



Emerging Scholars Network Section

Abstracts of papers accepted for presentation in the Online Conference Papers of the
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Emotional Frames: How Did COVID-19 Framing in Emirati Instagram News Accounts Impact Audiences?

Authors

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Abstract

The last few years have witnessed an increased reliance on social media as a main channel of communication to disseminate news, updates, and information about different subjects. As a way of engaging audiences with the news stories and influencing their perception and response using social media, media practitioners have been using framing as a tool to highlight certain segments of news stories and shape public opinion. This study investigates the types and frequency of frames used in an Emirati Instagram news account (@UAE_Barq) during the COVID-19 outbreak to explore if certain frames such as gain vs loss, and generic frames such as human interest and attributing responsibility, can elicit negative, neutral, or positive responses from Instagram users.

In the United Arab Emirates (UAE), during the COVID-19 outbreak, the Telecommunications Regulatory Authority (TRA) reported a noticeable increase in the use of social network sites since March, around the time the lockdown and all protective measures started in the country. Since then, Twitter usage increased by 22%, Facebook by 17%, YouTube by 16%, and Instagram by 12% (Khaleej Times, 2020). With this increase in social media access, panic, stress, and other emotional and cognitive reactions can also increase.

By deploying the framing theory and looking into literature about the transformation of communicating news from traditional ways to social media, and social media's influence on people; this study analyzes data from social media (Instagram posts and comments) and investigate potential impacts of COVID-19 posts on people's responses. Methodologically, this study applies content analysis to answer our research questions. This systematic method can help interpret meanings of data by categorizing concepts, which pinpoints the type of news framing during the COVID-19 outbreak then find out how it impacted Instagram users' reactions in this case. The paper quantitatively analyzes COVID-19 updates posts on Instagram to determine the types of news frames used and their frequency. This is an exploratory study, and it will help determine how social media posts (means) during the COVID-19 outbreak (situation) influence people who consume news on Instagram (channel). This research would be significant for content creators to understand the implication of adopting different communications frames on content and the association with viewers' responses. Social media users can benefit from

research by becoming aware of how different news frames impact their attitudes and emotions. Our study results are interesting and insightful. Most of the findings with regards to the use of frames on social media and their impact on Instagram users' responses were in line with expectations and previous literature, including Ahmad & Murad's (2020) study which concluded that social media had a negative influence on people during the COVID-19 outbreak in their countries.

Submission ID

76

Communicable community: A Location-based Media Based Urban Communication Network -- A Case Study of the Gudong Running Application

Authors

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Abstract

In recent years, group running has become increasingly popular in urban communities. Different from general running activities, running in the era of mobile Internet has added the scene of technology embodied. Wearable devices and sports APPS make the running behavior of the body in urban space traceable and data-oriented. In addition, mobile platform also endows running with social attributes by using LBS technology. For example, Gudong Sports, a running app that is very popular in China, is a typical location-based media for track recording. The same hobbies and needs make users gather on the Gudong platform, and the proximity of the geographical location turns the online relationship of users into real social interaction. The community linked by location media is not only a private network of individuals, but also a regional community that integrates technology, body and space. Among them, people's information transmission, meeting, co-being and sharing in urban space, as well as the meaning sharing of community spirit are essentially a kind of communication behavior. As Professor Xie Jing put forward "the theory of constructive community communication", community is not a static, a priori existence, but a dynamic network composed of communication. It includes interpersonal network (interpersonal communication and communication), meaning network (community culture and meaning) and actor network (communication text and space).

The author regards the urban running group formed by the Gudong movement as a special community built by the communication and interaction of runners, and selects the Shenzhen running group as the case. This paper discusses how the loose and flowing communication form connected by new media

technology can promote the interactive connection between people and space, and deepen the social bond between people, so as to form people's sense of identity and belonging to the community and city. Specifically, it can be expressed as: under the intermediary of Gudong movement, how do people connect with space, and what kind of social relations are formed between subjects? How does the tech-embodied practice of runners in urban space transform communities into meaningful places? To form an identity with the place?

Through ethnography and in-depth interviews, the author finds that as a media actor, the Gudong movement forms an actor network of people, media and space by means of visible and social translation. Runners maintain common beliefs and values through online self-tracking communication, as well as offline communication in daily life to some extent, reviving the collectivist lifestyle in traditional Chinese society. Finally, the runners realize the identity and sense of belonging to the place through the physical city experience, location naming and place practice occupied by ownership. The Gudong movement weaves a web of connection, a web of communication, and a web of meaning, thus promoting the communicability of urban communities.

Submission ID

321

Knowledge Transfer Across Languages in a Diglossic Situation: The Case of Radio News Comprehension in the Jamaican Language Situation

Authors

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Abstract

Nadine McLeod

Jamaica is a special kind of diglossic situation. It is one in which Jamaican Creole (JC), functions as the L language in the diglossia, the language of private and informal interaction. It is learnt as a native language by the vast majority of the population. English, by contrast, is the H language, the language of public and formal interaction, notably that of radio news broadcasting. English is typically learnt by exposure to formal education and competence in it varies based on levels of education. This study investigates the impact of levels of English language competence (ELC), using education levels as an index of such competence, on the ability to understand radio news broadcast in English. The study also

examines the effect of knowledge of the background to the news on the comprehension of radio news using media professionals as the subjects.

This paper reports on a particular aspect of this study, the ability to demonstrate an understanding of the news in each of the two languages within the diglossic situation. How do subjects from different education levels and levels of background knowledge score when the test language is the same language, English, as the language of the news broadcast, as opposed to when the test language is the other language used in the society, JC. A comprehension test based on the Barrett Taxonomy of Comprehension (Smith-Barrett,1974) was administered to a population of 240 Jamaicans of varying levels of education, and of familiarity with the background to the news. Half had the test administered in English and the other in JC.

The results show that, in spite of the presumed advantage that exists when subjects are tested in their native language, JC, rather than English, of the three categories of subject, two score more highly in the version of the test administered in English than in the one administered in JC. The one exception is the Media group, the one which is most highly educated as well as having the greatest familiarity with the background to the news. The paper explores possible explanations for these results. The goal is to understand how, in a diglossic situation, the process by which people with varying levels of competence in the official public formal language are able to transfer information provided in that language to their everyday lives which are mainly conducted in the private and informal language.

The study provides insight into news comprehension among members of the media audience, thus impacting media practice and policy in Jamaica. The research also adds currency to a limited yet similar research study, conducted in 1983 targeting similar categories of students. The current study uses a more sophisticated instrument, a larger sample and involves media professionals.

Keywords

Jamaican, Creole, Patwa, English, radio news, Nadine McLeod, literal, inferential, English language competence.

Submission ID

419

Polarization in Indian Elections 2019: Study of Public Discourse on Twitter

Authors

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Abstract

This research examines the Indian Elections in 2019 to excavate the cultural and historical reasons that contribute to religious polarization as a form of dominant discourse on Twitter. The paper argues that the election campaigns in India are characterized by radical polarization that divides voters, and propels certain specific nationalist and religious ideologies to the fore on the Twitter platform.

