diversidad de explicaciones teóricas y prácticas sobre los principales elementos que lo caracterizan, no existe todavía un consenso entre los investigadores sobre sus causas determinantes, convirtiéndolo en uno de los casos con mayor complejidad analítica.

La presencia y eficiencia de las Instituciones en el país ha sido muy débil, debido al extenso periodo de violencia y a la existencia de factores que han implicado que el proceso de configuración del Estado haya sido más lento, perdiendo el monopolio legítimo de la fuerza. Esto ha permitido que el conflicto se perpetúe, como en el caso del Oriente Antioqueño , unas de las regiones que más han sufrido las consecuencias de la violencia.

Huellas digitales, se consolida como un proceso de Investigación-creación-producción que se gesta en el Oriente Antioqueño con jóvenes que se encuentran recluidos en el Centro de Atención Especializado, CAE. Se da principalmente a través de la narrativa testimonial y con ésta se propone construir un relato, en donde se anida el espacio-tiempo que se construye entre el afuera y el adentro (los que están fuera y dentro del CAE), para habitar en el propio lenguaje y en el lenguaje de los que recuerdan.

El arte sobre la violencia, es decir, donde el tema se relaciona con episodios de violencia que una comunidad o sociedad han padecido, implica una reconstrucción de sentido que trasciende desde los límites de la obra de arte hacia las situaciones que efectivamente ocurrieron en la cotidianidad.

Las acciones, y en general, todos los elementos que aparecen en una obra son especialmente significativos en comparación con las acciones cotidianas. Es en esta medida, como el campo de realización simbólica y de construcción de significados, que cobran estas acciones valor y sentido como acciones de reparación.

La representación escénica se representa como una acción de Justicia Reconstructiva, se instaura en el campo de la Reparación de Víctimas, evidenciando un campo de acción e intervención para las artes escénicas en función de un interés social y político general.



**Id:** 15671

**Title:** PANEL Drawing Policy Lessons from the History of Alternative Media and Networks

**Session Type:** Panel Submission

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**Abstract:** Paper Title: Internet access policy in the EU: is there room for alternative community networks?

This paper follows the previous historical case studies of alternative networks and examines the evolution of the telecommunications liberalisation in the European Union with the aim to assess the position of alternative community Internet networks within it.

It identifies two main periods of telecommunications liberalisation in the EU: the initial era of the copper network and the current era of the transition to next generation access networks (Michalis 2016). It examines the key characteristics of each period, before proceeding to the structure of the broadband markets in the EU.

The paper then places the discussion in the framework of ‘alternative media’ (e.g. Atton 2001) and considers the potential advantages of community network and their relevance to the sustainability of Internet access markets (Fuchs 2017).

It argues that community networks appear at odds with the strong and long-standing emphasis on private commercial provision of communication infrastructure and services, and a broader policy framework being overall antithetical to public intervention in the economy and society, especially if it has the potential to antagonise and minimise commercial opportunities.

The EU has in recent years recognised municipal Internet networks and community Internet networks. This policy rethinking with respect to Internet access is the result of the failure of the total reliance on private market initiatives to deliver in a timely manner and at the socially describable level, and supporting evidence from existing municipal and less so (mostly because of lack of studies) from community networks in a selection of countries. However, it seems that community networks are seen as the exception to the rule, as destined to fill-in gaps in provision in non-commercially attractive parts of a country, mostly in remote or rural areas.

The paper ends with thoughts about the challenges that community networks face and their potential in changing market and technological circumstances. This last part builds on seven detailed case studies of recent community network initiatives from Europe.

Acknowledgement: The research presented in this paper was conducted with funding provided by the EU Horizon 2020 project netCommons: Network Infrastructure as Commons, <http://netcommons.eu/>, grant agreement number: 688768

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**Id:** 15689

**Title:** PANEL: UNESCO Global consultation on Internet indicators. "Media and internet indicators: social legitimacy and transformative capacity"

**Session Type:** Panel Submission

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**Abstract:** Unesco's new endeavour of developing Internet Universality Indicators can be seen as the continuity of a line that had key milestones in the 1980 Mc Bride Report on the New World Information and Communication Order, the Convention on Cultural Diversity (2005) or the Media Development Indicators (2008). Although they are initiatives with different origins and scope, all sought to establish agreements on desirable futures around certain issues. From these agreements it was possible to generate indicators to evaluate the realities of each country and / or standards to be achieved and changes to be implemented.

In Uruguay, between 2013 and 2015, we conducted a national study using the Unesco Media Development Indicators. The process was very enriching for all the participants, but also very complex. It was sought to guarantee the greatest possible technical, social and political legitimacy. To this end, a coordinating team was formed with representatives of five universities and Unesco, a team of researchers from those universities and an advisory council that included multiple stakeholders from media companies, government and civil society. The experiences of other similar processes nearby, such as those of Brazil and Ecuador, served as reference to imitate some aspects and to avoid others.

In parallel, there were regulatory changes in the media system and initiatives were developed around the information and knowledge society, such as the one promoted by the Open Government Partnership. Mechanisms for stakeholder participation, with methodologies and diverse success, were also implemented here.

In the paper I will analyze these processes based on a documentary review and testimonies of some of the participating actors. I will then present some of the learning that comes from them and can be taken into account for this new Unesco initiative. I will focus on methodological and operational issues, the question of social and political legitimacy, and the potential -or weakness- transformative of these processes.



**Id:** 15692

**Title:** Evaluación del ejercicio de la capacidad sancionatoria de la Superintendencia de la Información y Comunicación de Ecuador

**Session Type:** Individual submission

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**Abstract:** La Constitución Política de Ecuador de 2008 motivó la formación de instituciones que promueven y bridan garantías para el desarrollo de los derechos de los ciudadanos. La Ley Orgánica de Comunicación que tiene su génesis en ésta Constitución se aprobó en 2013 y con ella se creó la Superintendencia de la Información y Comunicación (Supercom) que es el organismo técnico de vigilancia, auditoría, intervención y control, con capacidad sancionatoria, para supervisar y ordenar el cumplimiento de las disposiciones legales y reglamentarias sobre los derechos de la comunicación. La labor de la Supercom se realiza a través del monitoreo a los medios de comunicación social del país. El propósito de la investigación es determinar si en el desempeño de la Supercom se cuenta con evidencias que demuestren el fomento del derecho a la comunicación entre los ciudadanos o no. La metodología empleada es cualitativa y cuantitativa. La técnica cualitativa empleada es la entrevista semi estructurada que se realiza a representantes de medios de comunicación, expertos, periodistas y autoridades de control. La técnica cuantitativa es el análisis de contenidos de los informes de Rendición de Cuentas de 2013, 2014 y 2015 que la Supercom presenta en armonía con lo dispuesto por la Función de Transparencia y Control Social. Los indicadores estudiados son ciudadanos atendidos, medios monitoreados, identificación de denunciantes y casos resueltos; además se consideran las resoluciones administrativas emitidas por la Supercom de los años 2014, 2015 y 2016 disponibles en formato digital en la plataforma [www.supercom.gob.ec/es/marco-juridico/resoluciones](http://www.supercom.gob.ec/es/marco-juridico/resoluciones). Las hipótesis a contrastar son: 1) La Supercom no promueve eficientemente los derechos a la comunicación; y, 2) Las sanciones administrativas a medios de comunicación mayoritariamente son impulsadas por reportes internos.

de la Supercom. Las conclusiones establecen que la cantidad de demandas de ciudadanos son menores en relación a actores institucionales; los medios de comunicación están sujetos a sanciones económicas; y, sobre la base de las opiniones consultadas se determina que debe fomentarse un proceso de información que logre mayor dominio del marco de garantías de la comunicación. Los ciudadanos aún no están “empoderados” y no exigen sus derechos de comunicación.



**Id:** 15725

**Title:** PANEL: Drawing Policy Lessons From the History of Alternative Media and Networks

**Session Type:** Panel Submission

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**Abstract:** Paper title: From Pirate Communities to Free Radios: Alternative Networks and the Law

This presentation studies the free radio movement of the 1960's and 1970's with three examples, American community radios, British pirate radios, and French free radios, and their mutual influence and possible co-shaping on the regulatory framework. The objective of this research is to reflect on a precedent of alternative technology, the legal controversies and hurdles of the time, in order to draw policy lessons for contemporary alternative technologies, as stated in the panel description.

Before becoming free and then mainstream radios (Soley, 1999), pirate radios were framed as disruptive, and faced repression by public authorities (AFDI, 1966; Lesueur, 2002). As communication technologies and legal rules have a reciprocal impact on each other's design, the paper aims at studying if a regularity between tensions and delays can be detected among the case studied in the three countries, testing the following theory of conflictual relations, leading emerging alternative technology, from being illegal or marginal, to get users' support, become authorised or free, and then commercial (Wu, 2010).

Alternative technologies first develop among communities of activists or hackers outside of the law, or at its margins, outside monopolies. Regulation then expands its scope to new territories, which were previously unregulated, leading to a possible adaptation of the technological or governance choices, to try to escape or circumvent legal control. In parallel, the alternative becomes more mainstream among local communities, gains users support for the legalisation of the media, as new social usages and freedom of expression may also be threatened by anti-piracy laws (Gantz & Rochester, 2005; Johns, 2009; De Filippi & Dulong de Rosnay, 2014).

To conclude, a hypothesis is that the same theoretical framework of mutual influence between the law and communication technologies can be applied to peer-to-peer filesharing networks, controlled by digital rights management and copyright legislations in the 2000's, leading to commercial streaming as a current solution to distribute culture.

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**Id:** 15737

**Title:** Las políticas de apoyo al euskera en el sistema cinematográfico del País Vasco

**Session Type:** Individual submission

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**Abstract:** El apoyo al euskera ha estado presente en casi todas las políticas de fomento de la cinematografía desarrolladas en Euskadi desde los inicios de los ochenta, si bien de distintas maneras y con muy diferentes grados de intensidad. En este trabajo se hará un repaso de la evolución histórica de la promoción del euskera en el cine en Euskadi. En segundo lugar, se describirán las medidas institucionales desplegadas en los últimos años, y vigentes en la actualidad, con el objetivo de impulsar tanto la producción cinematográfica en euskera como la presencia del idioma en la oferta cinematográfica del País Vasco. Finalmente, se discutirá la eficiencia de los diferentes modelos de promoción y su impacto en el conjunto del sistema cinematográfico vasco.

**Justificación**

Las lenguas minoritarias y no hegemónicas han sufrido enormes dificultades para acceder de forma regular y normalizada al sistema cinematográfico. Las nuevas formas de producción, la digitalización de la exhibición cinematográfica y los nuevos modos de difusión a través de internet parecen abrir nuevas posibilidades para la diversidad lingüística, que constituye parte fundamental del patrimonio cultural europeo y mundial. El sistema audiovisual es, además una de las claves de la implantación y pervivencia futura de los idiomas minoritarios. Este trabajo acerca del euskera es un estudio de caso de las posibilidades abiertas y de las dificultades de las lenguas minoritarias o no

hegemónicas para encontrar un camino estable de difusión en el contexto cinematográfico actual. En ese sentido, se intentará demostrar la importancia y necesidad de una equilibrada combinación de las políticas de subtitulado y doblaje que incida en las diferentes fases del circuito cinematográfico y de la colaboración entre las distintas políticas e instituciones.

