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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented in Cartagena. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Email addresses have been intentionally altered to prevent harvesting by spammers.

Id: 14292

Title: TOOL AND TECHNIQUES FOR MEASURING DIGITAL EMPOWERMENT

Session Type: Individual submission

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Abstract: The rapid development and distribution of digital media over the last two decades and access to this media has become crucial of being an active player in our contemporary society. The accessibility of the ICTs must be there because it is Digital access which divides the society not the Digital technology as technology integrates the society. So an effort is to be made to provide digital technologies to the members of the society. Simply providing access is not the only solution but also making the people empowered to use the digital technologies. Therefore there is a need to know the digital empowerment status of the individuals by developing a tool. If the tool is not standardized and only applied then result will be questionable. Hence, a scale on digital empowerment has been developed based on summated rating (likert technique). Digital empowerment is operationally defined as “a process through which an individual is making fit to the digital technology and harvesting the maximum potentials of the technology with reference to Psychological, Economical, Legal, and Technical competency”. The scale consists of thirty eight items under the sub category namely psychological (5items), legal (3items), economical (8items) and technical competency (22items) based on critical ratio technique.

Keywords: Digital, Digital empowerment, psychological, legal, economic and technical competency

Id: 14452

Title: ¿Acceso a Dispositivos Electrónicos Incide en el Desarrollo Comunicacional de los Niños y las Niñas, entre los 7 y los 12 Años de Buga (Valle)'

Session Type: Individual submission

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Abstract: El problema es que cuando los niños y niñas acceden a las denominadas verdades y realidades a través de medios y mediadores como los Dispositivos Electrónicos, dan por sentado que los contenidos cuentan con un sello que garantiza su credibilidad, porque lo presentado por la multimedia, el transmedia, la hipermedia y el matchup, es un fiel reflejo (espejo) de los acontecimientos.

Por lo tanto, es académicamente prioritario identificar la incidencia en el desarrollo comunicacional del acceso a los contenidos y servicios de los dispositivos electrónicos, en los niños y niñas, entre los 7 y los 12 años de edad, en dos Instituciones Educativas (IE), Pública y Privada, de Buga (Valle), respecto a su aprehensión y aprendizaje desde éstos medios y mediadores.

Los niños y niñas que utilizan dispositivos electrónicos representan (comunican y significan) sus verdades y realidades desde lo virtual y no desde lo físico. ““Web Junkie”, (...) revela los trágicos

efectos que sufren los adolescentes que no pueden desprenderse de los videojuegos (...), sin apartarse para dormir, comer o incluso ir al baño. Comienzan a percibir que el mundo real es falso”. (Brody, 2015)

La pregunta sobre este problema sería: ¿De qué manera el acceso a dispositivos electrónicos incide en el desarrollo comunicacional de los niños y las niñas?

El Proyecto de Investigación se enmarca en la Fenomenología de Oiler (1986), quien manifiesta que: “En la fenomenología se estudia el mundo percibido y no un fenómeno en sí mismo, de tal suerte que el sujeto y el objeto de estudio se unen por medio de la idea de “estar en el mundo”; (...).” (p. 87).

La simplicidad estructural de ideas planteadas en las imágenes y los textos de los contenidos de los dispositivos electrónicos, proporcionan facilidad de percepción y entendimiento, entonces no se cuestionan las verdades y realidades. “Se ha demostrado que la estimulación que recibe un cerebro en desarrollo provocada por la sobre-exposición a la tecnología (móviles, internet, ipad, televisión, etc.), está asociada con un déficit de atención y de función ejecutiva, retrasos cognitivos, aprendizaje disociado, (...)”. (Rowan, 2014, p 2)

La Metodología es de carácter Explicativo, es decir, la profundidad y el alcance del estudio buscan analizar, reflexionar e inferir sobre cómo el aprehender y el aprendizaje comunicativo de las realidades y verdades se realiza a través de los dispositivos electrónicos.

El Enfoque tendrá un carácter mixto (cualitativo - cuantitativo), con predominio cualitativo, con el objetivo de obtener datos que permitan comprender e interpretar los procesos de este fenómeno tecnológico-comunicativo.

La investigación tendrá un carácter Prospectivo, ya que se planificará la recolección de datos mediante diferentes Métodos e Instrumentos, se trata de evidenciar y corroborar la incidencia de la exposición comunicacional de los niños y niñas a una supuesta causa (medios y mediadores).

Para validar objetivamente los datos obtenidos, mediante Categorías, se aplicará el Método Inductivo de Triangulación de Datos, que contrastará y comparará los mismos, derivados de las singularidades de la aplicación de los Métodos de Observación No Participativa (Estructurada), Taller Investigativo y Grupo Focal.

Id: 14537

Title: Old ICTs as a Precursor to Smartphone Adoption among Senior Adults' A Structural Equation Model Analysis

Session Type: Individual submission

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Abstract: The low ICT adoption rate among senior adults have been an important and ongoing debate in ICT research. According to the data collected by the Pew Research Center (2014), though, in general, 86% of American adults are Internet users, only 59% of the adults with the age 65 or older go online. The same lag persists when it comes to the adoption of smartphones. While 55% of American adults have adopted smartphones, only 18% of senior adults are smartphone users (Pew Research Center, 2014). This study joins the debate on why ICT adoption among older adults is consistently low, with special attention to the adoption of the smartphone, which is widely believed to be a powerful tool to improve the well-being of older adults (WHO, 2011; Plaza et al., 2011) but remains underutilized by them.

Previous studies on ICT adoption among senior adults, which mainly focus on the adoption of computers and regular cellphones, have revealed valuable knowledge. In addition to socioeconomic factors such as decreased income and unemployment (Cutler, Hendricks & Guyer, 2003) and deteriorated health conditions (Carpenter & Buday, 2007), several studies have emphasized the role of negative attitudes towards new technologies (Ryan, Szechtman, & Bodkin, 1992; Morell, Mayhorn & Bennett, 2000; Selwyn, 2004). Though many researchers treat the attitudes towards ICTs as an exogenous variable, some argue that the attitude is malleable and is determined by other factors such as education and peer pressure (Dyck & Smither, 1994; Czaja & Sharit, 1998). Nonetheless, we think even these studies which endogenize the attitude still fail to consider one important factor: previous experience of ICT usage.

Today's senior adults, though not smartphone natives, are not new to ICTs. Noticeably, cell phones have achieved mass adoption in the U.S since the early 1990s, and personal computers since the early 1980s (Campbell-Kelly, Martin & Garcia-Swartz, 2015). Thus, before the senior adults decide whether to adopt smartphones, they may have been using computers and cell phones for decades. What is the effect of the long-term usage of PCs and regular cellphones on the later adoption or non-adoption of smartphones? Does the long-term use of PCs and feature phones foster a more favorable attitude towards smartphones? Or does using old technologies for so long generate a

comfort-zone effect which makes older adults today even more reluctant to switch to the newer technology? These questions are not satisfactorily answered by previous studies, and this research seeks to fill in the gap.

To answer our research questions, we have surveyed 121 American senior adults aged between 60 and 77. Based on the Technology Acceptance Model developed by Davis (1989), we will construct a structural equation model to examine the effect of previous PC and regular cell phone usage on smartphone adoption. Particularly, we will investigate how the previous ICT usage experience affects the perceived usefulness and perceived difficulty of using smartphones.

Id: 14555

Title: Home environments and the development of online skills: A case study of Latino/Hispanic working class immigrant youths living in Austin, Texas.

Session Type: Individual submission

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Abstract: In a context of rapid technological change, growing socioeconomic disparities, and increasing ethnic-racial diversity, digital inequalities in the United States continue to evolve in complex ways. Despite the widespread use of computers, smartphones, and the Internet among the U.S. youth population, disparities in skills, social support, and access to digital technology persist. The interplay between these factors, as well as their relationship to structural inequalities in education, occupation, and income, continue to shape how young people participate in culture and society.

Social support has emerged as one of the most critical dimensions of the digital inequalities confronted by Latino/Hispanic working class immigrant youth in the United States. Specifically, the social support that youths can access at the context of home turns out to be crucial for the development of new media practices, skills, and the quality of participation in online platforms.

Through a case study of five immigrant youths with Mexican origins (two girls and three boys, ages 14-18) and working class socioeconomic backgrounds, I analyze the mediated activities they have developed in the contexts of their homes. The analysis of online skills among these Latino/Hispanic working-class immigrant youth illustrates some of the contradictions that appear when less advantaged youth become connected to digital networks but lack the social support, and scaffolding to fully participate online.