5000 unique tweets were collected and filtered through Twitter Web API during the Indian Elections 2019, between 15th March and 31st May 2019. 15 different hashtags are employed as queries for maximum coverage (#2019Elections, #LokSabhaElections2019, #Battleof2019...) in a 1000 km radius in and around New Delhi, India. All tweets were collected in the English language to maintain methodological consistency, and retweets were excluded from the sample dataset. Twitter streaming API was employed to automate the data retrieval process that is capped at 1% of all tweets with a random or representative sample.

In order to study polarization closely following an Inductive Coding methodology (Matthew B. Miles, Huberman, Michael and Johnny Saldana 2013; Clark-Parsons 2019) and Critical Discourse Analysis (Fairclough 1989; Fairclough 1995; Kendall 2007; Wodak and Meyer 2001; Papadopoulos and Schraube 2004), filtered tweets were manually annotated, categorized and labelled according to pre-defined criteria including:

1. Does the tweet connote a personal opinion?
2. Is the tweet neutral?
3. What specific national issue does the tweet examine?
4. Is the tweet negative polarized (does it indicate violent opposition to a different ideology)?
5. Does the tweet carry negative sentiment towards the 'other?'

Therefore, this research examines and demonstrates polarization in the recent Indian Elections primarily through the study of neutrality/non-neutrality, and the presence of negative sentiment and radical ideologies. The inductive approach will enable both the study of discourse during the Indian elections, as well as a deeper investigation of the ways in which polarization emerges, how it becomes visibilized, and shapes the discourse in the Indian political context.

Submission ID

494

La gestión de la amenaza a la identidad social de lxs usuarixs de Twitter en la narrativa sobre la caravana migrante del 2018

Authors

Mr. Ernesto Navarro - Universidad Iberoamericana, MEXICO

Abstract

El proyecto de tesis pretende desde el estudio de caso intrínseco, explorar cuál es el impacto de narrativa de los medios en la construcción y el reforzamiento de la identidad digital en los usuarios de Twitter que participaron en la deliberación del debate sobre la caravana migrante de México en 2018.

El marco teórico que la esta tesis desarrolla es sobre la construcción de la identidad social (Abrams & Hogg, 1988; Turner, 1982; Tajfel, & Turner, 1986, Hogg, 2016). Esta teoría ha sido utilizada para el estudio de la diferenciación de los grupos, la autocategorización, el racismo y el rechazo, así como también para explorar la construcción de la identidad a través de la autocategorización, comparación y diferenciación social.

Por otro lado, para un acercamiento teórico más actualizado a la construcción de la identidad revisaremos como la construcción de la identidad digital (Castañeda & Camacho, 2012; Maireder & Ausserhofer, 2014; Kassing & Sanderson, 2015; Gündüz, 2017; Sanderson, Frederick, & Stocz, 2016), con la cual pretendemos analizar nuestras muestras de análisis.

Se elegirán los cuatro episodios de la caravana migrante en México que atrajeron mayor foco mediático. Se hará una selección de las notas de los tres principales medios de México sobre estos episodios. Se realizará un análisis descriptivo de las notas informativas para identificar las características de la cobertura mediática. Luego, se hará un levantamiento de unidades de análisis a partir de un modelo metodológico de diseño muestral para el análisis de comunicación política en Twitter, llamado *Top discussion indicator (TDI)* (Mendizábal, Pont Sorribes, & Codina (2017).

A partir del capítulo teórico, se establecerán categorías de análisis para realizar el análisis crítico del discurso de nuestras unidades de análisis para explorar la construcción de la identidad (Ferreiro y Wodak, 2014) expresadas los corpus de tweets de cada evento. Buscamos explorar: *Estrategias de referencia y nominación, Estrategias de predicación y Estrategias de argumentación*, que nos ayuden a delimitar las identidades tanto del discurso alineado a la narrativa de los medios, así como a la narrativa de quienes se oponen y resisten al discurso hegemónico de los medios e impulsan una serie de acontecimientos diversos para una comprensión del fenómeno más diversa.

También, buscamos elementos concretos en estas estrategias discursivas que atiendan a la reacción de protección del endogrupo: *Punishment commentary*, *Racial commentary*, *General criticism*, *Attacking other group members*, *Presenting the “facts” of the case*, *Separation*, *Patriotism*, *General support*, *Law enforcement support*.

Esta tesis pretende abonar en el campo de la comunicación y la migración para lograr comprender, explicar y describir las implicaciones que los medios comunicación pueden tener en la deliberación de un discurso en el espacio público digital, así como generar teoría desde el sur global en cuanto a los procesos migratorios de América Latina y cómo es que estos se retratan por los medios y cómo se concibe y se crea una imagen la migración en AL, donde los procesos migratorios son cada vez más constantes y de dimensiones más importantes.

Submission ID

509

Glocalized platformization and China’s transformed agricultural economy: an ethnography on JD Zhenjiang farm

Authors

Mr. Hongyu Zhu - Communication University of China

Abstract

Background & literature review

Deploying in 28 regions across China, JD farms utilize technologies such as IoTs, drone monitoring and 3D-printing seeding running through the whole production chain and sell local products overseas via e-commerce system. This business could be conceptualized as a glocalized model which means expansion with international cooperative technique-using, capitalization towards local crops, and platformization of e-marketing(Robertson, 1992;2018:2), which might be assumed a conflict against the former state-run modes in China’s agriculture.

Additionally, urbanized consumerism rose up with the hidden revolution in rural area(Huang, 2020;Arrighi, 2007), which could lead an emerging platformization beyond the urban-rural divide and a possible modernized transformation in agriculture.

However, previous studies did not explore coordination between glocalized platformization process and its impacts on local agriculture. As the object of investigation, Zhenjiang (a city in Jiangsu province) is not only the birthplace of the hidden revolution conceptualized by Huang but also the location of first

JD farm in China. This paper chose JD Zhenjiang farm to find whether it epitomizes a glocalized platformization model of agricultural transformation in China.

Conceptual framework & research question

Platformization is adopted as main conceptual framework for this research including three dimensions: firstly, platformization relates to China's agricultural transformation by increasingly incorporating financial capital and de-labor technologies; secondly, platformization is considered as the newest stage of China's informationized and digitalized development via the lens of development communication; thirdly, platformization is the foci of critical political economic analysis of a glocalized and commercial-driven transformation(Mansell, 2015).

Thus, the research question directs to if JD farm have a certain degree of impact on a platformization-oriented transformation in local traditional agriculture in Zhenjiang, and how to adjust the relationship with its glocalized platformization path, local agricultural system, and even the peasant employment?

Methodology

An ethnographic method is adopted including in-depth interviews conducted between August and November in 2020 with staffs working in JD, officials in the Ministry of Agriculture, and local peasants et al, and participatory observation between September 2020 and February 2021 in JD Zhenjiang farm with special concerns on the digital farm, the peasants as transformed labors, and local government's series actions within the platformization process.