### Metodología

Se analizará la bibliografía existente y se describirán y analizarán de forma sistemática las normativas y acuerdos adoptados por los diferentes agentes implicados en el sistema cinematográfico vasco, extrayendo, ordenando y analizando los datos disponibles de producción, doblaje y subtitulación al euskera de la producción cinematográfica.

Este trabajo se enmarca en el proyecto EU-VOS. Patrimonio Cultural Inmaterial. Para un programa europeo de subtitulado en lenguas no hegemónicas (Agencia Estatal de Innovación, Ref. CSO2016-76014-R)



**Id:** 15786

**Title:** Lengua de Señas Mexicana (LSM) y video en redes sociales digitales: apropiación tecnológica de la comunidad sorda en México

**Session Type:** Individual submission

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**Abstract:** En México, la lengua, cultura y forma de conocer el mundo de las comunidades sordas han sido sistemáticamente excluidas. El discurso en el ámbito de la comunicación pone el énfasis en garantizar a los sordos el acceso a la información y a la cultura de los medios audiovisuales mediante el uso de recursos tecnológicos como closed caption, subtítulos e intérpretes de lenguas de señas a cuadro; medidas presentes en la ley que no se cumplen salvo honradas excepciones.

Ni en la ley ni en el discurso se reconoce ni garantiza el derecho a la comunicación de las personas sordas en la creación y gestión de sus propios medios y mensajes; la inclusión de programas propios en medios masivos, públicos o privados; y la participación de los sordos en la producción de programas televisivos de cualquier tipo. En suma, no hay a nivel gubernamental ni en la comunicación masiva un ejercicio del derecho a la comunicación de los sordos estrechamente vinculado con el uso de su lengua propia, la Lengua de Señas Mexicana (LSM), que permita la difusión de otra imagen de los sordos, una imagen propuesta por ellos mismos.

Sin embargo, en el uso que hacen los sordos de tecnologías como el video en redes sociales digitales, se observa un grado de apropiación acorde a su lengua y su cultura, que nos obliga a replantearnos el diseño mismo de la tecnología y las políticas públicas en la materia. En México existen diversos casos de personas o colectivos que han utilizado la tecnología del video a través de Internet como un mecanismo para expresar sus modos de entender(se) en el mundo y compartir entre ellos usando su propia lengua. En la ponencia, me centraré en los casos de cuatro perfiles (un activista sordo, un intérprete oyente de LSM, un programa de radio por Internet y una compañía de teatro de sordos) para observar cuál es la apropiación que hacen del video en redes sociales como YouTube y Facebook.

A partir de la investigación documental realizada para mi tesis de maestría, en la que trabajé con un grupo de jóvenes sordos y el video participativo, propongo un esquema que pueda entender la apropiación tecnológica de los sordos y explore cómo el desarrollo tecnológico de las herramientas audiovisuales ha excluido a ciertas personas (los sordos, entre otros) pues sus intereses no estuvieron ni están representados por los grupos socialmente relevantes.

Si bien dicha apropiación posee una inherente dimensión política y se inserta en el movimiento de la comunidad sorda, surgen algunas preguntas: ¿hay en estas comunicaciones una verdadera interlocución con el otro oyente? ¿contribuyen a evitar la discriminación? ¿O se trata de una comunicación de carácter endogámico como sucede con algunas comunidades indígenas? Estas son algunas interrogantes que abordaré de manera más amplia en la ponencia marcando especial énfasis

en problematizar de qué forma la tecnología de video en redes sociales digitales es apropiada por la comunidad sorda mexicana.



**Id:** 15788

**Title:** PANEL: Políticas de comunicación y medios en entornos de convergencia en América Latina.

**Session Type:** Panel Submission

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**Abstract:** El panel busca aportar insumos y reflexiones para el análisis comparado de tendencias de políticas de comunicación y medios en diferentes países de América Latina, evidenciando similitudes y diferencias en las coyunturas sociales, políticas y culturales de cada país, las arquitecturas institucionales, los cambios regulatorios recientes y los desafíos para formular políticas de comunicación y medios en el marco de las transformaciones tecnológicas y la gobernanza global de internet.

Desde una perspectiva comparada resulta de gran utilidad estudiar los procesos de producción y formulación de las nuevas regulaciones e identificar los factores que motivaron las iniciativas, los cambios que se produjeron, las discusiones que se dieron, las modalidades que desarrollaron para procesar estos cambios.

Como categorías de observación consideraremos principalmente: la convergencia y sus impactos en cada realidad, las arquitecturas institucionales y los marcos regulatorios, el desarrollo de la industria de medios local y su articulación con la global, el acceso de los diferentes actores sociales a la producción y al consumo mediático, la distribución del espectro radioeléctrico y el acceso a internet, las garantías y estímulos para la libertad de expresión, la diversidad de contenidos y las instancias de participación presentes en cada modelo.

Buscaremos identificar tendencias y desafíos para los países latinoamericanos en una perspectiva democratizadora, de promoción de los derechos a la comunicación, la cultura y la participación en la era del internet.

Consideramos como antecedentes de esta propuesta los talleres realizados en el XII Congreso de ALAIC (Democratización de las comunicaciones en América latina, Lima 2014), el XV Encuentro de FELAFACS (La democratización de las comunicaciones en América Latina: Políticas, ciudadanía y convergencia digital, Medellín 2015) y en el XII Congreso de ALAIC (Regulaciones y convergencia en América Latina: balance y perspectivas, México 2016).

Panelistas:

Guillermo Mastrini (Argentina): Políticas de comunicación en Argentina: del regulacionismo analógico a la convergencia pro mercado

Gabriel Kaplún y Federico Beltramelli (Uruguay): Políticas de Comunicación en Uruguay: el país de la doble escena.

Débora Pérez y Patricia Téllez (Colombia): Convergencia y medios comunitarios en Colombia. Una aproximación a su realidad desde la legislación en radio y televisión.

Diana Ortega y Diana Lombana (Colombia): Historia del proceso de producción y formulación de la política pública de comunicación y medios comunitarios en la ciudad de Medellín.

Jorge Bravo (Mexico): México: un nuevo marco legal y regulatorio para las comunicaciones ¿convergentes?

Moderadora: Diana Lombana (Colombia)

Discutidor: Gustavo Gómez (Uruguay)



**Id:** 15794

**Title:** PANEL: The Internet Social Forum (ISF): Is "A People's Internet' Based in Participatory Internet Governance Possible'

**Session Type:** Panel Submission

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**Abstract:** Paper Title: “Challenges Facing Internet Governance Arrangements for More Inclusion”

Since the WSIS process and the creation of the IGF, Internet Governance (IG) has become increasingly institutionalized. Yet, if Internet governance is only understood as a matter of settings such as the Internet Governance Forum (IGF), the Internet Corporation for Names and Numbers (ICANN) or International Telecommunication Union (ITU meetings), this leaves a large portion of governance processes that bear a huge impact on citizens' lives without a thorough examination.

This paper maintains that, while the Internet remains an unfinished and contested socio-technological apparatus, it is worthwhile to revisit its underlying principles and governance mechanisms, including the workings of the IGF and the creation of new spaces such as the Internet Social Forum (ISF). Over the last years, the Internet has seen three deepening trends: 1) on the one hand, an increased market share and concentration of platforms and Internet providers that have become global players with a great capacity for shaping both users' online behavior and the general political economy of the Internet; 2) on the other hand, a more grassroots approach to its development that has been part of the origins of the Internet with its emancipatory potential, where there are visible efforts to provide alternative means of content, connectivity, coding, browsing experiences and the like, contesting established business models around data and interlinked with a human rights agenda that seeks to protect privacy, freedom of expression and access to information in the IG agenda; and 3) an emphasis on the security agenda involving the internet, as governments have enhanced their efforts in controlling cyberspace. This work explores these forces and how these are reflected in the agenda of one institutionalized global IG setting—the IGF—to understand how these conflicting positions are represented in that agenda. This paper is an attempt to contribute to rethinking the future of the Internet and its emancipatory potential in light of the preceding trends, the role of the IGF under the current process of evaluation after WSIS + 10, and the implications for the development of the ISF's own agenda.



**Id:** 15805

**Title:** PANEL: Políticas de comunicación y medios en entornos de convergencia en América Latina.

**Session Type:** Panel Submission

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**Abstract:** Paper title: Historia del proceso de producción y formulación de la política pública de comunicación y medios comunitarios en la ciudad de Medellín.

Del año 2005 a la fecha, Medellín ha tenido la oportunidad de ver nacer un par de docenas de medios comunitarios en los territorios; este fenómeno de multiplicación de los medios comunitarios y alternativos de manera acelerada, se ha dado gracias al apoyo que por parte de las comunidades han tenido los procesos comunitarios mediante el Programa de Planeación Local y Presupuesto Participativo.

Hoy con más de 25 medios impresos comunitarios, infinidad de sitios web, procesos de escuelas de comunicación comunitarias en los territorios, colectivos radiales y audiovisuales; la ciudad cuenta con medios que inciden políticamente en las decisiones de sus territorios y cada vez cobran más fuerza con un rol propio y claro en la esfera pública.

Por ello, rescatar la historia de los medios comunitarios en la ciudad Medellín se hace indispensable para obtener un panorama real del impacto que estos han tenido en la producción y formulación de una política pública de comunicación local en el marco de la convergencia. Igualmente, es un aporte a la construcción de la historia social, política y económica de los medios de comunicación en la región.

Con base en estos argumentos, nos preguntamos ¿qué significa producir y formular una política pública de medios para la ciudad de Medellín en la convergencia?, su análisis nos permitirá lograr un acercamiento a la discusión de la política de comunicación local en medio de un contexto global de convergencia y eso qué implicaciones, consideraciones o aspectos de las políticas nacionales

debe tener una política de medios comunitarios en lo local, como dialogan entre sí y cómo afectan las tendencias globales de la internet



**Id:** 15806

**Title:** PANEL: The Internet Social Forum (ISF): Is "A People's Internet' Based in Participatory Internet Governance Possible'

**Session Type:** Panel Submission

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**Abstract:** Paper Title: “Tackling the Challenges of Datafied Citizenship”

Earlier understandings of digital citizenship have emphasized the empowering nature of digital technologies and suggested a shift towards enhanced agency by citizens and a democratizing effect in state-citizen relations. However, in the era of datafication, we can observe an opposing trend—one that points to increased institutional control. With the rise of new internet businesses, the so-called ‘sharing economy’, the Internet of Things and its interaction in smart homes and smart cities, massive amounts of data are collected about our activities, movements, bodies, and lives, and new forms of revenue and power emerge. The Snowden revelations demonstrated how the ability to generate, collect and analyze ‘big data’ has become a key factor for both economic success and political control. In an age defined by data collection and data-based profiling, (active) digital citizens are becoming (monitored) datafied citizens. We can witness a shift of power from those who produce the data to those who collect and process data, categorize and sort people based on data traces, and manage data infrastructures.

These developments prompt novel questions regarding the reconfiguration of civic rights and social justice in datafied environments, as well as the notion of democratic agency and the parameters of its exercise. How does datafication transform classic rules, rights and obligations of citizenship? What are key components of social justice in a datafied environment – or ‘data justice’? How do we address the challenges of these transformations, and work towards data justice, through forms of ‘data activism’? In this presentation, we will reflect on these questions and develop a tentative agenda that the Internet Social Forum should address as it works ‘towards building a people’s Internet: one free of surveillance, corporate dominance and governmental abuse of power’ (Internet Social Forum, ‘About Us’).