I draw on qualitative data that I helped collect as a member of the Digital Edge project during a longitudinal ethnography (2011-2012) conducted at Freeway High School, a large, ethnically diverse, low-performing, and economically disadvantaged public school in the Austin Metropolitan Area.

By revealing the local conditions and structural forces that shape how a group of Latino/Hispanic immigrant youths use technology in their everyday life, my analysis provides a grounded understanding of how social support at the context of home shapes the development of online skills; and a nuanced description of the home media environments accessed by minority youth in the United States.

Id: 14620

Title: Panel: SOCIAL MEDIA EXPLOSION : CREDIBILITY, CONFRONTATIONS IN THE ASIAN AND WESTERN DEMOCRACIES

Session Type: Panel Submission

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Abstract: TITLE OF THE PAPER: People have dramatically integrated social media into their lives and its power is hard to ignore. The risks they present is hard to imagine. While social media has become a vital consideration in any communication strategy for a country where digital media is accessible, it has made the communication consumer a communication producer. India itself has close to 190 million social network users in 2016.

Social media gathers a large amount of information about its users. The world is seen expanding and simultaneously becoming 'hyperlocalised' due to the social media. The different forms of social media like Facebook, Twitter, Google Hangout, Instagram are easily accessed through a smart phone with an Internet connection. In developing countries, social networking is a means through which people acquire ICT. Seven in ten Americans use social media to connect with one another, share information, engage with news content and entertain themselves in America as per The PEW internet report 2017.

The multiple purposes for which online social networking is used include interpersonal and group communication, religious, health, political and business communication. They are fast becoming standard tools for professional practices. Major news outlets are using social media to deliver messages to the masses. While at an individual level, the authenticity and credibility of social media users can be doubted, it offers an accessible, widely available means of bi-directional flow of information between public and politicians. There are the anecdotal evidences of positive outcomes from the use of social media technology such as social activities like finding jobs via a particular social network or finding missing peoples during a natural calamity. On the religious front, the role of the interactive media seems to have created a pluralistic place, with the active presence of 'e-seva' or 'electronic mosque' in the virtual world. On the other hand, the negatives of social media correlated with the rise of narcissism in the society, creating short attention spans and sensationalism are enormously presented.

There is a great deal of speculation about the impact of social media use on the peoples lives. The usage and impact of social media across the Asian and Western democracies in the political, religious, social and other spheres will be presented.

List of possible Participants

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Binod C Agrawal will act as a Chair person and Padma Rani Manipal University, India will act as a discussants.

It is expected that about four to five participant will write paper for presentation.

Id: 14674

Title: Media nets of communities for the national and cultural identity

Session Type: Individual submission

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Abstract: Media integration possibilities attract researchers' attention most in the aspect of new social interaction which forms an impermanent identity (Slevin 2000, Latenkova 2012). But focalization on the net communities leaves less consideration to real (non-virtual) communities with their media. Meanwhile inside real communities stable identities are being formed which can contribute to unification with the "others" and overcome the social and cultural differences, as well as distancing from "others" [Bauman 2001, Bredneva 2001]. Such communities' primacy is predetermined by reality (life) primacy in relation to virtuality (information exchange). A variety of communities (accordingly, community media) is not limited to the territorial (local) characteristics, as it is often presented in corresponding researches (Johnson & Menichelli 2006). Complex of characteristics includes social intentions, or the participants' motives as one of the key typological parameters which determines the resource's origin and the reasons for its success/failure. Network resources of ethnic communities give good illustrations to the ways of representation and forming of cultural and national identity. Ethnic websites studies in Russia show that motivation to maintain national and cultural identity determines the intensity and efficiency of such media functioning (Gladkova 2015). Language, religion, national self-consciousness and historical memory are the components of identity (Berger & Luckmann 1966, Giddens 2001, Huntington 2004). Our study was aimed to finding out the integrity bases and ways to national and cultural identity in online media of ethnic communities. Media resources (websites, social media pages) of the Russian speaking communities in Lebanon and Finland and the bilingual resource Tajinfo in Russia were chosen for consideration. In all cases, there is a tendency to popularize and promote the values of national culture, holidays, traditions, rituals, and etc., with obviously little attention to current political issues. Another line of activity is related to community members' acculturation and inclusion into the civil, industrial and social contexts of the host country. The main line can be described as inward, and the second one as the outward, they both are in a symbiotic relationship. As the analyses shows, information and communication contents dominate on the sites and social networks communities' pages; media serve navigators for community members, readdressing people to the external resources (print, radio and television, help portals, etc.). Information looks positive; there are no analytical observations and discussions on current political events. Content strategy of social optimism and education (Berezhaia 2017) reveals the integration motives which were formed beyond dichotomies and contradictions. Such orientation is typical for the permanent residents' communities which assimilated into the social life of the host country. The Tajinfo resource interacts mainly with Tajik migrants in Russia. The main part of the content is devoted to news, culture, migration issues, etc. A considerable amount of news is devoted to events in their historical homeland, the Muslim religion and the popularization of the Tajik culture. The temporary

residence of the majority of migrant workers in Russia provokes accentuation of the ethnic and cultural basis for integrity.

Id: 14800

Title: Meme on the internet: the myth of the communist conspiracy in Brazil

Session Type: Individual submission

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Abstract: In times of crisis, whether economic or political, society is more vulnerable to mythological explanations, in the search for a meaning or solution to the problems experienced in the present. This article analyzes the return of a myth that has been dormant since the end of the military dictatorship in Brazil: The Myth of the Communist Conspiracy.

Media and communication tools have changed, but arguments about a supposed communist conspiracy remain the same as 50 years ago. With the internet and social networking sites (RECUERO, 2015), new languages are used to propagate the idea of a supposed plot, taken as guaranteed and real by the people who replicate the idea in the network. The myth advances when it finds availability and receptivity in the sectors of society (GIRARDET, 1989).

The internet provided an ideological incitement, especially after the presidential elections of 2014, when political polarization became clear in Brazil and culminated in the impeachment process of former President Dilma Rousseff. A new language characteristic of the network allowed information to be replicated with more speed and often with less fidelity to the facts: The meme. In Brazil, during the 13 years of the Workers' Party government, affirmative social inclusion policies and the history of the left-wing party allowed the imaginary on the part of Brazilian society to understand the actions of the Workers' Party government based on logic of the myth of a communist conspiracy (AB'SÁBER, 2015).

The universe of cyberculture (LEMOS, 2015) allows the appearance of new languages. The meme as an internet language (HORTA, 2015) has its own characteristics, such as repetition and parody. The memes analyzed in this article were collected on a social networking site - Facebook - and contribute to the spread of information on the internet, which endorse the return of political myths in the population's imagination.

The analysis - qualitative and about the content - demonstrates the idea of the myth of a communist plot in progress in Brazil. The role of the internet and memes in re-updating this political myth is verified since memes share characteristics - such as content and form - and are created and transformed on the internet by users from references in other pre-existing memes (SHIFMAN, 2014).

This article uses concepts from the areas of communication, history and philosophy, under the light of the studies of Pierre Levy (2014), Lilia Schwarcz and Heloisa Starling (2015), and Zygmunt Bauman (2007). An interdisciplinary study is needed to understand the rapid change in phenomena and perceptions in cyberculture. The mythological effervescence on the internet, through memes, generates consequences such as the rise of populist politicians and new ways of relating to institutions.

Id: 15114

Title: The evolution of the digital mobile divide in Spain and older people

Session Type: Individual submission

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Abstract: The impact of every new technology offers new hopes and fears [1]. In the European countries, Internet 'on the move' is increasingly becoming a regular way to connect to the Internet [5]. Particularly in Spain, the smartphone is the most pervasive channel to go online [2]. However, this diffusion process may reproduce the digital divide, leaving some social groups away from its potential benefits [6].

To investigate this recent phenomenon research should focus on multiple socioeconomic variables - such as gender, age, education or income- that affected the adoption of Internet in its first stages. But these are not the only factors involved in this concern. Attitudes and motivations towards these technologies should also be considered as they are key drivers for adopting them and usually interact with certain socioeconomic conditions [3].

To look into these issues, we analyze data from the Spanish Survey on Equipment and Use of ICTs in Households [4]. Although adoption rates of Internet among older people has grown in recent years (2011 to 2016), our findings show that older people are still more likely to be non-users of the Internet in general and 'on the move' as well. The other main predictor in this regard is the frequency of Internet use, in such a way that the more intensive users are also those who connect more from different places and on the move. Additionally, gender, educational and income differences were initially significant in this domain, but not so relevant at the end of the period.