Findings

Firstly, localized agricultural features and labor characteristics partly determine the feature of digital-capitalized platformized farm model in China. Secondly, as interview and observation showed, JD Zhenjiang farm partially indicates an indigenous Chinese glocalized platform, with its role mediating local agricultural production, peasant employment and the modernization-governance of local authorities. Then, the process could be illustrated from intervention to mediation as JD Zhenjiang farm being a glocalized platform linking commercialization of crops and the transformation of digital agriculture.

Conclusion & Discussion

China's digital-agricultural economic reform highlights the glocalized platformization, which intervenes rural regions then creates mediation process(Couldry, 2008). This paper explored the dynamic relationship between glocalization-oriented platformization and China's transformed agriculture as JD farm being a miniature. Beyond the global/local dichotomy, it provides a sample of globalization-platformization economy model that could offer a theoretical articulation from a Chinese experience to a possible shared discussion.

Submission ID

581

Achieving Resonance through Communication: An Approach to Mutual Understanding in Culturally Diverse Societies

Authors

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Abstract

The cultural pluralization of many European countries resulting from recent migration movements raises new questions for the field of intercultural communication. In Austria, the formerly controversial idea surrounding the concept of ‘integration’ has become widely accepted: on the one hand immigrants should have equal access to education and the labour market, on the other hand they are required to culturally adapt to the host country, its norms, values and traditions (e. g. so-called ‘courses in values’ are offered). The created rift between the mainstream ‘Austrian society’ and the ‘immigrant society’, in need to acculturate by adapting is part of power-bound discourses based on an oversimplified, homogenizing concept of culture which also impact individual cognition and thus communication (van Dijk 2016). Instead, we need greater openness to intercultural understanding that goes beyond one-sided demands for ‘integration’ and meets complex sociocultural realities. Therefore this research project focusses on the following question: *How can communicative resonance contribute to mutual understanding in culturally diverse societies?*

As theoretical framework, I propose a multi-level approach of communicative resonance that systematically incorporates intrapersonal processes and sociocultural contexts. On an *interpersonal level*, resonance is "a metaphor for describing relational qualities" (Rosa 2016: 281), which contribute to understanding as an overall goal of communication (Burkart 2013). In culturally diverse situations, this means not only overcoming misunderstandings, but also developing a mind-set of openness to others, critically reflecting one’s own belief systems and undergoing transformations in oneself. If subjects engage in resonant relationships of being affected and experiencing self-efficacy, this leads to changes in their mental representations such as concepts, images, rules, and emotions (*intrapersonal level*). On a *sociocultural level*, it is firstly different socializations, norms and values as well as discourses that influence behaviour. Secondly, changes in thinking and communicating contribute to social and cultural change (Thagard 2019). Therefore, it is assumed that if the value of interculturality is integrated onto individual cognition, communicative acts and social discourses, in the long-term this should lead to a more inclusive pluralistic society.

The theoretical construct of communicative resonance is operationalized using a triangulation of qualitative methods. By accompanying an ‘integration’ project and observing their meetings combined with semi-structured interviews with selected members of this group, I examine resonance phenomena in interpersonal relationships as well as associated intrapersonal processes. A group discussion with socioculturally diverse individuals is conducted to investigate communicative processes of understanding in relation to underlying values, norms and scopes of intercultural (or ethnocentric) attitudes. Regarding the sociocultural context, I observe an ‘integration’ course and analyse related learning material to investigate how cultural knowledge is imparted in specific social institutions.

The overall aim of the paper is to outline the research design of the project, focusing on the theoretical background while also discussing the empirical implementation as well as occurring obstacles and expectations.

Submission ID

772

MPS paper-Digital Gentrification: Rethinking Safe Space in Chinese Transgender Community

Authors

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Abstract

Originated from the women movement in the 1960s, creating safe spaces is a vital concern and important agenda for socially marginalised groups. In the utopian theorisation of digital technology, the Internet has been argued to afford safe space for the LGBTQ community to escape from emotional and physical harm, establish social networks and mobilise collective actions. The utopian understanding of online safe space is critiqued for overlooking online abuse toward sex/gender minority as well as the power geometries and digital gap in the trans community. However, the concept of safe space is rarely interrogated theoretically in these critics.

Safe space is a commonly used discourse and an appealing promise in activism and NGO and is framed as a kind of scarce public good. In this sense, knowledge production and power relation in safe space discourse are essential to understand the creation, maintenance and distribution of the safety resources. Also, the geography metaphor of safe space implicates a set boundary and admittance threshold. In the discussion of online safe space, the virtual formation and boundary maintenance of these spatial ideals need further inquiry. In the Chinese context where NGOs practice the major role as gatekeepers, the

tension between inclusiveness ideology and exclusiveness metaphor in NGO practices and discourses is pivotal to the investigation of the concept and construction of safe space in the transgender community. In this research, fifty in-depth interviews were conducted to transgender-identified individuals to understand how they engage with online NGO space and how they navigate in their construction of safe space.

This paper shows that online chat groups are the major forms of safe space for Chinese transgender community. The groups created by NGO or activists practice safety by adopting a positive energy (正能量) principle and promoting queer inclusiveness in daily management. The self-censorship, including the banning of emotionally negative and over-sexualised content, is understood by the community as a self-protecting strategy, yet it also represents an ablism tendency which aims to integrated trans community as a marginalised and pathologized group into the mainstream social agenda. Also, the queer ideology and inclusive discourse have shaped the NGO-based online community into a gentrified space dominated by people with relatively higher socio-economic and educational background. The emotion policing and orthodox inclusiveness formed a discursive boundary and exclusive atmosphere, exiling those from lower socio-economic status to small self-organised space. In the self-organisation of safe space, grass-root trans groups practice strict admittance management and maintain a single-identity environment to protect the membership from outsider intrusion. This research provides a close reading of the digital gentrification of the online trans community and the tension in knowledge production and discursive competition of stratified groups, namely the political safety in NGO-based online space and identity safe in grassroots online group.

Submission ID

1059

MPS paper-Feminist Spaces: A case study on women grass-roots organization in China

Authors

Ms. Juan Ren - Ph.D. Candidate at Graduate School of Chinese Academy of Social Sciences in China

Abstract

With the emerging phenomena that new types of women grass-roots organizations that founded by and for disadvantaged women, such as migrant women workers, women with disabilities groups, this research investigates how women with less power and resources get their voice heard, change the spaces related to their life and work. From the perspective of gender and intersectionality, this research comprehensively taking the factors of gender, space, media, class, and mobility into consideration, and

explored the gender-inclusive spaces that produced by the organizational communication and media practices.

Participatory observation and in-depth interview were employed from January 2018 to September 2018 at one women grass-roots organization in Shenzhen, China. Eleven participants, including the founder, members, volunteers were interviewed. 261 articles posted on the official WeChat account were analyzed with the framework of production of gender-inclusive spaces generated based on previous research.

