



Book of Abstracts: **Communication Policy and Technology** Section

Policy Process, Policy Learning, and the Role of Provincial Media in China

Yik Chan Chin – University of Oxford, · yik-chan.chin@csls.ox.ac.uk

Incorporating the concept of policy learning, this article examines the multifaceted roles of provincial media and officials in China's Guangdong province in the national policy process of the entry of overseas television channels into China, and their patterns in articulating policy influence through policy implementation and learning. Key issues are (i) the role of the Province in policy formulation, implementation and learning (ii) the mechanism whereby provincial media can influence national policy makers, and (iii) the function of policy learning in the overseas television channels policy process. Analysis has found: (i) despite there being little space for provincial media to participate in national policy formulation, they have practised great discretion in policy implementation; (ii) policy input is primarily through the policy learning process; and (iii) the policy learning process in Guangdong not only functioned as a response mechanism to the legacies of previous policies, but also provided a legitimate platform for provincial media to negotiate with the central government for both policy change and policy incentives.

Diversity 2.0: Rethinking Audiences, Participation and Policies

Minna Aslama – Fordham University, · minna.aslama@helsinki.fi

Phillip Napoli – Fordham University, United States · nnapoli@fordham.edu

The concept of diversity has always been an underlying philosophy in media policymaking and the era of participatory media has not changed that core concern. Although the Internet has brought about an infinite amount of sources and content, and much hope has been attributed to its democratising potential, some empirical evidence points in another direction. The Net is dominated by a handful of popular sites, many of them owned by dominant old media organizations. In addition, consumption is becoming more "cyberpolarized" in that people tend to choose content that matches their worldviews, and shun away from diverse, alternative voices (e.g., Hindman 2009). Now extensive supply is met by a quite narrow demand. The idea of diversity of consumption, or, reception is implied in contemporary debates, policy papers and mission statements, although seldom explicitly foregrounded or empirically addressed in policy research. But accompanying the ongoing media revolution is an ongoing process of 'audience evolution,' in which 'reception' is becoming a limited concept in light of the growth in user-generated and distributed media content and experience (Napoli in print). This is slowly being recognised by such policy-oriented bodies as governing the Council of Europe: Its report on measuring media diversity (CoE 2008: 13) states that "It would...be useful to explore the use and creation of media by the audience, which is changing with the new technologies, and examine if it is nowadays enough to offer what has traditionally been considered important information for a democracy". In going beyond the idea of audiences as mere recipients of content, even in the more expansive concept of 'media practices', the term participation is becoming a popular way to reference the complex dynamics of audiences in diverse identities and their relations with diverse forms of media (Karaganis 2007). In industry parlance, 'Participation Media'

frequently references crossmedia or multimedia content production and products, as well as interactive possibilities for consumers to take part in production. But the diversity of participation envisioned by Clark and Auferheide (2009) in their report on Public Media 2.0 indicates that "the people formerly known as the audience now are at the centre of media". People deal with their own needs, identities, affinities, services, emergencies, work, creativity, communities, issues, and education, as well as organisations they belong and products they consume, not only more often through media but also more directly in media than before. At the same time, participation is also conditioned by access, and several demographic factors seem to contribute to the creation of digital divides in terms of content creation and sharing (Hargittai and Walejko 2008). The aim of this paper is to map the ways the concept of participation can be understood as a policy-relevant dimension of the broader construct of diversity. Based on existing academic and public/policy discourse, we will construct a matrix of participatory modalities and discuss their relationship to the 'conventional' dimensions of diversity, as well as their relevance in terms of policies and regulation. We argue that conceptualizing participation in a multidimensional way – in terms of people's engagement with content, in production of content, and within media structures - should be seen as a core concern for media policy-making for the Web 2.0 era. Clark, J. & Auferheide, P. (2009). *Public Media 2.0: Dynamic, Engaged Publics*. Washington, D.C.: Center for Social Media, American University, School of Communication. (Futureofpublicmedia.net). CoE (2008). = Methodology for Monitoring Media Concentration and Media Content diversity. Report prepared by the Group of Specialists on Media Diversity (MC-S-MD), November 2008. Strasbourg: Council of Europe. Hargittai, E. & Walejko, G. (2008). *The Participation Divide: Content Creation and Sharing in the Digital Age*. *Information, Communication and Society* 11 (2), pp. 239-256. Hindman, M. (2009). *The Myth of Digital Democracy*. Princeton, N.J.: Princeton University Press. Karaganis, J. (ed. 2007). *Structures of Participation in Digital Culture*. New York: Social Science Research Council. Napoli, P.M. (in press). *Audience evolution: New technologies and the transformation of media audiences*. New York: Columbia University Press.