Finally, to contribute to the better understanding of these results, we also analyze the reasons for not using the Internet 'on the move' in 2012 (the only year in which these items were included in the survey questionnaire). We find that, at this early stage of its diffusion, the main reason among the whole population was, by far, 'no need.' Besides, 'not know how to use' was more frequently indicated by older people, low-educated groups, and less intensive Internet users; on the other hand, 'too expensive' was more common among younger cohorts and lower income profiles. Concluding our analysis, we discuss the implications of these findings and suggest some lines for future research.

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Id: 15159

Title: Gen Z Perception of Reality Through Virtual and Augmented Devices

Session Type: Individual submission

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Abstract: In this work we present a discussion about Generation Z (Gen Z) perception, understanding and interactions with Virtual Reality (VR) and Augmented Reality (AR) devices. Discussion is based on a socio-semio-technical thought, in which social, semiotics and technical-technological issues have similar influence proportion on the process of formatting young people behavior.

Known as the digital natives, Gen Z is made up of children and young people who have born at the beginning of the 21st century (Horovitz, 2012). They compose a particular generation because they naturally deal with digital devices and, also, don't even know what does it means a relationship without the intervention of digital social media (internet) and, so on, a not connected world.

Different from previous generations, who had to learn the computer machine modus operandi through command lines and graphical interfaces (Friedberg, 2006), Gen Z leads a fluent dialogue with technological devices (Zilles Borba and Zuffo, 2015). For those kids, virtual operations are already understood as extensions of the physical world itself. So, for them, there's no longer a clear and outlined boundary between the physical world and the virtual world. After all, their reality is an hybrid one.

Looking back to the premise of Marshall McLuhan (1964), that media works as extensions of mankind, we may say it had never been so evident and truly. In fact, this paper has the intention to establish a discussion about Gen Z perception of digital media as a natural extension of their territories, discourses and reality, especially when experiencing VR and AR devices. In short, we may say they are creating a new condition of reality and, maybe, humankind (Enriquez, 2012). To conduct this discussion it is important to understand Gen Z opinions and attitudes based on the intersection between behavior, media and technology (Zilles Borba and Paz, 2016). To present relevant insights this work present a reflection based on imperative concepts of theorists of Gen Z (Stillman and Lancaster, 2007; Oliveira, 2010; Horovitz, 2012), Perception and Communication (Davidoff, 2001; Zilles Borba, 2011), Cyber Culture and Digital Media (Kerckhove, 1995; Castells, 1999; Levy, 1999; Jenkins, 2003) and VR/AR environments (Azuma, 2001; Bowman et al., 2005; Slater et al., 2013; Zilles Borba and Zuffo, 2015; Steinicke, 2016). As final results, this work points out important trends related to Gen Z perception and behavior in a technological hybrid world. And, of course, we hope these results could help researchers and/or managers to understand the future of work, social relationship and human behavior through VR and AR interfaces.

Id: 15176

Title: The rise of the Digital capital and its relation with the third level of the Digital Divide

Session Type: Individual submission

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Abstract: This paper makes a theoretical contribution by looking at the rise of the digital capital and how its relation with previous Five Capitals (social, economic, personal, political and cultural capitals) generates both inequalities in online experience (second level of digital divide), and it creates the third level of digital divide, seen as the returning social benefits of using the Internet (Ragnedda 2017). The digital capital is a bridge capital which influence the ways people look for information, their motivation, support, and provide the skills to elaborate, process and use such information to improve their life chances. The opportunities given by the use of ICTs are not the same for everybody, but are the product of the interaction between the 5Cs and the digital capital. To make profitable the benefits gained on the digital realm and invest them into the social realm, users/citizens need a solid and strong social (Bourdieu, 1986; Coleman, 1990; Putnam, 1995), political (Seyd and Whitely, 1997), economic (Bourdieu, 1986), personal (Becker, 1996) and cultural capitals (Bourdieu, 1986) on which to rely on. These 5Cs help citizens to turn the digital benefits into social benefits and to exploit the full advantages offered by the Internet (third level of digital divide). The paper will look at the process through which income (economic capital) education (cultural capital), family and occupation (social and personal capital), motivation and purpose of use (personal capital), and political engagement (social and political capital) determine the rise of the digital capital and how, in turn, this new capital affects the digital divide at its three levels: access-use-benefits. Although, the digital capital is not a new concept, it has been used mainly in relation to the resources on which the development of new services and products for the digital economy rely (see e.g. Tapscott et al., 2000; Roberts and Townsend, 2015). What is missing in the literature is both a theoretical discussion on the digital capital, and how it could affect the second and third level of digital divide. Thus this paper will fill the gap in the literature by, first, proposing a clear definition of digital capital and its relationship with the 5Cs; second, a discussion on how this relationship influence digital inequalities; and, third, how it reinforces or mitigate previous social inequalities. The final aim is to understand the best set of usable resources and powers (Bourdieu 1996) that can be used to measure the degree of digital capital, and to provide a theoretical frame against which to operationalize this new capital and empirically test its validity.

Id: 15287

Title: Secondary gatekeeping in Twitter discussions on inter-ethnic conflicts: beyond 'majority/minority' filter bubbles'

Session Type: Individual submission

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Abstract: Recently, the growing role of social network users in content dissemination has brought to life the concept of secondary gatekeeping. Secondary gatekeeping comprises the process of selection and sharing of previously produced content (from media or from other sources) taken together with its social implications (Shoemaker&Vos 2009; Nielsen 2015). Studies of secondary gatekeeping may be particularly relevant for discussions on emergencies or social conflicts (Bruns et al. 2012; Hladik&Stetka 2015; Bodrunova et al. 2013) where sharing relevant content beyond platform and opinion boundaries may become crucial for lowering social unease. Despite this, till today, the nature of secondary gatekeeping remains highly understudied.

Secondary gatekeeping that, in general, raises in-platform visibility (Singer 2014) of any media content published outside social media is not free from traditional structural biases of media communication; thus, it may add to creating echo chambers and deepening the gaps between conflicting views. That is, patterns of secondary gatekeeping are dependent on user factors (Shoemaker&Vos 2009), but the factors beyond demography (like, e.g., a user's standing in the discussion) are rarely tested. Moreover, we may hypothesize that the very presence of a certain group on a platform (that is, the divide in platform consumption) plays a huge role in the content sharing patterns within the discussion – and, thus, adds to the formation of dominant discourses. Comparative cross-country assessment of secondary gatekeeping is so far practically non-existent. Despite that, we argue that discussions on sharp inter-ethnic / inter-racial conflicts provide a due ground of such comparisons, as they polarize the societies into three, not two groups: minority, pro-minority majority, and anti-minority majority. This structure may allow for testing secondary gatekeeping patterns as linked to both presence and pro/contra positions of users, as well as for predicting the pattern of content sharing by belonging to one of the three groups, and vice versa. We have conducted a comparative study of three ad-hoc Twitter discussions on heated ethnic/racial conflicts in the USA (Ferguson riots), Germany (Köln mass abuse), and Russia (Biryulyovo anti-migrant bashings) to assess the patterns of content sharing by active discussants. We used vocabulary-based web crawling to collect full data on the discussions; in the preliminary study, over 1,000 tweets in randomized samples from the most active users were assessed for each conflict. Our results show that, in all cases, there's weak but significant correlation between the type of user and his/her attitude to minority with the attitudes expressed in content, while it is not always true that users prefer the same gatekeeper type, e.g. online or social media. As difference between individual users remains statistically significant, this may mean that the nature of heated ad-hoc discussions facilitates formation of 'individual-level filter bubbles' in addition to bigger echo chambers. Also, despite the absence of minorities from the platform in Germany and Russia and its active presence in the US Twitter, the content shared by all kinds of discussants remains predominantly 'majority-made', thus illuminating the disparities extant in the offline media landscapes across cultures.

Id: 15379

Title: Structural ageism in digital technologies

Session Type: Individual submission

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Abstract: The emergence of digital technologies allows digital platforms to keep a detailed track of the mediated usage, and in some cases allows third parties to access those digital activities by its logs. This information, which often constitutes big data [1], is often analyzed to understand human behavior and statically modeled to predict human behavior. Predictions are used in marketing, sociological, communication, political and technological studies among others. In computing systems, they are used to adapt technologies to previous activities.

However, the analysis of logs is not exempt of privacy, ethical and methodological concerns. Thus, this implies great opportunities and great challenges. Digitally collected data are often seen by data analysts as more objective data [4,5], as it builds on what people actually do in their everyday settings, not in what people report doing. However, trying to infer human behavior based on tracked data is challenging and limited.