The preliminary results show the daily organizational communication, thematic activities have expanded the former spaces and produced new spaces for migrant women workers. the advocacy by women grass-roots organization challenges typical spaces, including home, consumption and leisure place, working place, and generated new spaces of NGO and the regional and nation-wide support network. Based on the mobility and marital status, migrant women workers generated and cultivated rich meaning on places of “home”. Sister-group as the core tool of grass-roots organization enables them have their reflections on life experience in various space settings with traditional media technology. In all, three types of gender-inclusive spaces has been produced or changed: physical spaces, symbolic spaces, and dialogic spaces. These spaces also changes due to policy developments, specific projects of the organizations, and support from intellectuals and other groups.

This bottom-up research provides up-to-date case for the study of communication and development in promoting gender mainstreaming by concerning and including disadvantaged women. It addresses feminist voice and feminist spaces in both of research and practice, building on and combining insights from communication studies and feminist geography, with the aim to shed light on the potential feminist solidarity among women groups.

Submission ID

1064

MPS paper-Contested visibility, agency and gendered media practice: a case study of Chinese migrant women worker activist during Covid-19

Authors

Dr. Ziyang Wang - London School of Economics and Political Science

Abstract

The outbreak of the Covid-19 in 2020 has had an enormous impact on people's lives around the world. Among them, grassroots women already in a disadvantaged position in the labor market have been affected more significantly. According to a report released by the UN Women, due to the new crown epidemic's impact, the global poverty rate of women is expected to increase by 9.1% between 2019 and 2021. In today's highly mediated society, 'mediated visibility' is crucial for groups in a disadvantaged position in society. Yet, during the pandemic, migrant women activists found out that the mainstream media paid relatively little attention to the structural dilemmas faced by migrant women, especially the impact on their family, livelihoods, and mental conditions during the pandemic. As in many cases, the acquisition of 'media visibility' is closely related to whether the group can obtain 'presence' and 'recognition' in the public domain through the media, and then whether it can obtain more social attention and support. Then, during the pandemic, how did migrant women worker activists intervene in the mainstream media agenda and increase the visibility of migrant women in the media? What strategies did they develop during their media practice? What is the interactive relationship between its media practice, and gender and class? What kind of agency did it show? These questions constitute the research focus of this paper.

The methodological approach of this paper consists of online participant observation (April to October, 2020) and in-depth interviews with the key activists. Findings suggest that during the pandemic, in the process of striving for visibility, activists deployed strong negotiated agency in order to successfully incorporate their agenda into the mainstream news platforms so that the conditions of migrant women during the pandemic would be known to the public. Simultaneously, the analysis also found that gender and class strongly influence the activists in framing issues. The activists' own gender experience and class experience guide their media practice to pay more attention to the multiple challenges and difficulties encountered by migrant women in the intersection of production and reproduction. However, at the same time, their media practices are also placed under multiple surveillance.

Submission ID

1070

Passive Instagram usage and Emerging female adolescence wellbeing: the mediating roles of social comparison and Fear of Missing Out

Authors

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Abstract

Recent studies in the field of cyber psychology examined the phenomena of passive SNSs usage leading to social comparison and there by leading to Fear of Missing Out in general. A review of past literature suggests that the paths between social comparison and Fear of Missing Out (FoMO) to self-perceived physical appearance were significant for women but not men (Myers & Crowther, 2009). However, there are very few studies on Instagram and the proposed research would fill this gap.

The study would focus on the social networking site (Instagram) and its impact on the age and the gender by undertaking a cross-sectional research by considering an ethnically diverse sample of college students (N = 300, Mage = 18-25, SDage = between 4 to 5, 100% female) The ten-item Comparison and Feedback-Seeking scale (Nesi, 2014; Nesi & Prinstein, 2015) will be used to measure participants' engagement of technology-based social comparisons and feedback-seeking behaviours on Instagram.

The results obtained will be explained with the help of social comparison theory (Festinger, 1954) and Symbolic Interactionism. The outcome of the research will add to the existing literature by exploring how the passive Instagram usage which is an image- centric platform affects the female adolescent well-being. The uniqueness of this research is that it considers FoMO as a symptom/trait as well as an outcome/impact and attempts to analyse/observe how the SNSs as a medium impacts two individuals- first, those who are fairly happy and self-satisfied before going on to Instagram and second- the ones who are already affected by FoMO before going on to the SNSs.

Keywords: Instagram, social comparison theory, FoMO, female Adolescent wellbeing, symbolic interactionism

Abbreviations: FoMO – Fear of Missing Out, SNSs- Social Networking Sites.

Theme: social networking sites and interaction

Submission ID

1094

A Corpus-Based Comparison between Disaster Reports on COVID-19 Epidemic in China and U.S. by Third Party Media: Taking the Guardian Reports During First Year after Wuhan Lockdown as an Example

Authors

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Mr. Jiru Zeng - Beijing Foreign Studies University

Ms. Xueyan Li - Beijing Foreign Studies University

Ms. Xilei Liu - Beijing Foreign Studies University

Ms. Xiaoyi Zhu - Beijing Foreign Studies University

Abstract

The media are expected to shoulder their social responsibilities since they have employed public resources such as channels and public concentrations, which render the media a public production, for their daily operation and possess the effect of agenda-setting in society in accordance with social responsibility theory. Based on the assertion, the special role in the disaster communications for the media can be derived for critique, reflection and aspiration etc. The COVID-19, as claimed to be “Pandemic” by World Health Organisation (WHO), is one of the most severe global public health disaster in the recent decades, to which the global media should shoulder their special social responsibilities for the overall public good for the human community. China and U.S., the two powers of the globe, had both experienced a tough period of countering the epidemic during the year and showed or even are showing both drawbacks and strengthens which are the valuable sources for the disaster communication and can help the entire human races to fight against and recover from the public health disaster. And to better compare the disaster communication of the global media on the two nations’ anti-coronavirus operations, a third-party global media, *the Guardian*, is selected as the target media in order to prevent the bias by the influence of national authorities on the local media of the two countries. Setting the date of Wuhan lockdown, 23 January 2020, as the start point, the first year after the lockdown, during which the outbreaks in both China and U.S. has both reached the peaks, was focused on with an establishment of a corpus composed of 1,367 pieces of news concerning the U.S. and 1,574 pieces of news concerning China collecting from the LexisNexis journalism database. The method of *critical discourse analysis* is applied to the analysis and comparison to draw a clear structure of qualitative and quantitative comparisons on reports frequency and trend, key words and

concordance analysis. And a contingency table analysis with chi square test is applied in the end to illustrate whether there are significant differences on the attitudes and reports issues explained by the different countries involved in the reports. The result shows that *the Guardian* shows large interests on the influence, anti-coronavirus measures, remedy measures and socio-economic recovery process of both countries, and often play the role of critic to the authorities, which contributes a lot to the reflection and revealing of the disaster. However, *the Guardian* shows a statistically significant difference ($*p < .1$) on the attitudes towards the two governments, though the majority of reports concerning government are critiques. Though *the Guardian* has showed again the significant role the global media has played in global disaster communication properly to help cope with the issues caused COVID-19, a further study may still need to be conducted to address how the “statistically significant differences” may impact the overall process from emerging to recovery in this kind of global human disaster.