Global Governance by National Institution? The Office of the Privacy Commissioner of Canada and Facebook's Privacy Policy Reforms

Jeremy Shtern – Ryerson University, Canada · jshtern@ryerson.ca

In August of 2009 Canada's Privacy Commissioner announced that Facebook had agreed to institute a series of changes to its privacy policy in order to assure compliance with Canadian law. It is remarkable enough that a Silicon Valley-based social networking giant with more than 200 million world-wide subscribers was even pausing to register complaints made by a government ombudsmen representing a country whose entire population is not much larger than the city of Tokyo and is smaller than the state of California. But Facebook was agreeing to a "global change", meaning that the enhanced privacy protections required by Canadians would be accessible to the rest of the world too. The Office of the Privacy Commissioner of Canada's ability to affect such changes and Facebook's acceptance of them would seem to run contrary to a variety of conventional theories about global internet governance. In defiance of those who proclaimed that the borderless attributes of internet mediated communication would create a "race to the bottom" in which global law would come to reflect the lowest common denominator, Facebook agreed to abide by the rules of the one government proposing the most regulations. Rather than adapting their services on a local, context-specific basis to conform with the laws of various jurisdictions, Facebook responded to a complaint from Canada not simply by changing the services available to Canadians, but by changing the entire global social network so that it would conform to the laws of Canada. The size and power of the Canadian market represents but a drop in the bucket to a multi-national firm like Facebook who, nonetheless, determined that the imposition of these new restraints and responsibilities on its global operation would be less disruptive to its business model than pulling out of the Canadian marketplace.

Finally, the Office of the Privacy Commissioner of Canada's investigation of Facebook was triggered by a complaint received from the Canadian Internet Policy and Public Interest Clinic. Thus, the reform of Facebook's privacy policy resulted from exactly the sort of multi-stakeholder collaboration between civil society, government and the private sector that is at the root of the push to enact an institutional framework for global internet

governance within the UN and elsewhere. Yet, this initiative- arguably as concrete and important a result for the global public interest in internet governance as any that have been achieved through the UN's Internet Governance Forum and other international organizations- unfolded outside those global institutional frameworks. Through analysis of policy documents as well as interviews with key participants and by engaging literatures on global governance, internet regulation and political economy of communication, this paper will address the following research questions: · How was the power of an agency representing the government of one relatively small country perceived and projected in this debate over global communication flows? · Is this a one-off case or a new and emerging framework of global internet governance? · What are the implications of this ad-hoc, tri-lateral initiative for evaluating efforts to create permanent global internet governance institutions?