The presentation brings together findings from several research initiatives, including the two-year research project ‘Digital Citizenship and Surveillance Society’ (<https://www.dcssproject.net/>), the ‘Data Justice Lab’ at Cardiff University (<https://datajusticelab.org/>), and the ongoing multi-year project ‘DATACTIVE’ (<https://data-activism.net>) at University of Amsterdam.



**Id:** 15815

**Title:** PANEL: Políticas de comunicación y medios en entornos de convergencia en América Latina.

**Session Type:** Panel Submission

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**Abstract:** Paper title: Políticas de comunicación en Argentina: del regulacionismo analógico a la convergencia pro mercado

El gobierno de Mauricio Macri ha consumado su primer año. Resultan habituales las discusiones y debates en torno a la política económica y social, donde se observa una profunda división entre defensores del kirchnerismo y partidarios del nuevo gobierno. Sin embargo, hay un sector donde los cambios han sido radicales sin que la sociedad se haya hecho eco: la comunicación y su regulación política.

Luego de la asunción de Macri el 10 de diciembre de 2015 una serie de medidas, varias al límite de la legalidad y adoptadas por decreto, implicaron un giro de 180 grados en la regulación del sector audiovisual. Sin debate público, el Congreso de la Nación consintió los cambios en una sesión en la que no se supo el detalle del resultado de la votación, ni quienes votaron a favor ni en contra. Con la nueva regulación se eliminaron varios límites a la concentración de la propiedad, se dejó de considerar a la televisión por cable sujeta a la ley audiovisual (se la pasa a considerar dentro del sector de las telecomunicaciones), y se reformularon las autoridades de aplicación, vinculándola directamente al gobierno y eliminando instancias de participación de la sociedad civil.

Cabe preguntarse cómo ha sido posible semejante transformación en tan poco tiempo. Si la ley de Servicios de Comunicación Audiovisual fue uno de los emblemas de la gestión de Cristina Fernández de Kirchner, los hechos parecen demostrar que tenía pies de barro. Para entender la situación resulta conveniente repasar las políticas de comunicación de la etapa kirchnerista. Uno de los objetivos de este trabajo es sistematizar las políticas de comunicación durante los doce años de gobiernos del Frente para la Victoria. Desde nuestra perspectiva es importante estudiar el período completo, analizando sus continuidades (la importancia de los medios), como sus rupturas (alianza con los grandes grupos durante el gobierno de Néstor, conflicto durante los gobiernos de Cristina).

Para ello se propone un análisis tanto general como focalizado en algunos aspectos claves del proceso, donde se analizarán las políticas implementadas, y se procurará analizar el saldo de lo actuado y las tareas pendientes. Este balance se torna impostergable ante la emergencia de un nuevo

gobierno que propone una agenda “clásica” de corte empresarial. El segundo objetivo es describir cómo con un discurso tecnologicista y convergente, que objeta la regulación kirchnerista por obsoleta, se está transformando la estructura del sistema de medios en favor de los grandes grupos audiovisuales y de telecomunicaciones.

Este proceso supone, además, el intento de resolver las profundas diferencias de intereses existentes entre las empresas telefónicas y los conglomerados de medios, ya que el escenario convergente habilita la entrada de nuevos jugadores, en mercados hasta ahora excluyentes.



**Id:** 15816

**Title:** PANEL: The Internet Social Forum (ISF): Is "A People's Internet' Based in Participatory Internet Governance Possible'

**Session Type:** Panel Submission

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**Abstract:** Paper Title: “Social Movement or Socially Conscious Hacktivism? The Viability of Intervening in the Internet’s Policy-making Process through a Social Justice Virtual Platform”

As part of a long history of promoting a socially conscious understanding of the potential and pitfalls of the Internet, the limitations and boundaries that proposals like the ISF have to deal with are numerous and perhaps insurmountable: social movements, however they are defined, are usually forms of activism that connect with established actors of a polity, thus inputting their perspectives and demands into the political process. The Internet does not have a clear polity through which to find political solutions to popular demands. There are no “people” of the Internet: only users.

Policy is drafted either through a political process, decanted into a political system with representation and formal actors and processes, or through international arrangements that are mostly driven by nation states. The Internet, existing in a new, diffuse global arena that is neither nation-state dependent nor properly independent of the final control of nation-states, presents a serious challenge to both activists, governments and minor industrial players, as the nature of the Internet is not just increasingly global, but also presents a growing complexity in terms of the decision-making process to assign resources, take decisions about its development, and softening negative impacts of some of its developments, from email spam to espionage.

This paper focused on three challenges to the insertion of a social justice-based, people and activist-led actor, as the Internet Social Forum (ISF) strives to be. These are: 1) the public understanding of the Internet as a consumption-oriented, global platform, providing transparent services of all kind to a growing number of members of a given society. This goes against the notion of the Internet as a public concern, by focusing on private benefits; 2) the difficulty of establishing the boundaries of Internet policy, telecommunications policy, social communications policy and social justice, as the complexity of the issues in each one makes it quite complicated to create a clear set of proposals that is relatable to the interests of groups and individuals beyond those already committed; and 3) perhaps most critically, the global nature of the Internet, not just a result of multinational agreements between governments, but of the actions of independent actors that have created what is being called “multistakeholder” environment that belies the fact that there is no single mechanism, beyond the multilateral process between nation-states, to properly deal with global demands of

groupings and associations that have to act at a national level. The result is the lack of a clear mechanism to upgrade their activities from a form of hacktivism, to a proper social movement.

These challenges are not just relevant for the Internet as a technological platform, but to the Internet as the basis for any kind of fair and egalitarian foundation of global communications, and, in the long run, to the possibility of dealing with global problems through global means.



**Id:** 15818

**Title:** PANEL: Políticas de comunicación y medios en entornos de convergencia en América Latina.

**Session Type:** Panel Submission

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**Abstract:** Paper title: Políticas de comunicación en Uruguay: el país de la doble escena.

Uruguay no ha estado exento de cambios tecnológicos en el campo de los servicios de comunicación audiovisual (SCA) y las telecomunicaciones. El país ha procesado la transición a la televisión digital y ha impulsado una agresiva política de conectividad a través del tendido de fibra óptica al hogar por parte de su empresa pública de telecomunicaciones ANTEL.

Pero la estructura de mercados y servicios en el campo de los SCA y las telecomunicaciones no ha variado sustancialmente, manteniéndose un mercado concentrado en el negocio de la televisión comercial abierta y por abonados, mientras que en el campo de las telecomunicaciones se mantienen tres operadores en régimen de competencia en el mercado de la telefonía móvil y un quasi monopolio en la conectividad por fibra óptica por parte de la empresa estatal ANTEL.

Esta transición tecnológica se procesó a caballo de los dos gobiernos iniciales de la coalición de izquierda Frente Amplio (2005-2010; 2010-2015) e instaló en la agenda pública la discusión sobre la conveniencia de una nueva regulación que asegurase una mejor administración de los recursos en el marco de las denominadas tecnologías convergentes.

La productividad legislativa y regulatoria en relación a los SCA en Uruguay tuvo sus hitos principales en la aprobación de la Ley de Radiodifusión Comunitaria en el primer período de gobierno y la Ley de Servicios de Comunicación Audiovisual en el segundo. En el caso de las telecomunicaciones, en cambio no hubo casi ninguna modificación sustancial en materia regulatoria y de gestión.

El proceso de discusión y aprobación de este nuevo marco regulatorio mostró algunas particularidades del caso uruguayo, pautado por un mercado acotado y partido entre los SCA y las telecomunicaciones. En el campo de los SCA se ha ido incrementando la regulación -aunque con rezagos importantes de aplicación- pero esto no ha afectado el dominio del mercado por parte de tres grupos empresariales nacionales, a los que se suman el Grupo Clarín de Argentina y la norteamericana Direct TV. El plan de despliegue de la televisión digital, que apuntaba a la inclusión de nuevos actores públicos, privados y comunitarios en este escenario, pudo haber generado un cambio importante que finalmente no se produjo, por razones que analizaremos en el texto. En el campo de las telecomunicaciones, donde no hubo casi cambios regulatorios, ANTEL mantiene el monopolio de la telefonía fija y la fibra óptica al hogar y compite en el terreno de la telefonía y datos móviles.

Tras esta doble escena pueden leerse, además, distintas agendas políticas para encarar los imprescindibles procesos de reforma en un entorno de convergencia, que también analizaremos en el texto.

Para este análisis partimos de una exhaustiva revisión documental y bibliográfica y entrevistas a algunos de los actores implicados en estos procesos. El conjunto del material ha sido procesado con una matriz de análisis que adaptamos especialmente para este trabajo.



**Id:** 15832

**Title:** PANEL: The Internet Social Forum (ISF): Is "A People's Internet' Based in Participatory Internet Governance Possible'

**Session Type:** Panel Submission

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**Abstract:** Paper Title: "Learning from the Gendered Past of Internet Governance: Toward Feminist Legitimation of an Internet Social Forum"

This paper critically reflects on the ways in which feminism and feminist movements, in particular, mostly have been marginalized within the spaces of Internet Governance (IG), including those of civil society. The intent is to appraise the past difficulties that women have encountered in attempting to contribute social justice perspectives to IG deliberations so that the ISF does not repeat the past. The paper addresses issues of inclusion and exclusion of women and gender in initiatives that include the two-phase World Summit on the Information Society (WSIS), the Working Group on Internet Governance (WGIG), and the Internet Governance Forum (IGF) before proceeding to describe contributions that feminists have made to IG, the latter meant to contribute to the vision for the ISF. First, I describe the implications for feminist issues, when, during the first phase of the WSIS, what had been a broad cluster of concerns mostly was whittled down to IG, with a pronounced emphasis on the Internet Corporation for Assigned Names and Numbers (ICANN). Second, I address the marginalization of women after a Working Group on Internet Governance (WGIG) was mandated in the Geneva WSIS Declaration of Principles and Plan of Action. Despite the WGIG's announced intent to take an expansive approach to IG, the primary item on the agenda of the WSIS and WGIG was the administration of the domain system, IP addresses, and the root server system—in other words, ICANN. Third, I describe the gendered past of the Internet Governance Forum (IGF), announced by the UN Secretary General with the purpose of facilitating multi-stakeholder dialogue on public policy elements of IG. Notably, the IGF has received sustained criticism because of its history of not recognizing the relevance of gender issues, largely because it has tended to define IG and the Internet itself as genderless. Although gender-specific sessions noticeably increased in 2016, the problem remains that it is mostly women and sexual minorities who attend these panels and raise issues of inclusion as though gender is only a "women's issue."

Finally, I describe the increase in the number of feminists involved in IG, whether as academics, advocates, activists, and/or academics. Their contributions have focused on the need for open, inclusive, participatory IG processes, both nationally and transnationally. Some have chosen to address what seem most evidently gender-political issues related to IG (e.g.: violence and sexualization of women, Internet pornography, online safety), and others recognize that digital intellectual property issues, Net Neutrality, and ICANN decisions also have relevance to women

and can be approached from feminist perspectives. Feminists working in IG have opened up questions of how we generate knowledge and initiate change, what the right to participate in IG means, how to use their own locations and situations as a basis for action, and how to gain inclusion through strategic advocacy and collaboration. Here, I use a number of examples of feminist contributions to IG and IG inclusiveness, including various initiatives of the Association for Progressive Communications and other advocacy groups, activists, and academics.