Submission ID

1126

Self mocking "office worker": a rebellious discourse Carnival

Authors

Ms. Xinyi Zhou - Communication University of China

Ms. Yangyue Xiong - Communication University of China

Abstract

"Office worker" is one of the top ten Internet hot words in China in 2020. It is the current self styled of office workers, also known as "wage earner", which is full of banter and self mockery. With the establishment of "996 working system" in the Internet industry, the working state and life safety of digital workers are paid more and more attention by the society, and more and more social workers are also increasingly concerned about their own rights and interests. Constrained by the power relationship between exploitation and being exploited, most workers choose to use another way of discourse to eliminate the pressure brought by huge workload, and try to use this discourse to resist the current power system, so the discourse of "social livestock" and "office worker" is booming. "Office worker", a network term with ideological characteristics, on the one hand reflects the life of current Chinese workers, on the other hand resists the work and working hours system. The vast number of Internet users constantly use this to describe themselves in the network and real life, which has formed a social Carnival of rebellious discourse. "Office worker" itself has become a symbol of the meaning of the network “meme”, it has been integrated into a variety of oral language and even poetry, which is

enough to show its extensive and profound social impact. This paper uses discourse analysis to analyze the causes of Internet addiction and social Carnival in China. However, it is worth noting that the self mockery of the rebellious discourse does not help workers to successfully obtain their own rights and interests in the current social environment. Therefore, this paper will reflect on this phenomenon, further explore the coexistence mode and path of workers and management in the contemporary social power system, and provide relevant suggestions for the governance of China's current labor relations.

Submission ID

1134

Social media use, Intercultural adaptation and Covid-19: a case study of African students in China

Authors

Ms. Yue Yuan - Institute of Communication Studies, Communication University of China.

Abstract

With the support of China's export-oriented foreign policy and the continuous development of "One Belt One Road" cooperation programs, the number of overseas students studying in China has increased year by year and the scale has gradually expanded.

As the cultural other, the intercultural adaptation of international students is the most important part of their living. Researchers with the method of snowball sampling to select 20 African students in China as the research object to study international students' intercultural adaptation, by organizing several interviews, focus group interview and text analysis. Frequent and effective intercultural communication has been established between researchers and interviewees. The researchers made a detailed and in-depth investigation on the intercultural adaptation and social media usage of African students in China, especially in the context of Covid-19.

During the development of this study, the sudden outbreak of Covid-19 affected the daily life of African students in China and broke their stable intercultural adaptation. By collating and summarizing the research data, this study makes a detailed comparison between the real situation and "The stress-adaptation-growth dynamic"(Kim,2007). The process of intercultural adaptation of African students in China during Covid-19 is full of complexity and variability. They not only commonly experienced the process of "refused to change - compromise - growth - (fall in love with the new culture)", also "back into the cultural adjustment"because of the attack of Covid-19. It is the "back-jump" type evolution that

mentioned in "The stress-adaptation-growth dynamic" theory. Therefore, the results of this study can also demonstrate the applicability of the "The stress-adaptation-growth dynamic" model in China.

Therefore, on the basis of trying to fully describe the process of intercultural adaptation of African students in China, this study also included how social media use affect the students' intercultural adaptation and adjustment. In discusses the relationship between social media and intercultural adaptation, rich empirical data show that social media use, especially using WeChat inChina, brought positive impact: WeChat in access to students in daily life. It can help strengthen academic adaptation, further expand social circle and enhance students' understanding of Chinese culture and values. WeChat is associated with international students' living in a form of strong binding and strong penetration. In the process of international students becoming proficient in the use of WeChat, their adaptability and degree of adaptation to life of studying abroad have been significantly improved. WeChat is the booster of international students' intercultural adaptation. In addition, when investigating the relationship between social media use and the cultural readjustment of African international students, this study found that during the Covid-19, the influence of social media on African international students isolated in China was not limited to information transmission and interpersonal interaction. The increasing rumors and news reports put the isolated students in information cocoons, thus further aggravating their anxiety, forcing they have to make a cultural adjustment.

Submission ID

1311

What do citizens want from a COVID-19 contact-tracing app? Assessing citizens' needs and wishes concerning contact-tracing apps during Corona times

Authors

Mrs. Giulia Zampedri - VUB Brussels, Belgium; PLUS Salzburg, Austria

Abstract

As the COVID-19 outbreak is radically changing every aspect of our life, national governments worldwide introduced solutions that might help in the fight against the virus, such as contact-tracing apps. The deployment of these apps is highly controversial: on one hand, these technologies can help to control and track the spread of the virus, facilitate scientific research by allowing easier access to datasets, and provide guidance to citizens. On the other hand, several concerns have been raised, such as privacy, surveillance and inequality. Moreover, the implementation of the first contact-tracing apps

highlighted other issues that are limiting the realization of the apps' full potential. First, many apps experienced several technical issues, e.g. in the UK and Norway. Secondly, the number of downloads of these apps have not been promising.

Drawing on the latter-mentioned problem, the paper investigates COVID-19 contact-tracing apps from a user perspective. As these apps are developed for citizens, the research aims at portraying how citizens would develop a contact-tracing app. Which are citizens' wishes and needs when it comes to contact-tracing apps? How can governments make contact-tracing apps more attractive to citizens and foster the usage of these apps?

The aim is to involve the receivers of this technology to find out what best fits their needs and wishes. Specifically, the research strives to put the user at the centre of the innovation process, giving them the role of innovators. Moreover, the research aims at providing insights and recommendations to the relevant stakeholders, i.e. governments and engineers, into the users' needs/wishes when it comes to contact-tracing apps, but also future government-supported technologies targeted at citizens.

As technologies become even more ubiquitous in our society, it is important to investigate, understand and involve users in the design process. In the case of COVID-19 contact-tracing apps, it is essential to understand how government can develop apps that support citizens' needs and wishes. Developing an app that mirrors what citizens are looking for is a prerequisite to foster the usage of this kind of apps. Unfortunately, citizens' perspectives are rarely integrated into policy making and academic debates. (Friedewald et al., 2017) The involvement of citizens can contribute to the quality of the innovation as well as to the democratisation of society. (Rohracher, 2005)

The theoretical part of the paper assesses users' research literature and demonstrates that users play an essential role in the development of technologies. In the empirical part, proxy technology assessment is going to be used in the context of interviews with citizens. Three different options of contact-tracing apps are going to be presented and discussed with citizens to understand what they are looking for in such kinds of apps. Helpful output from citizens that can be used by governments and engineers as a compass for future government-supported technologies is expected. This paper therefore argues for further research into the involvement of users when developing new technologies.