Framing Privacy Control: A Critical Analysis of the US sites

Yong Jin Park – Howard University, United States · yongjin.park@howard.edu

Introduction This study empirically examines the condition of personal information control in the 398 US commercial sites. The central question is whether and to what extent the interface of the Web sites is constructed as an enabler for informed choice in managing personal data. Here user control, as embedded in interface design, is indicated through HTML links and interactive site features. On the institutional level, this is to explore the function of commercial websites in shaping the potential of the active user control in the Internet. On the policy level, this is to identify the institutional arrangement of the interface design in the observance of the FIP (Fair Information Practices). Together, the study contributes to examine the validity of the market oriented self-regulatory policy that is grounded upon the voluntary provision of information control. **Framework** The Internet is inherently engaging, bi-directional, and empowering. Scholars (e.g., Barber, 1999; Neuman, 2009) consistently pointed out that the Internet in its architectural nature may permit us to go back to the dynamics of the face-to-face interaction. Note the centrality of communicative channels in providing a tool of empowerment for citizens in the Internet. The presence of such channels is crucial for users to freely construct political or commercial identities while being able to monitor, protest, or rectify the use of personal information. Foucault (1984) himself noted that the architecture itself does not automatically lead to the tyranny of surveillance. Instead, it is possible to construct a space that maximizes or curtail the control of personal data against unwarranted surveillance (Agre, 1998; Marx, 2000). Here the logic of 'thin and thick' democracy may provide an analogy. That is, the interface embedded in architecture should be designed to encourage informed, interactive, and voluntary action by users. Note the reverse of the Orwellian fear when the users are allowed to get informed and interact in counter-surveillance (Marx, 2003). In Erving Goffman's terms, this is the construction of the stage/theater where the individuals can manage the presentation of self (and selves) in the balance of the back and the front identities. In the technological terms, this is the actualization of the participatory potential in which users are enabled (1) to get informed and (2) to exercise control to their interests. In sum, the interface design, as embedded in the architecture itself, can empower or inhibit user control with the appropriate tools of resistance against unwarranted surveillance. **Contribution** This study will examine whether and to what extent users are (1) to be informed of data practices and (2) to exercise their rights to data control. Few studies attempted to examine the explicit association between commercial sites and the provision of user control – with a link to self-regulating marketplace practices. This study contributes to update the previous findings with (1) a focus on interface design, (2) a bigger sample size, and (3) further analyses with the inclusion of site/domain characteristics. Together, this study attempts to provide much needed evidence to critique the function of commercial incentive in the provision of privacy control.

The technological innovation in the ICT, Creative Industries and of the Digital Contents in Venezuela. Technological scenarios 2008-2017.

Carlos Guzmán Cárdenas – Instituto de Investigaciones de la Comunicación UCV, Venezuela · carloseguzman@cantv.net

The results that we present in this report they belong together with a prospective investigation in the sector of the ICT, the Creative Industries and of the Digital Contents in Venezuela (IDC), -by way of new emergent sectors- supported in the method of analysis of tendencies, to examine the situation, variables and factors that impel or they inhibit the administration of the technological innovations, be already of product or processes, of radical or incremental type, to create value in this emergent sectors, from the perspective of the creative economy and the social and innovative appropriation of the ICT among the period of application that embraces 2008-2017 having for it the collaboration of national experts that you will center the thematic one from their objective and external vision. The inquiry has consisted on an interaction process with a group formed by 98 experts -of 200 specialists contacted initially, that which represents 49% of the universe of considered experts- in Technology of Information and Communication that work in Venezuela, using the technique of the interview administered for via Internet, by means of a questionnaire structured in function of the outlined objectives. The used sampling was non probabilistic for quotas, according to some pre-established shares according to the sector in which the interviewees work: Academic, Productive or Govern and Means. The information used in this study of prospective technological it is framed inside the projects that comes carrying out the investigation line of the ININCO-UCV, on the creation, creative economy and technological innovation in the digital culture.

Asking a tiger for its hide: creating an independent media regulator during political transition

Yachi Chen – University of London, United Kingdom · ycchen@gold.ac.uk

This paper aims to explore the emergence of the National Communications Commission (NCC), the newly established media regulatory agency in Taiwan, in the context of global regulatory reform trend on the one hand, and the unique political, economic and social circumstances in which it is located, on the other. This study argues that political struggles outweigh all other factors, such as technological convergence and economic marketisation, especially when regulatory reform is regarded as a panacea during political transition. As tight control of the media characterises authoritarian regimes, delegation of media regulatory power in a fledgling democracy is particularly challenging when all parties still try to retain control of the new regulator. Through interviews and document analysis, this paper demonstrates elite power still largely dominated the policymaking process in which political powers at different levels played a significant role and was further connected with corporate power to impact the autonomy and accountability of the regulator, while opinions of civil society groups were underrated although often referred to. By examining the process of agency-building and the passage of legislation from the perspective of democratisation, this research demonstrates how has been tainted as a result of politicisation and how Taiwanese democracy may suffer in the long run.