By inferring human behaviour, predictive systems often reinforce discrimination [2], e.g. depending on what is represented in the training cases, or when they make decisions based on partial and biased information [2]. We conduct a literature review of predictive systems that use logs data in order to highlight how they are related with ageism.

We will discuss two main concerns. On the one hand, predictive systems are based on what the majority of users do. Thus, the habits of minority groups have less influence in the algorithms. In this sense, the digital divide is especially persistent among older people [3], leading to older digital users to be a minority in digital media, and they often make a less extended use of technologies [6], which would make more limited their influence in predictive systems.

On the other hand, predictions are based on interpretations of tracked data, adding a layer of subjectivity to the construction of knowledge that is often underrated. Concretely, the design of the studies, the tools used, and the interpretations of the data are biased through age stereotypes commonly found in the society.

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Id: 15390

Title: Power of Internet meme in contemporary political communication

Session Type: Individual submission

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Abstract: Reuters Institute in 2016 conducted report that provided compelling evidence about the usage of social media for finding, sharing and discussing the media content. The data showed significant growth in the use of online video and new visual formats: memes, infographics, etc. Huang (2014) proposes several new digital story forms that emerged from this new media and user's environment: interactive graphic, video storytelling, data centers, story clusters and streams, memes and GIFs, social media and games. By using interesting, creative, and shareable content on social media, the primary goal has become attracting the attention of the users. These changes are incorporated in all communication spheres and by that in political communication too. In the last decade social science theorists brought significant contribution to the usage and influence of internet, and social media on political communication. Following, aim of this study is to explain the role and significance of the internet meme as a powerful tool of political communication especially in (re)framing the politicians. Political memes are no longer rare flashes of uncensored personality or intensely manicured visual messages, they have grown into a form of anarchic folk propaganda (The Guardian, 2016). As we could see on recent US election that certain social media content, especially memes, were content tools for framing the political candidates: with the visual, content and sarcastic component. To provide theoretical and empirical background to the role of the "viral content" like memes on the framing of the politicians this paper will provide the case study of the former Croatian prime minister, Ivo Sander, and the sarcastic-meme initiative "Ćaća se vraća" (The Father Is Coming Back). Started as a sarcastic initiative against former prime minister soon this became a viral political movement in Croatia and gained significant users and media attention. With the case study of the Croatian initiative and media content analysis, the goal is to detect the change in the media reporting of the former prime minister.

Id: 15451

Title: New media: Transforming youth's perception regarding voting behavior.

Session Type: Individual submission

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Abstract: People make their perceptions through New media. People get information and entertainment through New media . New media has become very popular medium throughout the world. People share ideas,information, pictures to update others. This study will explore the nexus of New media and political campaigns. This study will find effects of New media on youth's perception in transforming their voting behavior. Research will explain the effects of using social networking sites like Instagram,Facebook and Twitter, on perception of youth regarding voting behavior. Nowadays social media has become very popular medium in making perception of public. For this purpose, researcher conducts a survey study in Lahore city,Pakistan.The respondents were from Lahore city, and the survey study was conducted on 150 respondents. For most of the people, New media is the only source of getting news regarding politics. For political aspect new media has a positive impact on voting pattern and political campaign. The trend of using new media is increasing in Pakistan, and so its importance in transforming politics and political behavior is gaining gratitude.

Id: 15463

Title: The roles of motivation and media engagement in second-screen television viewing experiences

Session Type: Individual submission

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Abstract: Due to the rapid growth of digital convergence, the use of broadband Internet and mobile devices are pervasive globally, including Taiwan. However, most studies have focused on the adoption of new technologies, academics, and business practices and paid less attention to user interactions and experiences on secondary devices—searching information on a mobile device or online chatting while watching Television (TV). Meanwhile, new interactive features do not attract audiences, and services run by TV operators create challenges in a multiscreen environment. Hence, this study aims to explore the predictors of using mobile devices for secondary screen TV experiences. Four behavioral patterns—control, enrich, share, and participate—were identified for second-screen viewing. We developed an empirical model linking individuals' motivation, media engagement, and behaviors. Data from 562 TV audiences were collected and it was confirmed that individuals' motivations are fully mediated by their engagement and further direct the sequential behaviors. Common interests and multitasking are two critical motives driving users to engage with an online community while watching TV. Audiences are more obsessed with their social connections rather than interactive content in the context of second screen. Invariance analyses show the different effect of gender and TV groups may intervene in the subsequent uses. Implications for content providers and interface designers are discussed.

Id: 15630

Title: DISEÑO INTERCULTURAL: APROPIACIÓN, CONTENIDOS DIGITALES Y FORMAS DE PRODUCCIÓN.

Session Type: Individual submission

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Abstract: Tras la experiencia de diseño participativo generado a lo largo de los últimos cinco años entre la comunidad indígena Misak, del resguardo indígena de Guambia - Cauca (Colombia) y un equipo de investigación interdisciplinar de la Facultad de Ciencias de la Comunicación, para el acompañamiento de las necesidades y prioridades de fortalecimiento de saberes ancestrales, mediados por las TIC 1*; se ha presentado el interrogante constante del reto de los medios digitales como factores y agentes de cambio en las dimensiones sociales y culturales de una comunidad ancestral a partir de la producción artefactos digitales.

Aspecto abordado mediante el diseño intercultural de artefactos digitales etnoeducativos acordes a las necesidades y espacios significativos propiciados por la Misak Universidad, proceso que entiende el diseño desde una perspectiva de reconocimiento e intercambio para desarrollar una forma de producción que integre las brechas aparentes entre las cultura digitales y analógicas.

Por artefactos digitales se han entendido todas las formas de producción desarrolladas para espacios mediados por TIC, como videojuegos, E-book, aplicativos móviles, realidad aumentada, etc. Sin embargo, en la revisión del Estado del Arte, se encuentra que dichos contenidos han sido entendidos por el diseño como productos que se limitan a su calidad técnica y estética, sin comprender su papel en los procesos de comunicación y representación cultural que movilizan los medios digitales.

Si bien los medios digitales se caracterizan por criterios como la interactividad y los niveles de inmersión que permiten, como lo plantea Janet Murray (2000), las potencialidades narrativas de los contenidos que se producen se limitan a los algoritmos y las acciones que puede generar en el usuario, pero se resta importancia al rol que juega el posible usuario en la creación de esas narrativas.

Es preciso preguntarse qué aspectos se deben tener en cuenta si se espera que el diseño cumpla un papel social, incluyente y participativo, partiendo de la responsabilidad que asume el diseñador y el usuario para problematizar la brecha digital. En esta ponencia se plantea compartir los aprendizajes de este proceso, enmarcados en el debate de ¿Cómo generar un proceso de apropiación desde la producción de contenidos digitales para las TIC, en coherencia con la interculturalidad de Colombia?.

1* Proceso desarrollado durante tres proyectos “Capacidad de agenciamiento y realización de derechos a las minorías étnicas del cabildo indígena de Guambia – Cauca” (2011), “Comunicación intercultural y Tic” (2013), “Contenidos digitales para el fortalecimiento de la Comunidad Misak” (2015), “Diseño intercultural Misak. Reconocimiento de la diversidad” (2016) con los investigadores Luís Alexander Lugo y María Victoria Rugeles.

Id: 15632

Title: Challenges of the 'digitally disadvantaged': a study of digital access and readiness among Freshmen at a rural South African university

Session Type: Individual submission

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Abstract: Digital communication technologies continue to shape our lives, sociability, economic transactions and the way we learn (Herselman & Britton 2006, Evoh 2007, Junco, Merson & Salter 2010). However, as in access to other important utilities, social inequality continues to influence the pattern of access to these technologies (Oyedemi 2012; 2016, Hargittai 2008, Witte & Mannon 2010). In South Africa, household Internet access is a big challenge for many South Africans. The lack of home access is disproportionately skewed against youth from rural areas. The unequal and skewed patterns of home and school access create a social stratification of two classes of young South Africans: the digitally privileged and the digitally disadvantaged. A large number of students at higher education institutions in South Africa are introduced to computers and the Internet for the first time when they arrive at the university (Naidoo & Raju 2012). However, not all universities are equally technologically resourced. Rurality and historical nature of South African institutions still shape infrastructural inequalities among universities.