Submission ID

1727

Communicating Protest 2020-21: Trolley Times a Movement Newspaper of the Farmers' Protest in India

Authors

Ms. Nisha Singh - University of Hyderabad

Abstract

In light of the ongoing Farmers' Protest in India 2020-21, this study explores and analyzes the Farmers Protest's coverage by the Trolley Times. Trolley Times is a bi-weekly newspaper that emerged during the Farmers' Protest with the efforts of few protest volunteers and its sympathizers on 18th December 2020. This newspaper came into being when few mainstream media tried to misrepresent the movement and distort the participants' image by doing coverage bias. Soon after realizing the effect of biased coverage, the movement participants posed a ban on the entry of certain media channels on the protest site and only allowed selective media, YouTubers and independent journalists to cover the protest event. Also, in a media crisis that currently prevails in India where the journalists on varied occasions have been blamed for being biased and criticized for practicing propaganda-based journalism by the protestors of various movements, Trolley Times emerged as a movement newspaper, gaining popularity in no time. The paper covers the protest from ground zero and claims itself to be the protestors' voice. It is published mainly in the Punjabi language. But few of its editions also have the English and Hindi version of it. By focusing on its specialized and thorough coverage of the Farmers' Protest, the study seeks to understand how the protesters have managed to create space for movement articulation in the form of Trolley Times.

The study adopts content analysis as its methodology. It examines the contents of the English version of the Trolley Times edition one, two and three to trace its coverage on the farmers' protest. As the study is merely qualitative, while performing the content analysis, the main focus was on the types of stories it did and the pictorial coverage it gave to the movement. The concepts of radical media, native reporting, and representation were used as the study's theoretical framework. Radical media, generally described as the "small-scale media that express alternative perceptions on hegemonic policies, preference and viewpoints" (Downing, 2001, p. v), helped reveal the nature of Trolley Times. Native reporting (Atton, 2002 & Harcup, 2014), which encourages individuals to converse directly on their behalf instead of mediating their stories through a third force, helped understand the Trolley Times reporters and their reporting techniques. While through the concept of representation (Hall, 1997), the study learned how protestors and their sympathizers represented the movement through Trolley Times' stories.

In addition to exploring the radical essence and trend of native reporting in Trolley Times, this study, through the Farmers' Protest, stressed two contemporary aspects of the Indian media. Firstly, there is an urgent need to look into the practice of coverage bias and misrepresentation by mainstream media. Secondly, the deterioration of mainstream media has opened the door for the rise and expansion of alternative and independent journalism like Trolley Times as Indians have started following such journalistic work alongside mainstream media content to get the other version of the news story.

Keywords: Farmers' Protest India, Trolley Times, Coverage Bias, Radical Media, Movement Newspaper

Submission ID

1729

Who gets to speak? Sources in Covid-19 News Coverage by Kenyan and Zimbabwean Press

Authors

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Mr. Danford Zirugo - University of Minnesota, USA

Abstract

There is limited empirical research on how journalists in Africa select and utilise sources. This study employs the hierarchy of influences model (Shoemaker & Reese, 2014) to examine source use in Covid-19 news coverage by Kenyan and Zimbabwean newspapers. The model identifies forces at five different levels that shape news content. This paper's inquiry is focused on the individual, routines and social institutions levels.

Literature on news sourcing indicates journalists privilege official sources (Sigal, 1973), particularly government bureaucrats and corporate elites (Dimitrova & Strömbäck 2009; Thorbjørnsrud & Figenschou, 2014). Research also shows marginalisation of women's voices in the news (Semujju, 2015; Howell & Singer 2017). It has been suggested that building a critical mass of women in the newsroom will result in more diverse news content (Correa & Harp, 2011; Steiner, 2012). However, studies on whether the gender of a reporter influences their reporting techniques has yielded conflicting results.

This paper contributes to literature by examining news sourcing practices in the Global South, and on a news issue (Covid-19) of importance to all sections of society. Will news feature a diversity of sources?

Does the gender of the reporter influence their source use? And do Kenyan and Zimbabwe newspapers select sources in similar or dissimilar ways?

Researchers conducted a content analysis ($N = 557$) of newspaper coverage of Covid-19 by *The Daily Nation* and *The Star* in Kenya; and *NewsDay* and *The Herald* in Zimbabwe (Riffe et al., 2014). The sample was set for six months from February 2020 which is the month when the first case of Covid-19 was recorded in Africa. A two-week constructed sample was used to control for cyclical biases in news content (Luke et al., 2011). The researchers developed a codebook and each coded 100 stories to test for intercoder reliability. Satisfactory reliability ($\alpha = .80$) for all relevant variables was attained after two rounds of coding. The SPSS software was used for analysis.

Results indicate both Kenyan and Zimbabwean newspapers prioritised men's voices as reporters and news sources. Women sources were absent in 72% of all news stories while ordinary voices were present in only 10% of stories. When women were cited, it was more likely that they would be first mentioned in/or after the fourth paragraph. The opposite was true for men sources. However, women journalists were more likely to utilise women sources compared to men journalists, and the gender of the reporter had a significant effect on the mean number of men or women sources used in news content. There was no statistically significant difference in the mean number of women sources used in Kenyan and Zimbabwean newspapers.

These findings are troubling as they indicate that voices of women and non-elites have been excluded from news coverage of Covid-19 pandemic, an important public issue. The similarity in sourcing patterns between Kenyan and Zimbabwean newspapers, despite the different media and political systems, could be linked to the prevailing patriarchal culture in both nations that undermines women's role in the public sphere.

Submission ID

1757

Platformization of Education in Times of a Global Pandemic: A Case Study of Privacy Concerns in Secondary Schools in Bulgaria

Authors

Mrs. Yoana Kanchev - Vrije University Brussel; Paris-Lodron Universität Salzburg

Abstract

The platforms' influence on our lives has been growing over the last decades, now even faster, with the COVID-19 pandemic. This research will zoom in on the platformization phenomena in education because of the importance of this domain for shaping the future. Many scholars, among them Jose van Dijck, note that recently the traditionally public values enshrined in our education systems like privacy encounter growing private interests in the field and this process requires attention and open deliberation aiming to find the most desirable way forward.

The urgent digital leap teachers had to make to carry on educational activities in times of a global pandemic affected the fragile balance between private and public interests in the field. A case study of a Bulgarian school will shed light on the implications of the adoption of digital communication solutions for the platformization of the educational sector. In-depth interviews with teachers and administrators will seek to discover what considerations have been taken into account when decisions regarding the use of those solutions were made. The analysis will focus on the relation between these developments and the ongoing surveillance trends.

Personal data and privacy are often abused by players who have concentrated too much power in their hands led by the main goal of maximizing profits. The question of agency will be raised in order to reveal who is in charge of choosing educational technology for schools. The rationale behind the decisions of those stakeholders will be sought. Those decisions will be examined through the work of the privacy scholar Helen Nissenbaum (among others) and her contextual integrity theory - privacy arrangements in brick-and-mortar schools will be compared to those in the online learning environment.