**Id:** 15835

**Title:** Panel: Políticas de comunicación y medios en entornos de convergencia en América LatinaConvergencia y medios comunitarios en Colombia. Una aproximación a su realidad desde la legislación en radio y televisión.

**Session Type:** Panel Submission

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**Abstract:** Paper title: Convergencia y medios comunitarios en Colombia. Una aproximación a su realidad desde la legislación en radio y televisión

En Colombia, la Ley 1341 de 2009 genera una reorganización institucional y establece un marco jurídico para la formulación de políticas del sector de telecomunicaciones que respondan a las transformaciones tecnológicas y a los fenómenos de convergencia. Esta ley transforma el Ministerio de Comunicaciones en Ministerio de las Tecnologías de la Información y las Comunicaciones (MinTIC) y trae consigo una reconfiguración institucional a partir de la creación de entidades como: la Comisión de Regulación de las Comunicaciones (CRC), la Agencia Nacional del Espectro (ANE), y el Fondo de Tecnología de la Información y las Telecomunicaciones (FONTIC). Igualmente, se transforman entidades que involucran al sistema de medios: la Autoridad Nacional de Televisión (ANTV) - esta como resultado de la expedición de la Ley 1507 de 2012 - y RTVC como sistema de medios públicos.

Con el reordenamiento institucional se ponen en marcha políticas orientadas a garantizar la cobertura, acceso y apropiación universal a internet a través de planes y programas de gobierno como el plan Vive Digital. Igualmente, como resultado de la transformación de la arquitectura institucional la apuesta central del gobierno se da en torno a la articulación, desarrollo de proyectos transversales y de herramientas para la cobertura global de internet. Sin embargo, más allá de este propósito anterior se evidencia un desdibujamiento del rol social de los medios particularmente de los llamados ciudadanos y comunitarios reflejado entre otros aspectos en un rezago en la actualización de la legislación de dichos medios en entornos de convergencia a pesar de que Colombia ha sido uno de los países pioneros en la formulación de esta.

De acuerdo con lo anterior, es de vital importancia realizar una mirada a legislación, a las condiciones de participación y acceso que se brindan a los medios comunitarios en la nueva configuración de las telecomunicaciones y la convergencia considerando además el rol que estos medios juegan como actores esenciales en la construcción de una cultura democrática y de paz en escenarios de posconflicto.

Como apuesta metodológica se parte de una revisión de los marcos regulatorios actuales de telecomunicaciones, de las reglas de juego que se brindan para la participación de los medios de comunicación comunitaria, así como de experiencias y recomendaciones que han surgido desde diversos espacios. Todo esto con el fin de evidenciar los desafíos de política para actuar las regulaciones de medios en entornos de convergencia y con los retos del posconflicto.

Por último, este documento se construye tomando como referente la investigación sobre políticas de comunicación y cultura donde participamos como autoras autoras), la relación de las regulaciones en telecomunicaciones y las memorias de diversos espacios de participación en los que se evidencian las expectativas de los actores de medios con respecto a la regulación actual.



**Id:** 15846

**Title:** Panel: UNESCO global consultation on Internet indicators

**Session Type:** Panel Submission

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**Abstract:** Paper title: Governing the Advertising Supported Internet: Towards an Internet Universality Indicator for Investment in Global Social Media Content Creation

Through the partnerships that exist between social media creators and brand marketers (along with their advertising industry intermediaries), social media platforms provide the infrastructure for an emerging new media content creation ecosystem. In exchange for compensation of some form, content producers agree to use their influence over a clearly data-defined niche community in the service of steering the conversation amongst their constituency toward the attributes of certain brands. These social media influencers tell stories online, which their devoted and growing audiences consume as media texts. Though it is often Western and global brands that are sponsoring this content, the content creation work of social media influence is geographically dispersed and the audiences for these creators cluster around shared languages and cultures. In the process and global dynamics of this emerging model of investment in content creation, the audience's relationship with advertising and the conventional models of media content funding designed to ensure a diversity of national and cultural voices are being challenged. Drawing on theories of creative labour, cultural industries and global media policy as well as extensive interview research with content creators, advertising professionals and other intermediary firms, this paper will examine various elements of this emerging influence economy, raising fundamental questions about the governance of an advertising supported internet, about the global political economy of the work of social media content production and about what the openness and accessibility goals of internet universality mean to this kind of internet content. We will ask: is a new digital divide emerging in the area of investment in content creation, in particular where the sponsorship of social media content is concerned? Its aim is the development of Internet Universality Indicators for use in measuring the sponsorship of content creation globally. It will be argued that the marginalization of issues of content, advertising and investment in content creation ought to be programmatically reconsidered within discussions of global governance of the internet.



**Id:** 15905

**Title:** PANEL: Drawing Policy Lessons From the History of Alternative Media and Networks

**Session Type:** Panel Submission

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**Abstract:** Paper title: Alternative Internet Networks? The History and Legacy of a “Crazy Idea”

This communication offers to look at recent instances of alternative communications networks – namely two Internet community networks that emerged in the 1990's in France and Great Britain – to draw lessons for similar contemporary initiatives. Highlighting the change of technical paradigm brought about by the Internet and revolutionary tones that it entailed, we first consider the case of the French Data Network (FDN). Founded in 1992 and still in operation, FDN was the first Internet access provider available to the general public. It navigated the regulatory changes in the telecom sector by becoming increasingly tied to the emerging digital rights movement and contributing to the emergence of “critical Internet user” (Paloque-Bergès, 2015). Second, we turn to Consume.net, a British organization associated with the London counter-cultural scene. From 1999 to 20003, Consume.net took advantage of the new WiFi protocols to subvert incumbent telecom operators’ hold on last-mile networks and promote a grassroots and locally-grounded approach of building and managing “wide area” networks (Medosch, 2014).

Based on existing literature, interviews with the founders of these initiatives as well as content and policy analysis, these two case-studies hold important lessons for today's community networks. While they confirm that community networks can emerge from diverse actors, with different motivations, political cultures as well as technical models and pricing schemes, they also show that these initiatives face two major challenges to ensure their sustainability: the articulation of the local and global scales in connectivity needs, and the need to build advocacy capabilities aimed at influencing regulatory developments. In turn, both these challenges point to the overarching need for political organizing.

In concluding the communication, we will argue that community networks represent an instance of “insurgent citizenship” in the online public sphere (Tréguer, 2015), and a strategic locus for reinterpreting both ends of traditional “mediactivism” (Cardon & Granjon, 2010): the critique that aims to empower individuals and collectives to disseminate their own voices and find way to meet their specific communicational needs by mastering the roll-out of alternative networks, and the counter-hegemonic critique that tackle structural issues, using these alternative networks as a symbolic resource to ward off the forms of domination and collusion that divert telecommunications and media policies from the public interest.

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**Id:** 15927

**Title:** Inside and Outside the Global News Bubble: Online News and perceptions of international, national and local news.

**Session Type:** Individual submission

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**Abstract:** This paper examines how online and mobile news consumption influences perception and reporting of international, national and local news in both news producers and consumers. In many countries, with high rates of access to communications technology, the number and location of traditional sources of news, such as newspapers, local radio and television, are diminishing and/or becoming marginalised as a consequence of the rise of online and media news providers. The use of communications technology that allows access to news via mobile and networked devices is also disrupting the traditional news values of journalists. This paper draws on theories of diffusion of technology and media technology and theories of journalistic norms and practices, to assess how changes in the production and distribution of news are influencing audience perceptions of the spatial and locational dimensions of news, and the relationship to specific policy issues. The paper assesses how hierarchies of news values are influenced by the provision of news by fewer, larger, more geographically concentrated news providers that have a broader, global reach as a result of the use of communications technology. It also considers how the perceptions of journalists whose physical location is more limited and restricted as a result of the concentration of media producer and constraints on their capacity to work ‘in the field’ affects spatial understanding and reporting of news. It discusses how understanding of news and perceptions of the geography and materiality of the world and its people, is influenced by exposure to and understanding of global, national or local news.



**Id:** 15958

**Title:** PANEL: Global Consultation on Internet Indicators

**Session Type:** Panel Submission

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**Abstract:** Paper Title: The Influence of Internet Indicators.

The Internet Universality Indicators, when defined and implemented regularly, are likely to be instrumental in provoking debate about leading and lagging countries and regions. UNESCO-sponsored indicators in this area will sit alongside a variety of other league tables sponsored by other UN agencies and, in some cases, by consultancy firms and academic researchers. What are the intersections between the different approaches, if any, and how likely is it that the UNESCO initiative will have an influence on those who currently are influenced principally by ‘knowledge economy/broadband’ types of indicators in contrast to UNESCO proposals for indicators concerned with Rights, Openness, Accessibility and Multi-stakeholder participation. This paper will discuss the assumptions underpinning a range of indicators and contrast these with those informing the UNESCO initiative. It will suggest that the time is right for the UNESCO to have a potentially large impact due to persistent evidence that the techno-economic approach which informs the majority of other initiatives is failing to meet its promise of enabling countries and regions to ‘catch-up’.



**Id:** 15960

**Title:** Panel: Global consultation on Internet indicators

**Session Type:** Panel Submission

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**Abstract:** Paper title: A multi-dimensional approach to gender inclusion in the Internet Universality Indicators

This presentation discusses how a gender-sensitive approach should inform the development of Internet Universality Indicators. I start from a theoretical approach to ‘gender regimes’ (Connell 2009, Walby 2004) to explain the need for thinking across the complexities of gender inequalities in relation Internet (and media) developments; and I critically explore the conceptual and analytical connections (and disconnections) between existing Indexes for gender equality and their ‘translation’ for the media context – including the UNESCO Gender-Sensitive Indicators and the IPDC Media Development Indicators.

Also, I address the challenges to Internet Universality - understood as “the common thread that runs through four key social dimensions pertaining to the Internet”: rights, openness, access and multi-stakeholder participation (R.O.A.M.) (Unesco 2013, 2015) – in light of existing and emerging barriers and boundaries in the digital environment, with a particular focus on how ‘bordering’, or ‘border work’, in such context affects not only women and girls, but also gender power relations.

Building on an evolving policy-relevant framework for gender equality in and through the media – which I have elaborated as a contribution to the Global Alliance for Media and Gender (Gamag) - I conclude by suggesting possible ways to activate the potential of a multi-dimensional, domain based understanding of gender equality in the elaboration of Internet Universality Indicators, towards a consistent gender-aware approach to the Post-2015 Sustainable Development Agenda.



**Id:** 16088

**Title:** Panel: Políticas de comunicación y medios en entornos de convergencia en América Latina.

**Session Type:** Panel Submission

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**Abstract:** Paper title: México: un nuevo marco legal y regulatorio para las comunicaciones ¿convergentes?