Community participation in the development of digital radio: the Australian experience

Christina Spurgeon – Creative Industries Faculty, Queensland University of Technology, Australia · c.spurgeon@qut.edu.au

At the same time that the ascendance of the internet and wireless communications has enabled more diverse and participatory media and communication ecosystems spectrum markets are generating windfall returns for governments. It is in this context that the normative case for allocating broadcasting spectrum to community-based users comes under pressure in broadcasting law and policy processes. The existence of alternative, Internet-based, methods of service delivery becomes a lever for interrogating the 'opportunity costs' of allowing

community-based, not-for profit broadcasting licensees to occupy valuable spectrum, and has the effect of undermining the 'public interest' case for these kinds of broadcasting spectrum uses. This paper considers how this tension has played out in recent Australian developments in digital radio services and the associated constraints that have been imposed on community broadcasting in the transition to digital broadcasting. Implications for 'bottom up' approaches to innovating media forms, practices and institutions are also considered. The paper reports on research that draws attention to this disempowering consequence of mass conversational media as well as the responses of community broadcasters. Community broadcasting is framed as an important actor/network in the development of participatory culture, and also as an historically significant expression of the institutionalisation of co-creative and collaborative media practice. It is one of a number of important social movements that anticipated and informed development of the participatory affordances of digital networked media. The research draws upon scholarly literature on citizen's media, interviews with key figures in the Australian community broadcasting movement, as well as description and analysis of the norms, processes and effects of recent developments in Australian digital radio law and policy, to consider the empowering possibilities of community-based uses of digital radio for citizens/consumers. One set of possibilities arises from the fact that community broadcasting remains uniquely placed to facilitate social participation in the design and operation of media institutions themselves, not just content. This is because community broadcasting structures are, in theory at any rate, configured to facilitate bottom-up participation. This persists as a crucial point of differentiation from social, commercial and public service media. Another set of possibilities arises from the convergence of the multi-literacies of social participation that can be enabled and facilitated through community-based and controlled digital broadcasting services. These are not limited to the particular media literacies of the community broadcasting and media movements but also include more generic literacies associated with methods of collaboration and facilitation that are essential to the particular type of participatory media production practices which are described here as 'co-creative'. These have been developing in, and in parallel with community broadcasting, most notably in community arts, open source software and fan community movements. This final point is explored by looking at the how digital storytelling techniques, processes and practitioners have helped to catalyse thinking about new community media uses of digital radio platforms.

How to Study Ownership and Regulation

Des Freedman – Goldsmiths, University of London, United Kingdom · d.freedman@gold.ac.uk

Outbreaks of interest in questions of media ownership or broadcast regulation have long been confined to controversies about 'inappropriate' media content and the use of 'indecent' language. George Carlin's profanities in the 1970s and Janet Jackson's bustier more recently are far more likely triggers of public concern about the structure and behaviour of media industries than a sober commitment to, for example, viewpoint or ownership diversity. But perhaps this is changing. The explosion of public anger that greeted the Federal Communications Commission's attempt in 2003 to liberalize broadcast ownership rules has been followed by the unprecedented spectacle of a Presidential candidate, Barack Obama, going to the stump armed with speeches on the dangers of the concentration of media ownership. In this argument, media concentration is anti-democratic not simply because it undermines the ability of citizens to acquire and exchange the information and ideas necessary to take informed decisions about public life, but because it distorts the logic of the media industries themselves, transforming them from vehicles of symbolic interaction to engines of capital accumulation. Some of the founding scholars of media, communications and culture identified issues of ownership as vital to the ability of media to pursue an independent, imaginative and critical role in public life. Back in 1948, Lazarsfeld and Merton noted the importance of locating mass media within the specific social and economic structures in which they operated and argued that, as long as they were supported by business, they would be geared towards supporting the status quo. In 1962, Raymond Williams highlighted the emergence of new forms of media ownership that were contributing to a growing commodification of audiences and content and concluded that '[a]ll the basic purposes of communications – the sharing of human experience – can become subordinated this drive to sell (1968 [1962]: 32). This paper pursues Williams' and others' interest in the relationship between questions of

ownership and the media's ability to facilitate democratic conversations by considering not just why but how we should study media ownership. It supplements this by reflecting on how we should make sense of the key mechanisms for shaping and monitoring this relationship: through the regulatory processes that continue to maintain oversight of the contemporary media environment. It considers traditional perspectives on ownership and regulation by providing a typology of different methods of analysis and goes on to argue for an approach to ownership and regulation that interrogates them as systems of thought and action that privilege particular ways of thinking about and ordering the world. The paper attempts, in other words, to make the analysis of ownership and regulation not simply necessary but actually provocative.