Finally, the consequences for students, teachers, and the system as a whole will be evaluated and a normative approach will be suggested. A value-based assessment will be offered together with a collection of alternative options and good practices. Free and open-source solutions will be examined.

This research is a call for a wider discussion on the topics of privacy and digital communication infrastructure ownership, especially in Bulgaria where this issue is often overlooked, both in the popular debate as well as in academia.

Submission ID

1819

The common people and the communication of cultural heritages beyond the authorized discourse in Cuba.

Authors

Dr. Nadia Herrada Hidalgo - Pontificia Universidad Catolica de Chile

Abstract

El patrimonio es un eje articulador en la sociedad, capaz de cohesionar la nación (García Canclini, 2008; Alonso, 2015), las generaciones que la integran (Domínguez, 2009), de generar una identidad común (Smith, 2006) y en todo este proceso la comunicación tiene un rol fundamental (Davallon, 2006; Smith, 2006; Dicks, 2000). Sin embargo, mayormente, la comunicación pública del patrimonio queda reservada a autoridades gubernamentales, instituciones, profesionales del arte y la restauración.

En cambio, esta propuesta se enfoca en la voz de las personas comunes, quienes desde sus ámbitos de acción proponen un discurso propio que revaloriza patrimonios silenciados o ignorados por la mirada oficial y que aporta una narrativa plural sobre las herencias culturales de una sociedad. Esta ponencia expone parte de los resultados de mi investigación doctoral que tuvo como objetivo analizar, entre 2017 y 2020, cómo las personas comunes comunican el patrimonio desde emprendimientos gastronómicos (N=27) en La Habana Vieja.

Este estudio interdisciplinar entre los estudios de patrimonio y los de comunicación, reconoce que el patrimonio es un espacio de lucha, una herramienta de legitimización (Tornatore, 2019), un escenario donde el poder y las clases dominantes juegan un rol protagónico, que manifiestan a través de lógicas discursivas (Godoy, 2005). En Cuba el patrimonio está mediado por transformaciones políticas, económicas y sociales, así como por la mayor presencia y consumo de bienes culturales globales. En ese contexto los emprendedores gastronómicos, como nuevos actores sociales, comunican en sus negocios su visión sobre el patrimonio cubano, insertándose así en dinámicas globales de comunicación donde dialogan con una audiencia mundial.

Esta investigación analiza cómo se produce esa comunicación y cuáles son las lógicas discursivas predominantes. Para ello, desde una mirada cualitativa y etnográfica, se realizaron tres etapas de trabajo de campo, se entrevistaron a 27 emprendedores y emprendedoras, se observaron sus negocios y se realizó un análisis de contenido cualitativo a los productos comunicativos creados por ellos.

Como hallazgos se determinó que los emprendedores comunican el patrimonio cubano principalmente en el espacio físico de sus negocios a través de la decoración, la oferta gastronómica, el nombramiento de sus emprendimientos y la propuesta musical. En menor medida, lo hacen en sitios digitales como Facebook. Esta comunicación del patrimonio se realiza a partir de experiencias íntimas, familiares,

comunes y cotidianas en una simbiosis entre lo local y lo global, lo tradicional y lo moderno. Entre las estrategias discursivas se encontraron algunas de reafirmación, negociación y/o resistencia con respecto a la narrativa patrimonial oficial. También se aprecia la circulación de discursos alternativos que dan cuenta de patrimonios diversos que van más allá del discurso autorizado en un país autoritario donde la comunicación y el acceso a Internet son controlados por el Estado.

Esta investigación contribuye a los estudios emergentes sobre comunicación del patrimonio, identidad y memoria desde las minorías. Pone en valor la agencia del hombre común y su capacidad de comunicar el patrimonio. Además, destaca la dimensión comunicativa del patrimonio y la relevancia de modos de comunicación no mediáticos que tienen lugar en el espacio físico.

Submission ID

1862

A frame analysis of retransmitted international reports by local media—A case study of Global Times

Authors

Ms. Yiming Yuan - Communication University of China

Abstract

Nowadays, the boundary between local media and global media is gradually blurred. Reports from the global media have become an important information source for local media, which enables local people access information from different countries around the world. Nevertheless, the north still dominates the communication pattern, and there is huge difference in communication discourse between the north and the south. In China, it is difficult to directly get information from global media, so the retransmission of it by domestic media is essential. The selection and interpretation of global reports can reflect the local characteristics of Chinese communication ecosystem and construct the image of foreign countries, especially during the COVID-19 pandemic.

Based on the framework theory, this paper analyzed the differences of media discourse between north and south under the construction of local media, and reflected the different reporting frameworks of local and international communication which are produced in the process of mutual integration due to the different communication resources and status.

The research object of this study was the international reports related to COVID-19 pandemic which were transmitted by *Global Times*, an international news journal hosted by the People's Daily. The whole year of 2020, namely from January 1, 2020 to December 31, 2020, was the sample acquisition

period. The content analysis method was used to construct the category from the aspects of conflict framework, economic impact framework, human feelings framework, responsibility framework, leadership framework, and power relations framework etc.

It is expected that this study will refine the different reporting frameworks of domestic media in retransmitting reports from different countries, and attain the different discourse features and value orientations. This paper will focus on two aspects. One is how Chinese local media coordinate global ethics and local ethics. The second is the choice of local media on the two values of justice orientation and development orientation in discourse.

Through this study, we will deeply study the actual cases of international communication integrating into local communication, combine global ethics with local ethics, and explore whether there is discourse hegemony in the north in the ecological network of local media, so as to better understand the boundary between global and local communication, which is of academic significance. It is also conducive to promoting the realization of communication justice from a global perspective and improving the inclusiveness of local media.

Submission ID

1899

South African Indian Facebook personalities: fostering a sense of belonging amongst online followers.

Authors

Ms. Aaliyah Aboobaker - Rhodes University

Abstract

In recent years, a number of South African Indian content creators have sought to establish themselves as Facebook personalities. Characters like ‘Aunty Sheila’ and ‘Internet Amma’ have generated a virtual space wherein a niche culture is created around ‘South African Indianness’ – with their jokes, advice, and advertisements targeted at this specific demographic. These personalities enact performances of this culture through the employment of South African Indian English (SAIE), niche humour that pertains to ‘brown’ culture, and the presentation of Indian cuisine and attire in their content.

Performances of culture have the potential to foster a sense of sociality within the Indian community in South Africa that had been mostly absent in the examination of this community’s history. The anti-Indian sentiment that was a prominent characteristic of the colonial and apartheid eras resulted in the sense of non-belonging amongst this group; they were not only distanced from their Indian culture as

transnational bodies, but were also actively discouraged from negotiating a sense of belonging to their South African identity through a plethora of unjust laws. The importance of examining the potential sense of sociality that this diasporic group experiences when interacting with these pages thus stems from the themes of displacement and non-belonging which feature strongly in the examination of the South African Indian diaspora's history.