En 2013 el Congreso de la Unión aprobó una reforma constitucional en materia de telecomunicaciones, radiodifusión y competencia económica. Al año siguiente, los legisladores avalaron la Ley Federal de Telecomunicaciones y Radiodifusión y el recién creado Instituto Federal de Telecomunicaciones resolvió las medidas de preponderancia impuestas a los agentes económicos en los sectores de radiodifusión y telecomunicaciones. Además, la reforma constitucional reconoció el derecho de acceso a las Tecnologías de la Información y definió la radiodifusión como servicios públicos de interés general, una categoría propia de los derechos humanos o fundamentales de cuarta generación.

Este nuevo marco jurídico y regulatorio en México busca generar mayor competencia, reducción en las tarifas de los servicios de telecomunicaciones y convergencia en el sector. De hecho, la legislación secundaria se anunció como una “ley convergente”, sin que necesariamente esta cualidad se haya cumplido a más de tres años de su entrada en vigor.

Junto con Argentina en América Latina, México es el otro país de la región cuyo sector de telecomunicaciones no es convergente. A pesar de ser una tendencia internacional y de que México está inserto en un mercado más amplio que es el norteamericano (donde los operadores en Estados Unidos son plenamente convergentes o se encuentran en franca consolidación conglomerada), el país no ha dado los pasos para integrar servicios y plataformas en una misma red.

¿Cuáles son los principales cambios que introdujo la reforma constitucional, cuáles sus beneficios tangibles y sus asignaturas pendientes? ¿La convergencia redundará en beneficios para los usuarios y consumidores? ¿La convergencia potencializa los derechos fundamentales de acceso a las TIC, de acceso a la información y la libertad de información? ¿Cuáles son las limitaciones para que el sector de las telecomunicaciones en México sea convergente? ¿Qué estructura de mercado ha impedido que el país forme parte del mercado convergente? ¿Qué peculiaridades tiene el mercado mexicano? ¿Cómo está inserto en el mercado norteamericano digital? ¿Qué talla y qué posición ocupan los operadores en la región?



**Id:** 16113

**Title:** Desafíos para el conocimiento compartido y la cohesión social generados por las innovaciones comunicativas en la era de la globalización.

**Session Type:** Individual submission

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**Abstract:** En los sistemas y procesos de comunicación se van produciendo transformaciones generalmente iniciadas por la introducción de tecnologías con capacidades diferentes a las anteriores. Tales innovaciones tecnológicas no sólo modifican las infraestructuras, estructuras y supraestructuras de la producción y distribución de las comunicaciones, sino también otros muchos elementos y actividades del conjunto social. Sin embargo, las mismas sociedades en las que se producen los cambios, mantienen instituciones facilitadoras de la reproducción social apelando al consenso y la cohesión. Este trabajo explora los desajustes que se producen en el mantenimiento del consenso y las visiones del mundo compartidas, en unas sociedades tan cambiantes como son las sociedades globalizadas. Los mismos Medios de Comunicación que promueven el consenso y el conocimiento compartido, como otras instituciones mediadoras, también fomentan el cambio en el conjunto de la sociedad.

Entre los cambios sociales y las transformaciones de la comunicación existe una relación de interdependencia, entendiendo con ello que pueden llevarse a cabo análisis donde se pone el énfasis en el carácter generado como en el carácter generador del cambio comunicativo respecto al conjunto de la sociedad. (Enfoque teórico desarrollado por Manuel Martín Serrano en La producción social de comunicación. Madrid: Alianza, 2004).

Con este planteamiento el grupo de investigación comunitaria “Identidades sociales y comunicación” llevó a cabo el estudio “La producción social de comunicación y la reproducción social en la era de la globalización”, estudio financiado por el programa nacional I+D+I, con modelos de análisis de contenido, basados en métodos estructurales y sistémicos, que se aplicaron a una muestra de publicaciones académicas que tratan de la relación entre transformación comunicativa, cambio y reproducción social. Fueron analizados un total de 70 libros, 10 capítulos de libros y 33 artículos en revistas científicas que hacían referencia a estos intercambios (dinámicas comunicativas y dinámicas sociales en general) y también a un horizonte temporal (pasado – presente – futuro).

En la literatura revisada hay previsiones, no comprobaciones. Suele interpretarse que las TIC transformarán las sociedades y las vidas personales. La relevancia de estas interpretaciones deriva de su posible uso en la docencia y la investigación de los estudios de la Humanidades y las Ciencias Sociales.

De entre las repercusiones sociales que se vinculan al uso de las TIC más actuales, destacaremos aquellas que se refieren a las posibilidades de conocer la verdad de lo que sucede, de mantener las creencias compartidas del mundo, el consenso y la cohesión social, ofreciendo una interpretación

aceptable de lo que hay y lo que ocurre. En resumen, pondremos el énfasis en las ventajas y contradicciones que se prevén, así como en los rasgos característicos de las mediaciones comunicativas, asociados al uso de las redes tecno-informativas.



**Id:** 16120

**Title:** Respuesta a la crisis de los mecanismos de control ciudadano, desde la virtualidad (redes sociales) para afianzar el ejercicio democrático.

**Session Type:** Individual submission

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**Abstract:** Los mecanismos tradicionales de participación social en Colombia han mostrado ser ineficaces a la hora de desarrollar su accionar social. La falta de dinámicas que respondan a las necesidades democráticas, se han manifestado en procesos que contradicen la funcionalidad y el pragmatismo que la misma sociedad requiere en los asuntos públicos.

Asimismo, la incongruencia de la estructura de estos mecanismos con respecto a la realidad social del país, se potencializa por la carencia de una política de comunicación estable y eficaz capaz de aglomerar las necesidades ciudadanas y materializarlas en acciones. Por ende, la comunidad no entiende su rol frente a las acciones públicas, distorsionándose el verdadero sentido de poder ser parte de estos métodos. Esta situación, ha desencadenado la falta de transparencia en los procesos que sustentan el ejercicio de vigilancia ciudadana a la gestión pública.

Por ello es necesario entender la existencia de nuevos campos, en el que los ciudadanos tienen la capacidad de acercarse a nuevas formas de interactuación, hecho que les permitirá tomar partida en las diferentes acciones sociales de su entorno (Haro de rosario, A. Sáez, A y Caba, M. 2016).

Dentro de estos escenarios, las redes sociales se muestran como espacios no sólo de interrelación social, sino que también permiten que se desarrolle temas de interés público, lo que a su vez posibilita entenderlos como foros de persuasión política y de manifestación de pensamientos offline, (McGregor, S. 2017; Miller, P. Bobkowski, P. Maliniak, D. y Rapoport, R. 2015).

La ponencia se plantea a partir de una investigación acerca de la visibilización en la prensa de las actividades de los veedores ciudadanos en Colombia, que a partir de un enfoque mixto por la utilización de entrevistas y análisis de contenidos, arrojó como uno de sus resultados que si bien en el país existe una tendencia en las alcaldías de acercar la gestión pública a los ciudadanos, no se generan los contenidos adecuados y mucho menos se explota la potencialidad que ofrecen las redes sociales para ello.

Entender la importancia de las redes sociales, no solo como los escenarios predilectos donde convergen las posturas del nuevo siglo, sino también como nuevas tecnologías directamente relacionadas a las acciones políticas y públicas, resulta una ventaja a la hora de encontrar formas

que optimicen el ejercicio democrático, más aún, éstas se muestran como respuesta y solución a la crisis que enfrentan los métodos de control ciudadano.

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**Id:** 16203

**Title:** Empowerment by design: Configuring the agency of citizens and activists in digital infrastructure

**Session Type:** Individual submission

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**Abstract:** Digital infrastructures like social media and other online platforms are deeply embedded in everyday social life. What's more, they are a central tenet to the contemporary public debate. This evolution is accompanied by the gathering, processing, (re)using and monetising of large amounts of (personal) data, which is commonly referred to as "datafication". Besides concerns of ubiquitous surveillance and "algorithmic power", there is a need to investigate agency and reflexivity regarding (big) data use by individual or collective actors (Couldry & Powell, 2014). This paper explores the socio-technical conditions for bottom-up data practices by citizens and the organized civil society, in order to construct and enact power and participation in diverse ways. Our main question is how to design and support digital infrastructure that enable and promote the use of data and publicly available information for good (or "proactive data activism").

Proactive data activism refers to activism that takes advantage of the possibilities for advocacy and campaigning that big data offer, and use and appropriate data to foster social change (Milan and Gutierrez, 2015). However, the lack of transparency and control over commodified data in the "platform society" (van Dijck, Poell & de Waal, 2016) seriously undermines the potential for user empowerment (Pierson, 2012). We therefore introduce the notion of "empowerment by design", which refers to building infrastructures and systems (like Internet-of-Things, participatory sensing platforms, open data systems, government databases etc.) in such a way that citizens and activists have agency to safeguard and strengthen public values in society. The theoretical framework is based on integrating insights from critical media theory with Science and Technology Studies and the sociology of social movements.

For investigating these issues we combine empirical findings of work in progress in a four-year project in Belgium on citizen observatories (FLAMENCO: <http://citizen-observatory.be>) and a five-year European ERC project on data activism (DATACTIVE: <https://data-activism.net>). The

FLAMENCO project aims to develop a platform that supports the creation and implementation of citizen observatories for collecting, analysing and visualising participatory sensor data. The design of the platform should enable and stimulate citizens to easily set up data generating campaigns for engaging in sustainable mobility and environmental monitoring. We present first results of how to “encode” citizen empowerment in the platform to be developed, based on scenario-based design approach. The (individual) citizen perspective is complemented with the perspective of civil society organisations as well as individuals interviewed within the DATACTIVE project. More specifically, we look at how activists make sense of the ways in which the data of digital infrastructures (digital traces) structure their interactions, and how they exploit these for mobilization and political agency. These insights help to identify guidelines and features for building agency-producing digital infrastructures furthering social movement goals.

The paper offers an innovative socio-technical perspective on how to (re)design digital infrastructures generating (bottom-up) data and digital traces, in order to enhance the agency of citizens and activists. It contributes also crucial insights on “how to infrastructure” (Star & Bowker, 2006) in order to give voice and strengthen public values.



**Id:** 16241

**Title:** Selling the Numbers on Music Piracy to Burn Down the Digital Library

**Session Type:** Individual submission

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**Abstract:** Digital copyright policy is shaped through intellectual property stakeholders that influence legal norms and objectives. These stakeholders operate at the governmental and industrial levels, and work together to craft information policy. This paper analyzes how in the music industry and trade organizations including the International Federation of the Phonographic Industry [IFPI] and the Recording Industry Association of America [RIAA] shape policy objectives and legal norms by working with governments to pass anti-piracy laws, set copyright standards, and train police to enforce intellectual property rights. Trade groups ground their defense of anti-piracy laws in statistics that, I argue, are often dubious. The numbers are used to delegitimize the digital labor and online cultures that coalesce around many music sharing sites by labelling the operators and users as “pirates.” I demonstrate that many of these sites are designed as massive digital music libraries, and there is no legal alternative of access to the depth, quality, and breadth of orphan and forgotten works found on these file sharing sites. The contrast between the use of P2P services and the interpretation of their services by governments and trade groups is evaluated here through the political economy of communication.