This study specifically explores the pattern of access to digital communication technologies among a first year group of students at a rural South African university. It also examines the digital readiness of this cohort by studying access patterns prior to their admission to this university. The University is a historically and predominantly black university located in rural South Africa. The motivation for this study was to explore how access, or lack of access, at home and during high school education may affect their capability to use technologies in the first year of university education. To do this, key questions were engaged in this study: What was the pattern of access to digital technologies prior to the students' arrival at the university? What were their levels of digital skills and technology use prior to coming to university? How did the Freshmen's prior digital experience in high school affect their digital ability since their arrival at the university? What is the current digital experience of these first year students at this rural university? Lastly, how does the pattern of inequalities shape technology access among this group?

Using self-administered questionnaires in a survey of 156 Freshmen, the study reveals that many students use computers and the Internet for the first time when they arrived at the university, and most students from rural areas had no access to computers and the Internet at their high schools. As a result, they enter the university digitally disadvantaged. The university acts as an empowering agent by providing access and training, however the historical nature of infrastructural challenges of rural and historically black universities in South Africa constitute a further challenge: students and faculty access are often limited. Solutions that involve public and private initiatives in providing computer and Internet access are required in addition to technology literacy for educators in high schools, and a massive investment in technology development is required in rural universities.

Id: 15634

Title: Pobreza digital y social en México. Una aproximación socio-territorial

Session Type: Individual submission

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Abstract: La conectividad digital, y por tanto el acceso a Internet y a otras tecnologías de la información y la comunicación (TIC), se ha convertido en una importante preocupación de política pública en todo el mundo. La posibilidad de acceso a las TIC está asociada a la promoción del desarrollo y del bienestar socioeconómico de la población. De acuerdo con el Índice de Desarrollo de las TIC (IDT) elaborado por la Unión Internacional de las Telecomunicaciones (UIT), en el año 2015 México ocupó el lugar número 21, de 33 posibles, en el continente americano, en tanto que en el contexto global se ubicó en el lugar 95 (de 167), lo cual refleja un considerable rezago para un país que se jacta de formar parte del club de economías privilegiadas como las incorporadas en la OCDE.

La reforma de las telecomunicaciones emprendida por la presente administración federal en México (2012-2018), reconoció como derecho constitucional “el derecho al libre acceso a las tecnologías de la información y comunicación”. Y para facilitar el cumplimiento del mismo emprendió un ambicioso programa en todo el país conocido como “México conectado”. Dicha iniciativa ha tropezado con serios problemas y dificultades, por lo que es previsible que las diferencias estructurales en el campo de la conectividad digital que prevalecen en el territorio nacional no puedan revertirse en el corto plazo.

A partir del desarrollo de un Índice de Conectividad Digital (ICD), desarrollado ex profeso por el autor, esta ponencia dibuja las desigualdades imperantes en México, desde la óptica de una análisis socio-territorial. Es decir, pondera la existencia de la brecha de acceso a las TIC en el territorio mexicano al mismo tiempo que asocia esas desigualdades con los niveles de bienestar existentes, medidos por el Índice de Desarrollo Humano (IDH) del Programa de las Naciones Unidas para el Desarrollo (PNUD). El análisis muestra una fuerte asociación entre ambos índices, a través de los cuales se dibujan disparidades territoriales y socioeconómicas contrastantes. Un norte rico en ICD vis a vis un sur con carencias constatables en el ámbito digital.

Sin embargo, en este estudio también se constata que las inequidades entre amplios territorios (estados) de la república no se sostienen de la misma manera al tomar en cuenta, de manera individual, a las capitales de los mismos. Los centros urbanos de los territorios deprimidos, en cuanto a su ICD, tienden en general a ubicarse en una escala superior a las de sus propias entidades. En otras palabras, la brecha digital refleja un comportamiento diferenciado (una doble brecha) no sólo entre estados sino también entre estados y sus propias capitales. En consecuencia se plantea la necesidad de considerar al centralismo social y territorial como una variable que impide el desarrollo equitativo de la conectividad digital en un escenario como el mexicano.

Id: 15685

Title: Las TIC como potencializador de la comunicación en las competencias docentes.

Session Type: Individual submission

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Abstract: En este artículo se presenta la incorporación de Tecnología de la Información y la Comunicación (TIC) en los procesos comunicacionales y espacios educativos, para lograr la calidad de la educación mejorando la comunicación en el aula. Tiene como pretensión analizar y reflexionar el entorno del aprendizaje significativo en el quehacer pedagógico, haciendo un profundo énfasis en los elementos de comunicación que potencializa la labor docente, respondiendo a las exigencias de la sociedad acorde con los avances tecnológicos y la globalización del conocimiento, en aras de la creación de ambientes de aprendizaje enriquecidos, de fluidez comunicativa y que se adapten a modernas estrategias de aprendizaje, con excelentes resultados en el desarrollo de las habilidades cognitivas de niños y jóvenes en las áreas tradicionales del currículo, como escuelas, colegios y espacios universitarios en pregrado y postgrado.

Acudiendo a las tendencias, que en el escenario mundial se torna significativo el estudio del lenguaje, la comunicación, el discurso y de los fundamentos de la Pedagogía para resignificar la labor docente en aspectos que transversaliza su tarea, enmarcada por competencias tales como: la comunicación efectiva, comunicación afectiva, la pedagógica, la formación en TIC y la Gestión. La primera y segunda, implican la aprehensión de conocimientos desde las áreas comunicacionales y su combinación con teorías pedagógicas y habilidades para llevar las TIC a su escenario educativo como un potencializador en el salón de clase, la tercera y cuarta, fortalecen la construcción de identidad, significados, sujetos sociales, que respondan a las necesidades de la sociedad multicultural que los espera como seres polivalentes. Es una apuesta en la que se convivan teorías, acciones, modelos y experiencias desde disciplinas educativas que se fortalecen con estrategias de comunicación, logrando con ellos formación integral desde las competencias.

Id: 15939

Title: An approach to the characteristics of teen videos on YouTube

Session Type: Individual submission

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Abstract: The goal of this paper is to analyse the characteristics of the videos of adolescents related to the idea of vulnerability. Following Halliday (2004), one of the variables of video analysis is based on different modal structures: Declarative, Imperative and Interrogative/Reflexive.

In 63.8% of the studied videos, the declarative structure predominates. This means that many of them are only informative and hardly call for action. We also find audiovisuals with imperative messages (22.5%) and, to a lesser extent, reflective messages (13.75). In all the subjects the aseptic or declarative modal structure prevails; except in the case of videos about bullying, where a relevant percentage (almost half of them) is addressed to the audience in an imperative way or appeals to people in an interrogative or reflective way.

To understand these data, it is necessary to refer to the positivity/negativity variable. A video is "Positive" when it tries to solve a problem, "Negative" when it does not solve it, "Neutral" when it only explains it. Then, it is not surprising that so many positive videos exist in connection with risk contents such as bullying (76.8%), drugs (73.7%), or pregnancy (60.6). Only sexual contents (48.5%) or integration contents (40%) give a surprising predominance of a neutral perspective.

These results, together with the predominance of an aseptic moral structure, create a scenario of normality. This is especially striking in the case of the sexual topic. Our study shows that adolescents probably do not challenge the limits of adults, they neither claim on them nor do they think about it.

The methodology used is the content analysis. The full analysis model includes the following categories, considering an extensive bibliography: link and url, date of access (date of search and the view of the video), date of uploading the video, description (if it includes a complete description of the video content), the category in YouTube, the title of the video, the authorship of the video, the person responsible for uploading, the length of the video, the genre or format, the presence of people under 18 years old, the structure of the video, its orientation, the presence of contents related

to vulnerability and risks, the topic of the video, the space in which it is developed, the number of "I like", the number of "I do not like", the number of views and, finally, the number of comments .

In order to obtain the sample, a search with the term "videos of adolescents" (in Spanish) has been carried out on videos in YouTube uploaded since 2009. Videos are ordered according to the number of views and their topics were registered. The initial sample was limited to 100 videos. Taking into account the most recurrent denominations, the initial generic search has been extended to 400 videos using the following tags: "adolescent sex", "adolescent drugs", "adolescent pregnancy" and "adolescents bullying", as such issues attract a greater interest.