Does SMS use affect the English literacy among youths in Singapore?

Brian Lee – SIM University, Singapore, Singapore · brianlee@unisim.edu.sg

Trisha Lin – Nanyang Technological University, Singapore · TrishaLin@ntu.edu.sg

Short Messaging Service (SMS) has become one of the most popular electronic applications in the world. Reid and Reid (2005) indicated 50% of young adults preferred SMS as a communication mode rather than conversation. A later study by Plester, Wood and Bell (2008) echoed the same trend – suggesting that more than 60% of UK preteen preferred SMS to face-to-face communication. As for Singapore, it has become one of the world's top SMS nations, with a total of 12 billion sent and a monthly average of 209 SMS sent per person in 2007 (Suhaimi, 2008). Marshall McLuhan (1964) proposed that the use of communication technology has been the key reason behind societal and cultural changes, not to mention changes in language literacy. McLuhan's view was based on Sapir-Whorf Hypothesis which suggests that people's thinking is decided by 'the kind of language we use' (Chandler, 1995). If what McLuhan proposed was true, it means that the use of new communication technology, such as SMS, would affect users' thinking, as well as their language literacy. While some academics would disagree with what Whorfianism proposes, no one can deny the fact that new media and communication technology have revolutionized the way we communicate. Previous studies showed the governments, the public and media tend to take negative perspectives to view SMS use. For example, Thurlow (2006) examined over 100 media articles about SMS and found that they are decidedly critical based on "anecdote and speculation" (Plester & Wood, 2009). It was reported that students in UK have been so heavily engaged in the use of SMS that their school works are influenced by SMS. Many students have added SMS-styled language in essays and exam papers. The Ministry of Education in UK is worried that the SMS language would pull down English standards (North, 2003). In Singapore's context, SMS use has been raised as an issue in education arena. It is believed that SMS use has lowered the standard of English among youths (Devan, 2008). Hence, this paper aims to examine the correlation between SMS use and the users' standard of verbal English. More specifically, it focuses on checking whether the increased use of SMS would cause youths to have lower standard of verbal English, as claimed by some local politicians and media. Methodologically, 420 polytechnic students were randomly selected to take a standard English test before filling out a self-administered questionnaire about their SMS use. All respondents reported to have mobile phone and use SMS. The study looks at the respondents' standards of verbal English as reflected in their test scores, as well as their SMS use in terms of frequency and amount of time spent. This study does not look at other issues pertaining to literacy development, such as types of SMS language they use and their phonological awareness of the SMS abbreviations, etc. The research findings suggest that there is no or weak correlation between SMS use and the standard of verbal English among Youths in Singapore. The findings are different from what the media reported. It is believed that this study would help policy-makers and educators better understand the actual impact of SMS on the standard of verbal English among youths in Singapore.

Rethinking power in world politics: the empowering potential of media monitoring and gender-based advocacy networks. Reflections on the Global Media Monitoring Project