I use the political economy of communication framework from Mosco (2009) to describe how the commodification of digital forms of music is difficult to control on the Internet. The commodification of music through copyrights that strengthen US and EU and music industry interests are a reflection of the malleable nature of the law. The use of numbers and statistics to build the cases for the RIAA and IFPI are significant because they demonstrate how quantitative data is presented and interpreted through the ideology of institutions to transform the law. The file sharing and pirate cultures targeted through international law and policy do not always conform to the narratives of the music industry. Many torrent and streaming sites exist to profit from advertisers, but others, most notably the Pirate Bay, offered a revolutionary narrative to counter the political economy of intellectual property (Andersson, 2013). This paper analyzes the private music tracker. Private music trackers are torrent directories that are invitation only, and involve users that can only download if they are uploading. I describe the case of Oink’s Pink Palace, a private tracker that had its servers seized and operators arrested by police in three different countries (Wray, 2010). The Oink case unwound in the UK courts as an ideological battle between the music industry and file sharing culture. Oink’s lawyers insisted that the web-site was a non-profit digital commons where users created the world’s premiere digital music library. I analyze the user dynamics of Oink’s Pink Palace, the raid that shut it down, and the court case in order to demonstrate the

networked struggle between copyright law, digital file sharing cultures, and the norms and prohibitions underpinning music on the Internet.



**Id:** 16274

**Title:** Beyond 'zero sum': Charting the relationship between Network Neutrality, the Digital Divide and Zero Rating in the global South

**Session Type:** Individual submission

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**Abstract:** Network neutrality was the single most contentious international communications policy issue of the last decade (Bauer and Obar 2014; Stiegler 2013). The loci of attention for this issue were the USA and the EU, but the focus of digital rights organizations and communications scholars has steadily diverted to the telecoms markets of the global South. Therein the question of zero rated mobile Internet access, and its relationship to network neutrality, dominates the regulatory landscape and is advocated for and resisted by a diverse array of local and global actors. Zero rating refers to the offer of a preferred set of web content or services by a mobile ISP for which the user downloading costs amount to zero (Marsden 2016). Essentially the contestation of zero rated services centres on this question: does permitting mobile phone users free access to selected websites constitute a “pernicious” threat to network neutrality (Crawford 2015), or an Internet on-ramp for the 4 billion people for whom access is prohibitively expensive (ITU 2015)?

Unfortunately this question, in common with other prevailing analyses, is reductionist and presents zero rating as a zero-sum game; one torn between the apparently incommensurate goals of facilitating access and preserving a neutral network. False binaries never provide the basis for sound public policy, however, and it is therefore the goal of this paper to present a more nuanced and contextualized analysis of the panorama of regulatory issues surrounding zero rating in the global South and its relationship to network neutrality and the digital divide.

By cataloguing every mobile Internet plan offered by the major wireless carriers in South Africa, Colombia, Brazil, Mexico and India, I make two significant contributions toward this endeavour. The first is a detailed typology of zero rated services available in the global South. The second is a fine-grained analysis of the extent of zero rated mobile data offerings in these five wireless markets.

I then proceed to examine this data across three major dimensions in order to assess the factors that influence the extent to which zero rating compromises network neutrality and/or facilitates access. These three dimensions are: legislative, where I examine existing network neutrality legislation, the goals it seeks to advance, and if and how zero rating is regulated; developmental, where I assess the affordability and penetration of mobile Internet, the level of local technological innovation as well as state-led initiatives to boost Internet access; and finally political-economic where I scrutinize the wireless market in terms of concentration, market-share, as well as the presence of global operator groups and content platforms.

Through the above analysis I identify particular sets of circumstances in which zero rated services can be legitimately sanctioned as a means to provide mobile Internet access to those otherwise economically marginalized from the network. Conversely, in other contexts, zero rated services

constitute an intolerable infringement upon network neutrality, local technological innovation and freedom of expression and should be aggressively regulated.



**Id:** 16308

**Title:** Privacy Shields for Whom' Key Stakeholders and Discourses On Twitter and in the Newspapers about the EU-US Privacy Shield Framework

**Session Type:** Individual submission

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**Abstract:** The ability to trade and share user data across borders is part of the dominant social imaginary and everyday practice of contemporary informational economies (Castells, 1996, Mansell, 2012). The Max Schrems case against Facebook in Europe raised fundamental questions about the capacity of existing ‘safe harbour’ policies and practices of multinational corporations in Europe and North America to protect the privacy of individuals. The subsequent E.U- U.S. ‘Privacy Shield’ framework was adopted in July 2016 to provide “stronger protection for transatlantic data flows” (European Commission, 2016). Despite state and corporate reassurances, a number of court cases are ongoing which challenge the tenets of the ‘Privacy Shield’, not least in terms of who the shield is protecting and how.

This paper draws upon a sample of English language newspapers and twitter accounts in Europe and the US from the summer of 2016 to identify the key stakeholders and discourses surrounding the introduction of the privacy shield framework. A sample including tweets containing #privacyshield over the period of one week, and English language newspapers in the LexisNexis database using keywords including ‘privacy shield’ during the summer of 2016 was collected and analysed. We sought to establish who are the key institutions and individuals involved in the online and offline debates on this significant policy on both sides of the Atlantic, who is missing from the debate, and what are the key terms used to frame debates related to this policy.

Initial analysis of the data reveals a dominance of positive commentary framed in trade, market and security terms, a focus on individual informational privacy and the dominance of state and legal actors, in both newspaper and twitter data. While a small number of individuals in the data sample were significant critics of the policy, their presence was much more significant in the online data compared to the offline data, raising questions as to their ability to exert influence on policy-making processes. Overall, the paper contributes to our understanding of key discourses and stakeholders

surrounding transnational communication policies related to privacy on digital platforms. It points to the continuing need for policies, frameworks and national/transnational institutions in this space, and reflects on the voices who are absent, and the potential implications for the (dis)empowerment of citizens and consumers in cultures of connectivity (Van Dijck, 2013).

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**Id:** 16313

**Title:** Communications regulation in the UK and the use of big data: assessing the impact on democratic citizenship

**Session Type:** Individual submission

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**Abstract:** The proposed conference paper would present research that has been conducted on the way big data is used by Ofcom, UK's independent regulator in the communications sector, and by public interest groups in the same sector. In other words, both top-down and bottom-up use of big data has been analysed. The main research aim has been to establish to what extent the use of big data affects democratic citizenship, which has been seen to have two different perspectives. The first one is if and in what ways the use of big data can be said to enhance the way citizens and their perspective can influence the decision-making processes in an equal manner. The second perspective is to what extent the use of big data overshadows other democratic processes already in place. A number of case studies have been looked at, from regulating in order to protect from harm to the regulation of the quality of mobile service provision. In addition, both the use of big data spontaneously generated by the citizens, such as their activity on the social media, has been analyzed as well as the use of data generated through applications designed by Ofcom to specifically collect big data with the knowledge of the users, such as their mobile phone app. Research methodology has consisted of expert interviews, document analysis, social networks analysis, and case studies analysis. When it comes to the conclusions, on the positive side, the use of big data is empowering to a certain extent since citizens can have new opportunities to have a voice. In addition, the use of big data chimes well with some of the trends influencing the work of regulators such as focus on evidence-based regulation. Ofcom's mobile phone app is a very good innovative way to use big data since it overcomes some of the obstacles related to big data analytics such as access to data held by private parties, and ethical issues related to protection of privacy and data ownership. However, this voice created by the use of big data creates inequalities and is not deliberative. In addition, the problems with the use of big data Ofcom faces are no different than the most common ones found in the literature such as quality of data, the limitations of machine learning, the lack of ethical framework, and lack of resources (Malomo and Sena, 2016; Aggarwal, 2016; Mayer-Schonberger and Cukier, 2013; Margetts et al, 2015; Floridi, 2013). Furthermore, public interest groups face significant hurdles in terms of resources to be able to use big data and instead rely on what is readily made available by, for example, Citizens Advice, one of the better resourced networks of charities.



**Id:** 16360

**Title:** Open access policy and data sharing practice in UK academia

**Session Type:** Individual submission

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**Abstract:** Data sharing can be defined as the release of research data that can be used by others (Borgman, 2012). With the recent open science movement, there has been a call for free access to data, tools and methods in academia. In recent years, subject-based and institutional repositories, data centres, open source software and public copyright licenses have emerged along with online publishing. Many scientific records, including published articles, data, presentation slides, methods and tools have been made freely available to all internet users via those new platforms. The rationales and purposes of open access to research data are related to the accessibility to public goods, validation of findings, reducing duplicate data collection and accelerating scientific progress. The Berlin Declaration on Open Access to Knowledge in the Science and Humanities (2003) supported an open access paradigm and called for the setting up of regulation to promote open access to scientific contributions, including ‘original scientific research results, raw data and metadata, source materials, digital representations of pictorial and graphical materials and scholarly multimedia material’. In the UK, most major UK research funders had a data policy and require researchers to include a ‘data-sharing plan’ when applying for funding (RIN 2011).

However, there are a number of barriers to the full-scale adoption of data sharing. Those barriers are not only technical (as infrastructure needs to be built to store the data), but also psychological and social. The lack of recognition incentive for sharing research data, the lack of standard for data formats and metadata, privacy issues, fear of misuse, lack of time and resources are all potential barriers that can hinder data sharing. In order to examine the attitudes and practice towards data sharing, a survey was conducted with over 1,800 UK based academics. This study aims to explore the extent of support of data sharing and the characteristics and factors associated with the practice of data sharing. It found differences in the extent of data sharing between different gender, academic disciplines, age and seniorities. It also found that the awareness of RCUK’s Open Access policy had positive association with the practice of data sharing. A small group of researchers use social media such as Twitter, blogs and Facebook to promote the research data they have shared online. It will give recommendation to universities, stake holders and academics for a better implementation of data sharing policies and science advancement.

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**Id:** 16414

**Title:** La doble connotación de ser migrante y ser indígena en Estados Unidos: discurso de odio en la era Trump

**Session Type:** Individual submission

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**Abstract:** Las elecciones presidenciales de Estados Unidos en 2016, donde resultó electo el republicano Donald Trump, implicó un hito en el sistema político mundial. Su campaña presidencial se basó en un discurso de odio, principalmente hacia México, y con los inmigrantes. Sus constantes amenazas y expresiones raciales, sexistas, xenófobas, etc., se conocieron a través de los medios de comunicación tradicionales, y se extendieron en las plataformas digitales.

En tal contexto, este artículo analiza cómo se ha propagado los discursos de odio hacia jóvenes migrantes zapotecos de Oaxaca\*, México; tanto en plataformas digitales como espacios físicos, antes y después del triunfo de Donald Trump como presidente de EUA.

Los discursos son actos de habla y de significado, son fuentes de acción social, afirma Van Dijk (1994). Asimismo, Castells (2009) señala que una de las bases de poder social que aún prevalece en la sociedad red es el discursivo, mediante los cuales los individuos guían sus acciones, siendo los medios de comunicación sus canales más importantes de difusión.

En esa investigación se empleó la metodología cualitativa, realizando observación participante y entrevistas a profundidad a jóvenes migrantes zapotecos de Oaxaca en Los Ángeles, California. Aunado a la etnografía virtual de redes sociales como Facebook, Twitter, y plataformas online de noticias.

Así, se presentan resultados que detallan la forma en cómo los medios reproducen y amplifican los discursos raciales de los líderes políticos; la generalización de los migrantes, sin tener en cuenta su contexto social o adscripción étnica, ocasionando la invisibilidad de los jóvenes indígenas.