Id: 16016

Title: Dailywage, Draught, Danger and the I-Slate : Contexts and their role in ICT for Education

Session Type: Individual submission

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Abstract: Mark Warschauer (2003) declares that Digital divide has cast a spotlight on how diffusion of ICTs could lend to stratification and marginalisation, and the imperative to look for a more refined conceptual framework, informed policy and research agenda. This he said should begin with an “analyses of the problem (that) begin(s) with examination of social structures, social problems, social organization, and social relations rather than with an accounting of computer equipment and Internet lines.” Important changes he believes in social relations would appear from “the human interaction that surrounds the technological process rather than from the operation of computers or use of the Internet.” Saith and Vijayabaskar (2008) while exploring ideas around ICTs and Social Change, are wary of the “solution” approach where “the world should adapt as necessary to make ‘IT’ happen in order to obtain hypothesized benefits.” Tinio (2003) in her primer on ICT and Education says that existing divisions drawn along economic, social, cultural, geographic, and gender lines between rich and poor countries and between different groups within countries are often reproduced, reinforced, and even magnified without the careful deliberation in the use of ICTs in education, and can result in the further marginalization of those who are already underserved and/or disadvantaged. Multiple studies across the globe have underlined the need for inputs from the various stakeholders involved in the integration of Information and communication technologies (ICTs) into any initiative (Dlodlo, 2009).

I-slate was an ICT and education project aimed to test and produce an innovative tablet for education in a government run school in Mahbubnagar Village of Killa Ghanpur Mandal, in the now state of Telangana in India. The collaboration partners were Rice University, Nanyang Technological University (Singapore), Villages in Development and Learning (a not for profit organisation in Hyderabad, India), Department of Education, Government of Andhra Pradesh (erstwhile). I was part of the team that explored the socio-economic context of the villagers that this intervention was engaging with. This study proposes to outline the context that the students, teachers and families of the rural community of Mohammedhussainpalli were steeped in during the intervention of I-Slate. This I hope will further an understanding of the contexts in which technological interventions are introduced in rural India. In-depth interviews and Focus group discussions, other written and archived material that was produced during the study is the source of data that I will access for this study. The study is couched in a critical engagement with the concept of development and digital divide. Given that the introduction of ICTs in development continues on a project basis in India, this study will document the importance of the varied contexts of the community the project is aimed at, their role/or lack of it in its implementation and how this interaction persists and moulds interventions through technology.

Id: 16257

Title: DIGITAL ARCHIVES FOR OVERCOMING THE DIGITAL DIVIDE IN LATIN AMERICA

Session Type: Individual submission

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Abstract: Digital archives are admittedly important contemporary initiatives in order to preserve and also transform information considered relevant. Considering that most of Latin America is still struggling with matters of access to technology, how can these initiatives be useful in spreading information and knowledge to a greater part of its societies? The present proposal brings case studies of Latin American digital cultural projects specially in the field of museums, libraries and other important cultural institutions that expect to both reach an extended audience and spread the knowledge they go about.

Prior to our cases analysis we recover the theoretical aspects that relate to digital information and its specificities, taking in consideration the limits between raw data, exchange of information and knowledge acquisition. The last level of such complexity chain is in the accurate and/or creative usage of the acquired data through immersive processes resulting in discursive shifts. Such theoretical approach is based on the most recent works in the field of information science, which today is invested by many other related fields of knowledge, such as mathematics, computer sciences and more recently the works produced in the area of architecture of knowledge, UX and UI design and the digital humanities.

The central question we pose after establishing the referred background regards the implied receptor-subject in such digital logic of knowledge providence. User friendly strategies look at an ideal user skilled for entering interfaces and completing tasks. We would like to examine, through our set of examples, how such design includes or excludes the subjects not by access, but otherwise by digital language proficiency (or, as many studies refer to, digital literacy). The other way around is also relevant for our research, we should ponder in what sense those who have no physical access to technology are coopted by a digital logic which ever more present in daily life tasks.

Our concern is mainly with cultural content and with the possibility that people have access not only to digital resources but also to fully relevant and dense content. The promise that a digital overture would provide the people with freedom of access, speech and information has been replaced by the crystallization of new online institutions established over a different basis, a different logic. Nevertheless, their strive seem to be the same, caught between the urge of publicly offering the knowledge they keep and the preservation of what is rare and traditional. In that sense, we should see about the new possibilities of circulation of cultural content and the promotion of public appropriation of it. Such matter seems even more relevant in Latin America as its tradition of keeping a relevant record of cultural history including the popular and the people seems yet to be worked on. Digital initiatives, in that sense, can help both rebuild such history according to a different logic as much as we believe they can help overcome a digital and cultural divide.

Id: 16331

Title: Super agenda setting and social networks: a conceptual proposal

Session Type: Individual submission

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Abstract: The agenda setting hypothesis/theory has been debated since the 1970s, when it was created by Maxwell McCombs and Donald Shaw. The authors noted in following the election campaign in the United States, in 1968, that the topics of voter conversations were very close to those conveyed by mass media. Such a perception has led to the main postulate of the theory, that the public includes in their repertoire of daily conversations the subjects presented by mass media, besides to instilling in them the same importance that is attributed by the vehicles. In addition, by ignoring certain themes, the media also exclude the possibility that the audience knows and discusses them. The agenda setting hypothesis, in this way, considers especially two spheres: the scheduling of the media itself and the quotidian of the audience - whose conversations (orals) begin to be composed and permeated by this schedule. In the traditional mass communication process, the possibility of scheduling by the audience itself is excluded, which only incorporates what is published in its own collection of information. Social networks, however, add new dynamics to the scheduling processes, since the receivers are elevated to the category of users by the Internet, being able to interfere in their productions, and also act as emitters of content not tied to a formal organization of media. Thus, the relationship with the media itself changes, with the elimination, in some instances, of the unilateral nature of the communication process. In addition to this change, there is also the fact that users begin to intervene in the routines of the communication vehicles, including the scheduling. This article aims to propose a conceptual delimitation about another phenomenon made possible by the advancement of social networks: the super scheduling, the transposition of daily conversation (oral) on what is considered most important by the media to the environment of the technical means themselves, exponentially increasing the number of messages circulating on the same subject and directly affecting our understanding of what is or is not relevant in the social scene. In this way, not only a user is individually scheduled, but also schedules others, becoming a fundamental part of the scheduling process. This research has a theoretical nature and is essentially based on a bibliographic review, also taking the content analysis of what is published in social networks as basis.

Id: 16333

Title: Digital storytelling como practica de inclusión digital en la Villa Residencial de la UFRJ

Session Type: Individual submission

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Abstract: Nacido a partir de un proyecto de extensión universitaria destinado a la inclusión digital y promoción de acciones de comunicación comunitaria, el proyecto Internet & Mídia Digital se ha desarrollado en una comunidad con cerca de 2.000 habitantes, ubicada en uno de los extremos de la “Ilha do Fundão”. Villa Residencial vive el cotidiano del campus de la Ciudad Universitaria, en la “UFRJ”, y es vecina de importantes centros de investigación. Entre sus habitantes se encuentran niños, adultos y ancianos con poco o ningún conocimiento sobre el uso de la computadora. Aparte de jóvenes que, a pesar de utilizar la computadora con más facilidad, poseen un conocimiento que se restringe al uso de email, de redes sociales y de juegos.

El proyecto, adoptado por el Programa de Inclusión Social de Villa Residencial desde 2009, ha reunido a dos profesoras de la Escuela de Comunicación de la UFRJ, Inês Maciel y Cristina Rego Monteiro da Luz en la tarea de formular una metodología de proyecto de extensión que proporcionara a los habitantes el acceso a los instrumentos necesarios a la práctica de la comunicación comunitaria utilizando los nuevos medios y el lenguaje digital.

El presente trabajo, por lo tanto, enfoca en el desarrollo de metodologías information literacy comunitario, a partir de la promoción de talleres de introducción a la informática y nuevos medios para niños, adultos y ancianos, con el objetivo de auxiliar en la estructuración de una redacción comunitaria en las instalaciones de la Asociación de Habitantes de Villa Residencial, de acuerdo con los patrones que emergieran de esa experiencia.

Todas las acciones de adquisición de conocimientos informacionales han sido destinadas a la construcción de una red en torno a las problemáticas locales, estimulando que las practicas desarrolladas por los alumnos posibilitaran la formación de multiplicadores en la comunidad, atendiendo así al antiguo deseo de los liderazgos locales en producir contenidos como medio de comunicación comunitaria. De esta manera, los liderazgos obtendrían medios para difundir los

inúmeros proyectos académicos que estaban en curso en la comunidad, y sus resultados, aparte de agregar nuevos apoyos a las iniciativas ya existentes.

Por lo tanto, este estudio de caso pretende lanzar una mirada sobre las perspectivas y los retos encontrados, entre los años de 2009 y 2016, en el proceso de adquisición de conocimientos informacionales realizado en la principal institución intracomunitaria de Villa Residencial.

El análisis de los resultados alcanzados revela los matices propios de la comunidad en la junción de la cooperación inter-grupos en la construcción del conocimiento de manera colectiva y la socialización de la información en el uso de los nuevos medios y de las TICs.