The advent of social media has offered an additional avenue for the assertion of cultural identity and belonging, especially under a democratic government that enables multicultural tolerance. Considering that users are mostly able to tailor the content they interact with, it has significant potential to form online communities. As the third most-frequented social media application in South Africa (Lama 2020), Facebook has particular significance.

A content analysis of the comments on South African Indian Facebook personalities' pages suggests that many individuals find such material relatable. However, others disagree with the caricatured representation of Indians in South Africa and argue that it belies the range of diversity within this community. Pilot interviews with South African Indian respondents also suggest that their interaction with the content enables a sense of belonging to their hybridised culture. By attempting to understand the beliefs, attitudes, and values of South African Indian individuals towards this online community, this study aims to contribute to the currently limited academic focus on this diasporic group's contemporary socio-cultural presence.

Submission ID

1982

I Read, Therefore I Eat: Analyzing the Search and Evaluation of Health-related Information Across User-Generated Content Platforms Among Indonesian Women

Authors

Mr. Darwin Boy Sxander - VUB Brussels, Belgium; PLUS Salzburg, Austria

Abstract

The growing concern regarding non-communicable diseases (NCDs), especially in low- and middle-income countries, that scientists partly attribute to nutritional deficiencies, emphasizes the need to be well-informed about health, particularly healthy eating, in order to promote societal well-being. The rise of information and communication technologies and the internet, notably user-generated content (UGC) platforms, revolutionized the way health-information is consumed across the digital landscape.

Major UGC platforms such as Instagram are being used not only for social interaction purposes but also for sharing health-information. This phenomenon is called health-information seeking behaviour (HISB), which is defined as individuals looking for information related to health, risks, illnesses, and health-protective behaviors, as an ultimate goal to improve their own well-being. The availability of a vast-array of information doesn't necessarily discourage people from searching for health information in their bid to find out how to improve their well-being. Nevertheless, the digital competence level of most users, including healthcare providers, is limited.

A study found that women act as a health manager in their inner circle, their families as one example, through the information on health content. However, women in developing countries like Indonesia have to deal with the digital gender divide due to economic, education, and socio-cultural influences, making the impact of unverified online health-information even more worrying. The current algorithmic architecture of UGC platforms instrumented by mathematical decisions and empowered by advertising-driven business models coupled with users' lack of digital literacy could potentially harm people's lives.

Using Indonesia as a case study, this research proposes to examine how Indonesian women, as users, conduct HISB with a focus on healthy eating content. The case will focus on three UGC platforms, namely Instagram, YouTube, and WhatsApp, due to the degree of difference in the information flow that indirectly shaped how users seek and evaluate content in each of the respective platforms. The study employs in-depth interviews aimed at closely examining the various subjective ways through which the study participants seek and process health-related information from the aforesaid platforms. The empirical evidence of users' HISB is analyzed through the lens of information search process theory. Accordingly, the study discusses the barriers and cross-platform comparative differences in users' habits of searching for and analyzing health information.

Submission ID

1991

Exploring the Tactical Repertoire of a Social Movement

Organisation: A Case Study of 'Penkoottu' Women's Movement in Kerala

Authors

Ms. Anila Backer A P - Doctoral student at Department of Communication, University of Hyderabad

Abstract

The paper explores the tactical repertoire of ‘Penkoottu’ (Women for each other), a women’s labor movement organization in Kerala, India, that works for the rights of women workers in the unorganized sector and how it is evolving adding novel tactics into the repertoire over the time.

According to Verta Taylor and Van Dyke, the protest tactics and strategies, the communicative practices and processes are a prime feature of social movements being employed to communicate the issues and to try to persuade and coerce the concerned authorities, and to shape public opinion.

Drawing on Charles Tilly’s concept of ‘repertoires of contention’, the paper looks at how the movement organisation is building its tactical repertoire by exploring the communication strategies the movement employs for the protests and other campaigns it organise. Tilly says that innovations in protest tactics are done over the repertoire that the activists have developed over years rather than completely breaking from it. These communication tactics and strategies act as framing devices communicating grievances and demands of the movement aiming for mobilization and goal attainment.

The paper looks at how the tactical repertoire is evolving with the movement winning global recognition with its leader being selected in the BBC’s list of 100 strongest women in the world in 2019. Through an ethnographic analysis of the case study, ‘Penkoottu’ social movement organization and its trade union, the Unorganised Sectors Workers Union, Kerala, the author narrates how the protest tactics and strategies of the movement are changing by adapting novel strategies of making use of the media space and the public speaking opportunities it receives, to further the movement goals of negotiating gender beliefs and raising women worker consciousness. Besides, apart from the conventional tactics in the tactical repertoire, that is, the already existing means for communicating the needs of the organization including street performances and other modes of protest performances, the movement’s winning of social capital is making it possible to have direct negotiations with the authorities, adding that into the tactical repertoire. This is particularly evident with the negotiations the movement is making regarding the needs and demands of the women workers in the unorganized sector in the state with the government authorities when the workers were hit by the Covid 19 pandemic situation. The co-evolution and coexistence of different technologies and communication strategies with the movement organization adding digital technologies into its tactical repertoire and equipping them with the technology for furthering its goals is another important aspect the paper addresses.

Submission ID

2321

The dirty picture (2011): A study of loneliness and suicide cases of Bollywood celebrities

Authors

Ms. Binish Khan - Beaconhouse National University

Dr. Wajiha Raza Rizvi - Film Museum Society | Beaconhouse National University

Abstract

This research examined the loneliness and suicide cases of real Bollywood celebrities over the past six decades and the representation of the issues in the film *The dirty picture* (2011). It examines the difference between 1) the reality and representation, 2) the effect of a childhood trauma on an adult's suicide, 3) the difference between the suicide and loneliness cases of a celebrity and a common man, and 4) why or where fandom or great popularity failed in saving the lives of the real Bollywood celebrities, considering the Asian cultures show a lot of warmth and reliance on the joint family system. The researchers reviewed literature to study the factors behind the real suicide cases of common men and celebrities at the levels of microsystem, exosystem and macro system from an ecological perspective. They also studied literature on the effects of childhood trauma on a later life suicide, and the effects of celebrity suicide on masses. They qualitatively analyzed the film and the real cases of the suicides in the light of academic research on (celebrity) suicides from the western world, especially from UK, USA, Japan, considering there is a gap in research on celebrity in the subcontinent especially India and Pakistan. They analyzed the content of the film, *The dirty picture*, a biopic on the real life of a South Indian actress Silk Smitha from 1980s, and triangulated this study with the study of the real suicide cases of the Bollywood celebrities to include Guru Dutt, Parveen Babi, Kuljeet Randhawa, Kunal Singh, Jiah Khan and Shobha Mahendra apart from Silk Smitha, who is also the lead in the film, *The dirty picture*. The study examines how drugs, childhood trauma and failure bumps affected the lives of the real artists who committed the suicide following a history of depression, loneliness and self-isolation. It also examines the incapacity of the Bollywood celebrities to handle failure with fandom, and how the fear of losing stardom resulted in depression, loneliness and suicide.

Submission ID

2340