De igual manera, se detectó la proliferación de fake news en las redes sociales, los cuales los jóvenes han aprendido a 'discriminar'. Además de la multiplicación de discursos de odio, que se reflejan y refuerzan tanto en los espacios digitales, como físicos, como las siguientes opiniones que nos compartieron:

'Con Trump, todos salieron de su escondite, ya cualquier persona se siente con el derecho de insultarte, más si eres de un pueblo'; 'A mis hermanos en la escuela, los asustan, les dicen que van a sacar a sus papás del país'; 'En Target, me tocó que una anciana le dijo a su nieto: ¡Look!, a Mexican. I'm scared of her...'; 'Los comentarios en Facebook, me asustan, son muy negativos', etc.

Estas implicaciones llevan a repensar el papel de los medios para una mayor inclusión de individuos, donde no sólo sean considerados receptores de información, sino emisores y sujetos activos de transformación, para generar nuevas formas de comunicación discursivas que tiendan a la participación, al pluralismo y al respeto de todas las voces, o en última instancia como lo expresa

Butler (1997) subvertir el lenguaje; sobre todo en individuos con identidades culturales específicas, quienes para Castells (2009), se convierten en modos de autonomía y de resistencia en la sociedad red.

\*Oaxaca, es la entidad con mayor presencia de grupos étnicos en el país, siendo los más numerosos, los zapotecos. Asimismo, es el estado de la República Mexicana, que más migrantes indígenas expulsa hacia EUA.



**Id:** 16482

**Title:** Going off(line): industry and user practices

**Session Type:** Individual submission

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**Abstract:** In a time of ubiquitous and permanent access to the internet made available to more and more people, emergent research has focused on audiences' practices to disconnect from the internet (Kaun et al., 2014), to go offline and to remove their presence and visibility from online spaces. On the other hand, discussion on the rights of the users, especially the youngest ones, has highlighted the right to remove content from the internet, to be forgotten and to a conscious and informed use of digital technologies, without addictive techniques from the industry, notably the social media (Livingstone & Bulger, 2014).

The emotional attachment to digital platforms provokes an ambivalent relation; on the one hand, we seek the comfort of familiar contexts and memories as our identity increasingly rests on "machines and machines, and machine-made memories" (Dyens, 2001: 4); on the other hand, we lack the freedom to forget and to let go. Will the immobility of digital memories allow us to forget? Even in the extreme case of a death, people feel unable to erase accounts, messages, posts (Dean Keep, 2009), as a way of resisting, of safekeeping, and revisiting traumatic memories.

In this paper, we present results from an exploratory research that sought to map strategies of the industry to get users to be connected, and practices and tactics of users to disconnect, more or less permanently. On the one hand, we analyzed the terms of service of social networking sites such as Facebook, Twitter, Instagram, LinkedIn, YouTube and tested the process of withdrawal by the users from those same social networking sites. On the other hand, we conducted three focus groups with Portuguese young people aged 18 to 25 and their experiences of disconnecting, and going offline.

We want to map their tactics, their expectations and the perceived consequences of going offline. The research also aims at providing insights for policy making towards ensuring digital rights.



**Id:** 16696

**Title:** Use of blockchain technology in UK's communications sector: the question of empowerment

**Session Type:** Individual submission

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**Abstract:** This abstract presents results of the research into the use of blockchain technology in the communications sector in the UK. The aim of the research has been to establish to what extent the potentials offered by the technological possibilities of blockchain have been realised in practice and whether the use of this technology is empowering citizens in both economic and political terms.

Blockchain, as a technology where reliance on cryptography replaces reliance on a central authority, offers a number of potential advantages such as no central point of failure, immutability, added security, trust, transparency, efficiency, and accuracy. Perhaps more importantly, Blockchain also offers a possibility of creating alternative models of social, political and economic organisation by removing the need for the central authority (DeFilippi, 2015; DeFilippi and Loveluck, 2016; Umeh, 2016; Halaburda and Sarvary, 2016). In this sense, Blockchain could be a truly disruptive technology in terms of reallocation of power. The proposed conference paper would present an analysis of whether these potentials have been realised in practice both when it comes to the way blockchain has been used by corporate bodies and citizens. When it comes to the former, all patent applications in the UK in the media sector have been analysed in order to see what characteristics of blockchain have been emphasized. When it comes to the later, the focus of analysis has been on social networks built on blockchain. The research methods used have been interviews, surveys, document analysis, and case study analysis. The main research findings are not overly optimistic. The corporate world has been focused on developing what is called a permissioned blockchain where only pre-approved users can have access. British Telecoms, for example, wants to ensure access to the blockchain can be revoked if necessary. For the citizens and consumers, this would not offer any of the advantages in terms of transparency or ownership of data. Instead, it might lead to more surveillance and loss of privacy since there is currently no regulatory framework to prevent this. One of the possible ways this type of blockchain could benefit end users and citizens is if the efficiency gains, if any, would result in lower service costs. When it comes to social networks built on blockchain, although there are certain benefits such as the ability to monetize creation and curation of content, transparency, and absence of censorship, there is no paradigm shift in terms of economic or political empowerment since there is no break with attention/sharing economy, centralization, and there is no true democratic participation. Although the utilization of Blockchain is still in early stages, the tendencies evident in its use up to this date are not encouraging.



**Id:** 16711

**Title:** Media Diversity Policies in Europe in light of transforming media systems

**Session Type:** Individual submission

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**Abstract:** The supply of media content in digital markets tends to increase. Lower access costs, coupled with the widespread use of digital technology, mean that it is relatively easy to produce and distribute content. In view of the seemingly endless offer of online content, the diversity problem seems to be losing relevance. This quantitative expansion of offerings, however, often is ‘more of the same’ and only a few content providers dominate the online audience and advertising market. These include already dominant providers in the media sector as well as Internet-based companies such as Google and Facebook. Moreover quality journalism is increasingly under pressure. The question arises how sufficient funding of publishers can be guaranteed in order to ensure journalistic quality and diversity. Despite a lot of opportunities to gather and distribute content to all types of audiences on all types of platforms, revenues are uncertain (Küng 2013, 455f.). Hence established regulatory measures and models to ensure diversity have to be adapting to modified conditions. As well as being faced with changing objects of regulation, the EU member states also have to deal with the influence of European bodies.

Against this background, the comparative study investigates regulatory measures used by the 28 EU member states that are aimed to promote media diversity. These include examination of support measures, media concentration rules, broadcasting quotas and content requirements.

Methodologically, the description of regulatory instruments and procedures is based on a qualitative document analysis: legal documents, country reports and comparative studies (e.g. OSF, 2012, MEDIADEM, 2011, EC, 2009, IPMZ, 2013).

As a result, it can be shown that despite the EU's state aid rules, which are intended to establish uniform conditions of competition, interventionist media diversity measures continue to be used to safeguard national and cultural identity. Also there are significant differences in promoting media diversity in Europe. States such as Belgium, Denmark, France, The Netherlands and Sweden have comprehensive state subsidy models. There are extensive direct production subsidies for publishers. To some extent models for granting subsidies have been designed to be platform-neutral. France and The Netherlands specifically promotes the distribution of mass media and creative content on the Internet and also supports press publishers in switching their traditional print offerings to digital formats. In view of the changes caused by technical convergence, these measures appear to be forward-looking and effective in order to secure media diversity and they cushion the resource crisis of journalism. Other diversity measures are used in Italy and Germany. In these states online mass media are included in media-specific concentration controls that come into play when licences are issued.

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**Id:** 16757

**Title:** Community Radio Policy in Japan'Current Status and Future

**Session Type:** Individual submission

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**Abstract:** 302 community FM stations (CFM) consist signed their signal off the air since Japan's Community Broadcasting Law enacted in January 1992. For the further development of community broadcasting it was crucially important to realize deregulating the community broadcasting law such as by increasing the degree of electronic power output. In fact, the community radio stations have been given the opportunity twice to increase the output power to cover wider area by the national government authority in 25 years. The Japan Community Broadcasting Association (JCBA) pressured on the government authority to realize deregulating the broadcasting policy of the community radio operation by law. Immediately after the Great Hanshin Awaji Earthquake in 1995 the output power limit was raised from 1 watt to 10 watts. And yet CFM has their own burden that they were operationally demanded to cover whole local area to gain the investment by the local government and budget for information dissemination. Although the Technology Standard Committee for the FM Broadcasting Establishment reported that CFMs need to upgrade the scale of output power to 50 watts, the output power in regulation was set 20 watts in 1999.

Under these circumstances the natural disaster which could not be control by any authority seemed to give the CFMs the favoring situation since they would play an important role to disseminate important information for the people suffered. In other words, the emergency situation empowered the CFMs as an inevitably important communicator for the local government. This gave an opportunity to shift public policy-making pattern from the state-centric to the society-centric approach.

The situation changed after the Tohoku Great Earthquake in 2011. The Ministry of Internal Affairs and Communications (MIC) changed its policy-making direction that CFMs should function in the case of natural disaster situation at any moment. This is the reverse course by the MIC-led public policy that more loosely controlled community FM operation would be allowed any more. CFMs suddenly have been restricted in their daily operation with decent broadcasting operation equipment and transmission systems.

This whole policy and its policy-making processes are to be realized based on the state-centric policy-making approach, which is totally different from society-centric policy-making approach. Japan community broadcasting policy and policy-making studies have not been focused and quite a small number of related scholarly conducted studies can be found. Under dramatically changing media environment this study shows the importance of the theoretical underpinning of institutionalized approach and more in-depth understanding of policy-making processes in Japan's community broadcasting.



**Id:** 16788

**Title:** PANEL: UNESCO global consultation on Internet indicators

**Session Type:** Panel Submission

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**Abstract:** Paper title: Internet Universality and Datafication: Indicators for Digital Citizens in the Era of Mass Surveillance

With the concept of ‘Internet Universality’, UNESCO addresses challenges of online infrastructure, interactions and development, based on the four norms of rights, openness, accessibility and multi-stakeholder participation. Several prominent struggles and debates have recently occurred in this field, including on net neutrality; content blocking and filtering; the role and power of commercial platforms; and privacy and surveillance. In this presentation, I will focus on the latter, and I will discuss them in the context of increasing datafication.

As the Snowden revelations demonstrated, internet users are heavily monitored and analyzed by both corporate actors and the state. Social media platforms, the ‘sharing economy’ and other online businesses are centred on the ability to generate, collect and analyze massive amounts of data, and state agencies are using this resource extensively. Moreover, with the increasing development of the Internet of Things and smart devices (homes, cars, cities), the internet is expanding far beyond human communication and data is collected about a wider range of people’s movements and habits. Data scores, developed from online communication and other data traces, are becoming a means to categorize citizens, allocate services and govern populations – from insurance to predictive policing and criminal justice. The processing of data and data-driven decision-making have thus become a cornerstone of contemporary forms of governance.

What, then, are the implications of data processing and monitoring for digital citizenship? What does this mean for our understanding of ‘Internet Universality’ and, particularly, the dimensions of rights and accessibility? What are the challenges, and what are strategies to address them? What key indicators can be developed from this analysis?

The presentation will discuss these questions, based on a review of recent research in the field of critical data studies as well as empirical findings from a 2-year project on the state of digital citizenship in the aftermath of the Snowden revelations. It will argue that emerging forms of data-based governance require a broader review of what social justice means in times of datafication. At

the same time, it will make an attempt at formulating indicators that include, among other dimensions, the regulatory framework, public understanding, and technical standards.