Se entiende que ni todos los medios digitales comunitarios pueden ser considerados medios ciudadanos, porque el papel de los medios ciudadanos es dar voz a quien está destinado al silencio.

Las actividades desarrolladas en el ámbito del proyecto posibilitan que este ciudadano común pueda contar sus propias experiencias, con su propio lenguaje, adecuando la información al “código” y al pluralismo cultural de su comunidad.

Id: 16411

Title: An Ethnographic Case Study of Instagram: A Picture of the Digital Divide.

Session Type: Individual submission

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Abstract: For well over a decade, scholarly research has increasingly gravitated towards the understanding that the digital divide is more than simply access to computers and the Internet alone. A defining characteristic of this divide includes, among other things, how these technologies are utilized. Moreover, such use can vary not only in relation to factors that have historically been understood to shape the digital divide, such as age, race, and income, but in relation to issues such as the skills and motivation to use technology as well (Eynon 2009; van Dijk 2006; Warschauer 2003; Yu 2006). Nonetheless, while scholarly interpretations and examinations of the digital divide have become more complex over time, researchers have typically neglected to examine how there may be somewhat unique opportunities, or constraints, in relation to the use of specific types of Internet applications. While it is prudent to remain skeptical about suggestions that increased connectivity has eliminated digital divide manifestations that were troublesome in the past, there may be specific types of activities that are presenting unique, if not more inclusive, opportunities. One area where this may be the case involves the possibility for practically anyone to share artistic content online, including with a wider audience than had been the case in the past; at little cost; and through having a reasonably attainable skill set. With these things in mind, this research presents a case study of Instagram, an online service that enables users to share, among other things, artistic photographs. While Instagram is perhaps mostly known as a social networking platform for sharing 'non-artistic' types of photos, such as selfies, a large sub-network of artists employ the site as a means to disseminate their creative content, including beyond their circle of personal friends. Based upon the author's case study that has drawn upon a number of different methodological approaches, including interviews with Instagram users and Instagram hub moderators, as well as the author's own immersion into various forms of Instagram involvement, this research identifies opportunities that are available to artists through Instagram. The findings offer insights that can inform issues that are often not addressed in detail in scholarship regarding the digital divide.

Id: 16721

Title: Organizational communication on virtual environments: Pending reflections for the strengthening of Teleworking

Session Type: Individual submission

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Abstract: Keywords: Digital communication, virtual environments, Telework, organization

Abstract:

Information and communications technologies (ICT) make possible the interconnectivity and facilitate organizations the management of communication and the relationships between their diverse interest groups. Facing the requirements of a globalized world, where is mentioned the flexibility as a characteristic of contemporary organization, these can promote scenarios of exchange, connectivity and comprehension that facilitate processes and the intangibles management.

Telework has been the main beneficiary of its services, however, when facing phenomenon such as the digital illiteracy, the inadequate appropriation of the tools and in many cases the generational gap between collaborators in the same organization, the organizational communication is compelled to gather strategies for leaders and collaborators to achieve an scenario of communication mediated by virtual environments that are effective and satisfactory, and in that same measure results optimal for the management of Telework as a labour modality, making remarkable relevant input to the inclusion, the well-being of collaborators and the achievement of organizational purposes.

The Research Group named Management of Communication (GESCOM) from the Pontificia Bolivariana University of Medellín, develops the research “Proposal for the strengthening of organizational culture of (SMEs) from the service sector of Antioquia, towards the consolidation of Telework experiences socially responsible” from which is proposed a reflection on the meaning that organization and collaborators have, the appropriation of new ways to manage the labour and social relationships in a context mediated by virtuality, where the usability of ICTs promote the acknowledgment and facilitate the adaptation to change.

Telework is an alternative in a globalized world that require of Information and communications technologies (ICT) for the succes in the model and in this perspective the organization is called to build scenarios of mutual understanding with the person how the center.

Id: 16790

Title: Resignified Journalism and the future of media organizations: sociocultural transformations on management of contents at the age of the screens

Session Type: Individual submission

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Abstract: This project proposes to diagnose the social and cultural transformations on management and thereafter the consumption of news upon hybrid spaces facing mobile economy or the age of the screens.

As well as content management in these spaces, it is also about the possible end of journalistic organizations in the essence and the solutions to work with technological changes.

For this, the proposal is to try to understand how the aspects of media geopolitics can interfere in the construction of businesses models for journalistic companies in the digital and mobile context, that delimit a mutating communicational ecosystem. So, it is intended to conduct an exploratory research in media of different regions of the globe in order to identify similar characteristics to compose a methodological matrix that helps in the delimitation of possible improvements of these models.

Id: 16798

Title: Digital Inclusion or Divide' The Case of Ghana's Health Sector

Session Type: Individual submission

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Abstract: Mobile health (mHealth) technology can provide ground-breaking innovation where health inequities are concerned. Within the context of Ghana's ailing health sector, Information Communication Technology for Development (ICT4D) is widely touted as crucial to making sustainable impacts on equitable health delivery. With a special emphasis on communities where access to infrastructure like health centres and medical personnel is sorely lacking, key stakeholders in the health sector have made calls for digital inclusion initiatives to widen access to ICT4D platforms. These calls focus on the existence of digital divide among various social groups in the society, and how these divides therefore preclude people from valuable health education. Digital inclusion must necessarily acknowledge the debilitating effects of digital divides on persons who do not only lack access to digital tools like mobile technology and the internet, but also highlight the value of the capability to utilize digital systems and the information they provide. Thus, simply distinguishing between people who are included in the digital age and those who are not presents an interpretative dilemma. A deeper engagement of digital divide should not look at mere access to digital tools, but include capabilities of usage, participation in the opportunities that they afford, and effects of their resultant impact. Beyond these levels however, what is the place of local knowledge systems in digital inclusion initiatives? How do inclusionary methods concretize the position of particular forms of knowledge as standards in the health sector? The lines along which digital divides are drawn overlay deeply entrenched geographic, economic, gender, literacy and other fissures. If the digital inclusion measure that are put in place only propagate knowledge created by hegemonic forces in a society, they cannot be framed as measure to bridge any divide, but rather as tools for widening and fomenting them.

Id: 16877

Title: Top Up, Top Down: Jamaican Mobile Telephony, Epistemic Paratext, and the Ontological Divide

Session Type: Individual submission

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Abstract: This presentation examines the distribution and broader socio-historical consequences of cellular service in Kingston, Jamaica. Digicel, an Irish multinational conglomerate with holdings throughout the Caribbean, provides service to the vast majority of Jamaicans, and more than 80% of cell users are on prepaid, pay-as-you-go-style plans. Throughout the city, bars and restaurants advertise “Topping Up,” or adding minutes or data to a phone on a prepaid plan.

This research queries the relationship between prepaid and postpaid service, arguing prepaid service in Jamaica represents in-built historic and systemic disadvantage for the citizens of the island. Through dozens of interviews with cell users and Digicel executives, I examine the political economy of Digicel’s market model, situating it within a larger space of industrial telecommunications flows and questioning the efficacy of this market for the citizens of the island within a larger conversation that nuances the notion of a digital divide.

When we examine the mobile infrastructure of Jamaica, we may find a paratextual apparatus that is representative of a larger political economic global order where access, voice, and other key liberatory practices are delimited by this infrastructure. When we think structurally and historically, we might see the colonial version of what Granovetter (1985) calls embeddedness that helps determine the Jamaicans’ day-to-day mobile experience. Digicel’s model should be viewed as a response to market forces by a multinational conglomerate operating in a global neoclassical, profit-driven economy where the echoes of colonialism (what Quijaño(2010) calls “coloniality”) still reverberate, fifty-five years after independence from its British colonizers.

Castells(2007) suggests that the everyday life of cell users is not dissimilar when we compare the two sides of the digital divide and that the difference between the two is sited in the place of mobile telephony in economic development. This research argues we should flip this argument, suggesting that the everyday-ness of cell use in Jamaica and other sovereign nations of the Global South is “different” and that the place of mobile telephony in the Global South is part of a larger “same” that we see throughout our shared colonial and neocolonial histories.

We might ultimately understand this model as part of a larger system of privileging access around the globe and that this research will help further nuance the digital divide. Rather than applying a dichotomous logic here along either side of the divide, I will interrogate what a marginalized position really means for the day-to-day life of a cellphone user in the Global South and theorizing the conditions that lead to their position within a larger hegemonic frame. Even as many work to end the digital divide, we still need to do more to make sure that inequity does not manifest itself in other more coded ways, creating new divisions of access even as the divide is bridged.