Claudia Padovani – University of Padova, Italy · claudia.padovani@unipd.it

How can citizens, and women in particular, be empowered in participation through media and ICT design, usages and policy? I shall address the question, and articulate my presentation, by inductively starting from a specific project - the Global Media Monitoring Project (GMMP) – and will proceed discussing the empowering potential of a chain of practices that connects knowledge production to discourses and norms formation which (may) end up informing actual policy making. The basic theoretical proposal is to look at power and influence in the world politics of communication by focusing on the nexus between media research, transnational communication advocacy and high level policy making. I adopt here a broad understanding of Global Communication Governance: one that acknowledges the interplay amongst different actors and modes of intervention, at different levels and including cognitive and normative developments. Such understanding invites a revision of the concept of power in the global context; and calls for adequate, and often multi-dimensional approaches, in order to fully appreciate the complexities of global communications. The Global Media Monitoring Project offers an interesting case study to look into these dynamics. Promoted by the World Association for Christian Communication (WACC), the GMMP is the largest and longest longitudinal study on the representation of women in the world's media. It is also the largest advocacy initiative in the world on changing the representation of women in the media; and it is unique in involving participants ranging from grassroots community organizations to university students and researchers to media practitioners. In the course of November 2009, 127 countries got organized and participated in the 4th edition of the GMMP, sharing a common methodology and goals, as well as success stories and aspirations. In March 2010 a preliminary report of the GMMP will be presented at the 54th session of the UN Commission on the Status of Women, which is to assess developments that have taken place since the Beijing Conference on Women of 1995, and identify priority areas of intervention for the future. Insights and policy proposals based on the GMMP results will be presented to that high level panel; while a GMMP Global Report, as well as national reports, will be available in September 2010. Building on my direct engagement in the past editions of the GMMP (as national coordinator for Italy and as a promoter of the project internationally) and on ad hoc investigation done on the GMMP 2009 edition, in this paper I critically reflect on the nexus between three elements that are crucial to communication and citizenship: a) the role of expert knowledge and epistemic communities and the potential of empirically viable research activities as resources for policy making; b) the practices, repertoires and outcomes of transnational advocacy networks, with a special attention for their framing of issues and discursive interventions; and finally c) the possibility for research results and normative-oriented discursive practices, to develop into statements that may inform and orientate global decision making.

Political clientelism as a key to understand Spanish television policies in the democratic period (1977-2010)

David Fernández-Quijada – Universitat Autònoma de Barcelona, Spain · david.fernandez@uab.es

Luis Arboledas – Universidad de Granada, Spain · larboledas@ugr.es

In the context of European democracies, Spain has been usually considered a young one since it arrived in 1977 with the end of Franco's dictatorship and the first free elections. From that date onwards, the TV system has experienced similar changes to those in Europe. They have been managed by the government with a proliferation of regulations that have usually provoked a suspicion of political favouritism towards ideologically related media groups. Confirming or refuting this suspicion is the main objective of this case study. The work hypothesis is that media-political clientelism (or simply political clientelism) is a key feature of Spanish television policies adopted since the restoration of democracy. Contrary to what is usually thought, the authors argue that the transition from dictatorship to democracy did not suppose the end of the clientelistic practices of Franco's regime but just a change in their methods. Previous literature on this matter is not unanimous about the existence of clientelism and refers mainly to the press. However, the study of television represents a much more interesting issue in the

Spanish case since the intervention of the government is direct through the provision of public service and because the influence of this medium is higher than the press in a country with about 4 hours of daily TV viewing and a low level of newspaper circulation, 88 per thousand inhabitants. The variables included in this case study are four: three of them are related to the supply-side of clientelism, including TV license assignment, television and media monopoly legislation and public service policies, whereas the last one is related to the demand-side of clientelism, (partisan) news coverage. These variables are studied from primary (i.e., norms and laws) and secondary sources (i.e., research on TV news coverage), combining a quantitative and a qualitative approach. For all of them the study provides examples from periods of conservative (1977-1982 and 1996-2004) and social democratic leadership (1982-1996 and 2004-2010) in the national government, trying to find differences in clientelistic practices among the different political parties. Other examples from regional governments are provided when necessary to complete this data. In doing so, the authors want to contribute to the reflection on the relations between media and political parties. Among the key findings, the Spanish case is a good example to demonstrate how clientelism is not just related to the authoritarian or democratic nature of a political system but can also be a structural feature of the media system. The arrival of a generation of politicians fully trained in a democratic environment has not even had any impact in the maintenance of these practices. In addition, the analysis also demonstrates how these partisan relationships have evolved during the democracy and what mechanisms have been put in place to maintain clientelistic ties.