**Id:** 16849

**Title:** Dependencia tecnológica y cognitiva en la construcción del ciberespacio en México y su impacto en los contenidos.

**Session Type:** Individual submission

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**Abstract:** Dependencia tecnológica y cognitiva en la construcción del ciberespacio en México y su impacto en los contenidos.

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La construcción del ciberespacio en México le corresponde a unas cuantas empresas de la información en su mayor parte provenientes de los Estados Unidos. Fuera de ser políticamente neutrales como la propaganda del Silicon Valley maneja, estas empresas tienen una serie de sesgos que inciden en los contenidos de la comunicación.

Es así como hay un discurso propagandístico que quiere hacer ver al ciberespacio como un nuevo espacio público imparcial, cuando en realidad la ausencia de regulaciones y controles, hacen que la producción de contenidos y páginas web en el ciberespacio se concentré en unos pocos países (Europa y Estados Unidos), unas pocas empresas (Redes sociodigitales y buscadores), y pocos idiomas (el inglés principalmente), además de que se privilegie la difusión de contenidos poco informativos y contrarios a la ética periodística.

Esto incide de manera directa en el Estado mexicano ya que existe una dependencia tecnológica y cognitiva en la construcción del ciberespacio gubernamental, que afecta la transparencia y la rendición de cuentas por parte del Estado, específicamente a través de la construcción de las páginas web correspondientes a la comunicación digital Estado-ciudadanos y a la propiedad de los datos.

Esta ponencia presentará datos originales en cuanto a la concentración de la venta de tecnología al gobierno mexicano, destinada a la publicación de contenidos en el ciberespacio, así como cifras de la distribución geopolítica y empresarial en México, con miras a ayudar a la discusión de una política pública coherente de regulación por parte del Estado, que respete la libertad de expresión.



**Id:** 16862

**Title:** Implementación de la Ley de TV Digital en Chile en un contexto "multiscreen" y de redes sociales

**Session Type:** Individual submission

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**Abstract:** El proceso de implementación de la televisión digital terrestre (TDT) en América Latina ha sido cuesta arriba (Fernández, 2015). Y a pesar de que Chile cuenta con una ley específica desde 2014, ésta tardó cuatro años en promulgarse, y otros dos años en implementarse, para que los canales de televisión analógicos existentes pudieran tener su canal de transmisión digital definitivo. Estos seis años pueden significar un importante retraso de parte de la industria de la televisión hertziana frente al avance de la televisión de pago vía cable, satélite o por internet (Julio, Fernández, Mujica, Bachman y Osorio, 2015). De hecho, la audiencia ha ido incorporando diversas pantallas de exhibición de contenido audiovisual y de información relacionada, la cual es consultada por ésta de manera simultánea a la transmisión televisiva. Se trata de un experiencia multiscreen (Giglietto & Selva, 2014), donde Facebook y Tweeter son el escenario para comentar sobre los programas de TV abierta principalmente (Quintas, Halpern & Fernández, 2016); aunque más que conversaciones, son opiniones sin hacer referencia a los tweets anteriores (Miranda & Fernández, 2015).

La implementación de la TDT en Chile se ha centrado en la calidad de la transmisión audiovisual, dejando de lado las ventajas de contar con servicios de guía electrónica de programación y servicios interactivos de valor agregado por medio del middleware Ginga. Incluso, la incorporación de nuevos actores como consecuencia de una mayor eficiencia en el uso del espectro radioeléctrico, está retrasada en Chile respecto de sus vecinos como Brasil y Argentina.

Con el objetivo de identificar cuáles son las diversas estrategias definidas por la televisión chilena para enfrentar el actual contexto de convergencia digital (Jenkins, 2006; Scolari, 2008), se analizó el contenido interactivo digital de los sitios web de los canales de televisión con presencia en la mayor parte del territorio nacional, siguiendo una pauta única descriptiva del tipo de interacción con el usuario. Asimismo, se realizó una serie de entrevistas semiestructuradas a los encargados de las estrategias de contenido digital en los mismos canales de televisión.

Entre los resultados destaca que en todos ellos no existe una integración de la implementación de la TDT a las estrategias de contenido digital audiovisual de los canales de televisión. Asimismo, la incorporación de redes sociales apunta a lograr un mayor compromiso y un mayor alcance de audiencia, más que a la generación de un diálogo con los telespectadores, lo que refuerza lo planteado en el marco teórico del estudio. En un contexto líquido donde la industria de la televisión en Chile comienza a formar parte de grandes grupos de comunicación internacionales, la relevancia de esta investigación radica en que permite contar con datos sobre cómo se implementan las políticas y la legislación sobre televisión y comparar con otras experiencias en la región.



**Id:** 16892

**Title:** The Effects of Domestic Search Engines on the Development of the Internet

**Session Type:** Individual submission

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**Abstract:** Previous studies have attempted to identify key factors in Internet development across different timespans using various sources (such as OECD, EU, and/or ITU countries) and statistical techniques (such as OLS regression, factor analysis, and static/dynamic panel data models). Key factors that such studies have considered include income, education level, population density, urbanization, broadband price, degree and type of competition (inter- vs. intra-platform and/or facilities-based vs. service-based), computer penetration, mobile penetration, amount of online content, and stage of broadband diffusion, among others. This study expands upon this work, analyzing the influence of domestic search engines on Internet development.

The global search engine market is dominated by a few transnational platforms, notably Google, and Yahoo!; however, a few domestic search engines have sought to compete successfully with global search engines and have achieved dominance in their domestic markets. As of 2013, 5 of the 100+ countries in our analysis—namely, China, South Korea, Japan, Russia, and the Czech

Republic—have created their own domestic search engines, each of which, on average, accounts for 50% of the domestic market.

In this study, we quantify the contributions made by domestic search engines to the development of the Internet. Compared to a global search engine, a domestic search engine typically generates higher-quality domestic search results. Such a search engine usually connects users with localized content written in the country's official language(s), resulting in higher search relevance. It also generates private databases with more localized content, including knowledge-sharing services that are better suited to local consumers. The quality improvement enabled by a domestic search engine may subsequently increase the local user base.

We construct a country-level dynamic panel dataset of more than 100 countries using information gathered from industry and government sources and ranging from 1995-2013. This data includes the economic and cultural status of each country along with trends in (broadband) Internet penetration and other indices indicative of the development of information and communication technologies. We then estimate the increase in the number of Internet users and broadband penetration in each country that has its own domestic search engine, using linear generalized method of moments (GMM) estimators.

Our preliminary analysis indicates that the development of a domestic search engine leads to Internet development: that is, a country with its own domestic search engine platform(s) has greater broadband penetration and/or more Internet users than a country without such a platform. This finding offers preliminary confirmation for our hypothesis that a domestic search engine has a positive effect on local Internet development. Our findings may provide valuable evidence for scholars, politicians, and Internet policymakers who seek to gain insight into the benefits of domestic search engines. The study's findings and their cultural and policy implications are discussed within the context of the scholarly debates about the dominance of the U.S. in the global media industry.



**Id:** 16939

**Title:** Using mobile phones to combat corruption: A case of citizen feedback model (CFM)

**Session Type:** Individual submission

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**Abstract:** New technologies have provided an opportunity to the governments around the world to improve governance. One of the main problems hindering good governance in developing countries is corruption because of the lack of proper institutional framework and infrastructure. Pakistan features almost at the bottom of Transparency International's Global Corruption Perception Index (Transparency International, 2014). As many as 62 percent of survey respondents said that they felt compelled to pay a bribe during the property registration while 54 percent had such an experience with police during the 12 months leading up to the survey (Transparency International, 2011). To tackle this situation, the government of Punjab (Pakistan's largest province) introduced a new program (Citizen Feedback Model) in 2008 that encouraged the general public to provide feedback on corruption cases using mobile phones (PITB, 2014). The purpose of the intervention is to identify instances of corruption/bribes in government departments and reduce it with a top-down approach. This paper analyzes the citizen feedback model (CFM), its strengths and weaknesses, and the role cell phones can play in checking corruption in a developing country like Pakistan where more than half the population lives in rural areas and literacy rate is not very high. Pakistan is also one of the fastest growing countries in South Asia in terms of mobile phone penetration (ITU, 2013). Balboa and Medalla (2006) looked at corruption and governance issues in Philippines and pointed out that "corruption has far reaching negative effect on the national psyche which eventually goes back to undermine the whole system of good governance itself" (p. 2). Several researchers have looked at the role of mobile phones in reducing corruption and provided encouraging evidence. Elbahnasawy (2014) provides empirical evidence that use of e-governance can help reduce corruption. Looking at the data from 160 countries between 1995-2009, the study found that greater use of e-government resulted in checking corruption. Hellström (2010) argued that the appropriate use of cell phone applications for good governance had the potential of increasing accountability and bringing down corruption significantly. This paper uses a mixed methods approach to answer the research question whether the CFM has resulted in reducing corruption perception and restored public confidence in state institutions. The results of the corruption perception index of Transparency International for the last six years (2008-2013) and the data compiled by the CFM managers has been combined with interviews of a purposive sample of Pakistani journalists reporting on corruption cases. The results suggest that corruption perception of the public has actually increased and the trust deficit in public institutions has also increased. This has serious implications for the efforts of the government and what it means for the democratic regime in a country like Pakistan. Although this issue has been covered in the Pakistani media and by international monitoring agencies, but it has not received enough scholarly attention. This paper

attempts to fill that gap with the hope that it will draw attention towards the relationship between new technologies and governance in South Asia.



**Id:** 16983

**Title:** Social media policy and white supremacy online

**Session Type:** Individual submission

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**Abstract:** This paper examines the proliferation of white supremacist content online and its impact on social media company policy and practice. Social media content policies around extremism have been largely created in response to governmental pressures to curb speech from the Islamic State and do not always properly address the prevalence of far right extremist content. For example, YouTube bans “foreign terrorist organizations” but does not define in their terms of service what that actually means, nor does it explicitly address domestic terrorist organizations or white supremacy groups or content. VKontakte has become a popular site for a number of U.S.-based white supremacist and Neo Nazi groups, who have either had their accounts removed from Facebook for hate speech violations or who are looking to reach a more international audiences.

Initiatives to counter extremism online must be inclusive of where the greatest threats to safety and security actually lie and better encompass responses to right wing extremism and white supremacist movements. In the United States, where the founder of a populist website known for its dissemination of disinformation and extremist content is now chief advisor to the US President, the country is entering unknown territory with an unpredictable new regime amidst a rising tide of hate crimes and violence by far-right extremists and white supremacists. At the time of writing, reports are emerging that the administration wants to change its "Countering Violent Extremism" program into a "Countering Islamic Extremism" which eliminates the work against white supremacy from their mandate.

The research paper to be presented is part of ongoing work that includes a study of the terms of service and content rules of both the most popular social media platforms as well as those of other platforms favoured by right wing extremists, and a review of the literature related to white supremacist groups online, including but not limited to recent studies highlighting the relationship between supporters of Donald Trump and white supremacists sites. The overall outcome of the research to be presented is to better understand social media policies and practice regarding white supremacists on their platforms and how this compares with responses to other extremist groups. More broadly, the research also engages with the question of what this all means for the future of online communication and free expression, with a particular focus in this political climate to what this means for the U.S.