Id: 16882

Title: Usos y Apropiaciones de la tecnología en la comunidad Embera Chami del Municipio de Pueblo Rico, Risaralda, Colombia.

Session Type: Individual submission

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Abstract: El propósito de esta ponencia es exponer los resultados preliminares de una investigación desarrollada sobre los usos y apropiaciones de la tecnología en la comunidad Embera Chami del Resguardo Unificado del Río San Juan, la cual se encuentra ubicada en el Municipio de Pueblo Rico, Risaralda, Colombia. Dadas las características especiales de accesibilidad al municipio y las precarias condiciones en las que ha vivido dicha comunidad a lo largo de su historia, los estudios sobre los usos y apropiaciones de la tecnología de la información, específicamente aquellas que les permiten estar comunicados y buscar información en la comunidad son nulos, a excepción de resultados estadísticos de accesibilidad y entrega de dotaciones tecnológicas por parte del Estado a las Instituciones educativas de la zona a través de programas gubernamentales.

En este estudio a través de un enfoque etnográfico, haciendo uso de herramientas como la entrevista a profundidad y los grupos focales se identifican las representaciones sociales que los pobladores de la comunidad Embera Chami han construido sobre los usos de las tecnologías en su territorio. Dicha búsqueda tiene como objetivo dar la voz a los miembros de la comunidad para que a través de sus vivencias ellos mismos narren su experiencia y determinen la importancia de la tecnología en su vida cotidiana. Además se pretende indagar la manera en que ésta ha sido apropiada y se ha ido incorporando a sus prácticas culturales .

A partir de la propuesta metodológica adoptada en esta investigación se captan todas aquellas dimensiones de las representaciones sociales que permiten identificar su propia visión sobre la exposición tecnológica y logren visualizarse e interpretarse como actores frente a la lógica cambiante de los nuevos escenarios políticos y sociales que la era digital ha generado.

Teóricamente se abordan las concepciones sobre Representaciones Sociales de Moscovici y la relación de estas con la comunicación planteadas por Silvia Gutiérrez, el asunto de la apropiación tecnológica y el uso de la tecnología de la información en comunidades planteada por Rosalía Winocur y los aspectos etnográficos desarrollados a la luz de Rosana Guber.

El análisis apunta hacia ciertas cuestiones que se van dibujando, tales como la proyección virtual de la personalidad en redes sociales, tendencias de consumo y narrativas transmediáticas que reconfiguran las lógicas comunitarias de interacción y dan una nueva perspectiva de uso y apropiación de la tecnología en la comunidad.

Id: 16906

Title: Going beyond the Cartesian Split: Understanding the Internet of Things with Extended Mind Thesis

Session Type: Individual submission

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Abstract: For past decades, speaking of the Internet, computers have certainly been the most frequently mentioned devices before the wave of technologies extended to mobile devices. Now this wave is extending to more and more things, given the rise of Internet of Things (IoT). According to Zhou (2013), after the modern computer and the Internet, IoT together with cloud computing could be marked as “the world's third wave of the ICT industry”.

This article has proposed that in such an environment with the technologies of IoT ubiquitously applied, the Internet would be enabled by such developments to become an added dimension of enormous things and individuals. On one hand, the networked things are interfaces toward to net, on the other hand, these networked actors could also function as sensors for the net, collecting data in an always-on fashion. By silently nurturing our daily needs with collected data, the net would become an indispensable dimension of our lives. Working towards collective intelligence (Mačiulienė, 2014) more and more independently from humans with M2M communication, with new knowledge existing “on network level” (Weinberger, 2011) the net would eventually become a “thinking” immanent actor. Viewing the global IoT system as a Cyber-Physical System, then the Internet could be considered as functioning as its “cyber” part.

Then the article has grounded previous ideas of understanding the net as a “cognisphere” (Hayles, 2006) with the computer metaphor in cognitive science, as the cognitive paradigm of psychology is based on studying human minds as information systems. Therefore, since the Internet is also an information system, it is legitimated to understand it with cognitive theories.

Along this path, the article has unprecedentedly intended an application of amalgamated mind thesis (Rowlands, 2010) as a developed and integrated version of EMT (Clark & Chalmers, 1998) to explain the IoT, elaborating how the Internet is both embodied and extended in networked actors in a similar way a mind is embodied and extended.

Thirdly, though ANT has been viewed as “flat non-hierarchical networks” that “cannot deal with power” (Cudworth & Hobden, 2015, p. 138), the article argues that in a post-hegemonic era, power may work ontologically as Lash (2007) mentions. For the IoT system, the “power through things” (Mačiulienė, 2014) may not be equally distributed, on one hand the “big data divide” (Andrejevic, 2014) could exist between human actors. On the other hand, power could also been shifted to non-human actors, especially the net, as “the smartest person in the room is the room” (Weinberger, 2011).

Lastly, this article has then associated such future development of this empowered non-human actor with possible emergence of “superintelligence” proposed by Bostrom (2014), which is a manifestation of humans’ everlasting quest to emancipation from labor. Also, such a one-sided

emancipation could find its root in a basic contradiction in human nature: humans are animals, yet define themselves by differentiating from animals. Putting emphasis on different aspect may lead to different understanding of freedom. Emancipation from labor together with the Cartesian split could be viewed as a result of emphasizing the difference with the logic of “purification” (Latour, 1993). However, emancipation could lie in a balance instead of a choice: it is by embracing the contradiction that we emancipate ourselves from the split.

Keywords: Internet of Things (IoT), ANT, EMT, amalgamated mind thesis, ontological power, artificial intelligence.

Id: 16977

Title: La postfotografía, un recurso diverso a través de la nueva ecología digital.

Session Type: Individual submission

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Abstract: La presencia de las cámaras fotográficas en los dispositivos móviles significó un cambio sustancial en la creación y producción de imágenes fotográficas, cualquiera puede capturar el instante cotidiano. Autores como Fontcuberta y Ritchin coinciden en que esta tendencia va a permitir delinear y documentar lo humano como nunca antes se había hecho.

Nos encontramos ante una revolución que va más allá de lo técnico, empiezan nuevas comprensiones de la fotográfica digital y lo que significa, o en este caso la llamada postfotografía, entendiéndola como la fotografía adaptada a la vida on-line que se alimenta de las experiencias y las vivencias, porque esos mosaicos de píxeles nos permiten interactuar en tiempo real de forma incesante en la Web 2.0. Como diría el teórico Vilém Flusser, “las nuevas imágenes no ocupan el mismo nivel ontológico que las imágenes tradicionales porque son fenómenos sin paragón en el pasado. Las imágenes tradicionales son superficies abstraídas de volúmenes, mientras que las imágenes técnicas son superficies construidas por puntos”.

A decir del propio Fontcuberta, “no asistimos al nacimiento de una técnica, sino a la transmutación de unos valores [...] no presenciamos por tanto la invención de un procedimiento sino la desinvención de una cultura: el desmantelamiento de la visualidad que la fotografía ha implantado de forma hegemónica durante un siglo y medio”.

El objetivo de esta ponencia es reflexionar acerca de la concepción de la fotografía en los ambientes digitales, lo que permite generar nuevos discursos y formas de socialización, específicamente en la plataforma Instagram, que se ha mantenido vigente y con un gran crecimiento a nivel mundial en los últimos cinco años, actualmente existen 300 millones de usuarios activos y cada día se suben hasta 80 millones de fotografías. La popularidad de dicha aplicación da cuenta de una sociedad de hiperconsumo, nos refleja lo que en su momento enunciaba Lipovetsky; a cada generación le gusta reconocerse y encontrar su identidad en una gran figura mitológica o legendaria que interpreta en función de los problemas del momento [...] El narcisismo se ha convertido en uno de los temas centrales de la cultura americana (Lipovetsky, 2005, p. 49).

Esta ponencia incluye una revisión al contexto en que se generan esas fotografías, porque no basta con capturar ese reflejo, es imperiosa la empatía y aprobación a través de los millones de usuarios, se establece una relación global al compartir estos retratos. Con las famosas selfies se busca el reconocimiento del otro, mediante un mayor número de seguidores y la obtención de los ansiados “like”, porque el éxito del individuo dependerá de su popularidad. Puede verse al retrato como garantía mefistofélica de la eternidad, cuyo ejemplo más divulgado es la historia wildeana del retrato de Dorian Gray; el tema del reflejo y las variantes del narcisismo (Barthes, 1982, p. 23). Esta nueva tendencia hace patente una forma de construcción de identidad por medio de la fotografía en donde nos miramos a través de los otros.