A Study on Platform's New Strategy in Media 2.0 Era

minzheong song — , Korea, Republic Of · mzsong1@paran.com

The purpose of this paper is to suggest a new strategy of the platform in Media 2.0 era. This goal is approached by firstly examining conceptual change of the platform strategy from mass media world (Media 1.0) to micro media world (Media 2.0). Then, it will discuss "Keystone" strategy by Iansiti & Levien (2004) who introduced four different types of platform and will give an example, Google. The data shows, how Google's keystone strategy could be successfully accomplished with three sources for value creation, revelation, aggregation and plasticity, and how healthy it is in terms of productivity, robustness, and niche creation. Finally, an application framework to Media 2.0 will be constructed on the basis of value creation and "Keystone" capabilities of ecosystem management. Three main parts of the keystone strategy are openness, synchronization, and mass customization focus.

Citizenship and Internet Design

Sandra Braman — University of Wisconsin-Milwaukee, United States · braman@uwm.edu

Following commercialization of the Internet in the early 1990s and the immediate take-up of this global information infrastructure by an ever-growing proportion of the world's population, claims that there is global citizenship became much more frequent in both the scholarly literature and among political activists. Those involved in the technical design of the Internet were thinking about such matters even earlier, with jurisdictional issues appearing first in the early 1970s, and the notion of citizenship itself – both geopolitical and Internet-based – by 1987. Thinking in such political terms was an inevitable expansion of the engagement of these computer scientists and programmers with legal and policy issues, a feature of the document series recording their discussions from the start. (This document series, the Internet Requests for Comments, or RFCs, began with the first grant from the US government to network four computer sites in 1969, and continues today with over 5700 documents in the series at the close of 2009.) This paper presents an analysis of the ways in which those responsible for technical design of the Internet have been thinking about the tension between geopolitical and Internet-based citizenship. It will examine the effects of these political decisions on the design and architecture of

the Internet and the technologies of which it is comprised. The paper will conclude by thinking through the social, political, and cultural consequences of these technical approaches to political thought.

Global Internet Governance: Conflicting scenarios for our networked communicative future

Slavka Antonova – University of North Dakota, United States · slavka.antonova@und.edu

In the field of communication policy and technology, Internet Governance has been constructed, since the late 1990s, as an experiment in global governance imbued with promises of stakeholder empowerment via direct participation in regulatory-regime development. Traditionally, the International Telecommunications Union (ITU) has provided a discursive and decision-making space, where government officers devise ICT standards and resolve radio-spectrum allocation conflicts. In the early 21st century, though, this UN agency invested in an experiment in multistakeholder decision-making process, which had until then been conducted by the Internet Corporation for Assigned Names and Numbers (ICANN). In 2005, at the conclusion of the ITU-convened World Summit on the Information Society (WSIS), an annual Internet Governance Forum (IGF) was inaugurated, and this marked a historical shift in power at the global level, from nation-state governments and international institutions to a broad array of business and non-governmental stakeholders. In this paper, the above-sketched developments in evolving global communication policy guide an analysis of the ideological models and strategies espoused by the stakeholders participating in the IGF debates (2005 – 2009). From the selected key governance areas to the discursive prototypes, and from the participatory strategies to the authoritative voices – all these are considered as locations of conflicting power relations, where the regulatory regime of our networked communicative future is shaped and reshaped (Foucault's concept of 'governmentality'). The key issue area of 'access', for instance, is construed differently by the diverse stakeholder groups. For governments, access is about infrastructure building and opening public points for Internet use (the 'public interest' and 'universal access' paradigm). Businesses see access as a derivative of cost-effect estimate and link it to reducing the cost to national and international fiber-optic backbones (the 'capital accumulation' paradigm). Consumers in developed countries want access to the Net at competitive prices (the 'free market competition' paradigm), while citizens in developing countries plead for an affordable Internet, and discuss access in terms of availability of technology and infrastructure, local-language content, and web-navigating skills (the 'Internet for development' paradigm). Finally, for the international and local NGOs, access is about voicing civic concerns, fighting battles against the multinational corporations and oppressive governments, and generating transformative potential via global campaigns (the 'global democracy' paradigm). Based on the 'power-dynamics of multistakeholder collaboration' approach (Antonova, 2008), those diverse ideological frameworks and regulatory expectations in the global Internet Governance arena are interpreted as competing scenarios, where resources, as well as discursive strategies and practices shape the emerging global Internet regulatory regime. By providing an original power-centered approach to the communication policy and technology area, this paper demonstrated the potential of that methodological approach in investigating multistakeholder collaborative governance arenas. It contributes as well to a better understanding of the 'stakes' that are involved in the Internet governance debate and the strategic manner in which participants position them along the consensus-based goals and desired outcomes.

Subjective tags and its implications on information indexing

Hsiaomei Wu – , Taiwan · smwu@nccu.edu.tw

The rise of Web 2.0 reveals a participant-centered social network. One of its key concepts, tagging, encourages users to create keywords with natural thoughts. Once tags serve as the 'nodes' for information indexing, the users are allowed to organize their information in relatively subjective ways. Traditionally we search information objectively. The library indexing model arranges catalogs alphabetically or numerically, while the event indexing

model adopts protagonist, spatiality, temporality, intentionality, and causality as the nodes of event updating. These models demonstrate the rational part of our epistemology, but the human mind does not always run this way. As the computer pioneer Vannevar Bush pointed out, human mind operates by association. While it grasps an item, the next item will emerge along with the complex nodes and paths elicited by association of thoughts. And the urgent task for current research is to understand how people associate things together. This study believes that a basic research on tags will enhance our understanding of associative linking. The researcher conducted a qualitative study to explore the characteristics of tagging. Based upon the data of Taiwan flickr homepages on January 8, 2010, 19 photos and a total number of 356 tags are analyzed. Each tag is assigned a priority meaning, which depends upon the analysis of 'tag context,' including the title and the text description of the photo, the forum messages covering the author's replies, and the mapping with related groups and personal albums. Nine categories of tagging are then extracted: (1) main description of the photo (34%), including 'What' (19%), 'Where' (10%), 'When' (2%), and 'Who' (2%), (2) 'Secondary Description' of the photo like shape, size, color, or brand (7%), (3) information about the 'Camera Type' (8%), (4) 'Groups,' the communities self-organized by users (30%), (5) personal 'Albums' (5%), (6) purely 'Individual Classification' (3%), (7) 'Appraisal' or subjective comment on the photo (5%), (8) 'Feelings' such as 'empty', 'alone,' etc. (3%), and (9) 'Association of Experiences' recollected by the photo (5%). According to the above analysis, four main purposes of tagging are identified: (1) those related to the subjects of photos (categories 1 & 2, 41%); (2) those tagged for public sharing (categories 3 & 4, 38%); (3) those meant for self-collections (categories 5 & 6, 8%), and (4) the sentimental tags (categories 7, 8 & 9, 13%). The result clearly shows that the proportion of traditional indexing nodes such as spatiality (Where), temporality (When), and intentionality (Why) are low in flickr tagging activities. Categories 4-9 are very subjective and affective, which implies that both the rational and the sentimental dimensions are equally significant for associative linking (49% vs. 51%). Accordingly, the study finally recommends several possible projects for the applications of subjective tagging: (1) a restaurant appraisal system embedded in Facebook, which allows information retrieved from worldwide blogs and ranked primarily by the joint evaluation of connected friends, (2) a sentimentally classified music system which customizes different colors to manifest a person's emotions. By this way, the users can immediately retrieve a set of songs following their moods, and (3) an experience-oriented university memory sharing system on the basis of school map and timeline. Students can stamp the place and time and share their subjective experiences. The emotionality of the collective experiences will be displayed again by the depth of different colors.

Adolescents' New Media Literacy in Flanders

Cédric Courtois – Ghent University, Belgium · cedric.courtois@ugent.be

Peter Mechant – Ghent University, Belgium · peter.mechant@ugent.be

Steve Paulussen – Ghent University, Belgium · steve.paulussen@ugent.be

Public discourse on teenagers' appropriation of ICT tends to have an optimistic undertone. Teenagers are described as digital natives (Prensky, 2001) or as a part of a Net-Generation (Leung, 2004). They are ascribed to all kinds of positive characteristics such as having an open orientation, a strong belief in equality and a desire to be judged based on their contributions. However, the cracks in this story are apparent. Several authors argue that teenagers strongly differ in their skills and critical attitude to benefit fully and safely from today's Internet expressive potential (Schulmeister, 2008; Livingstone & Haddon, 2009). In this paper we discuss the results of a large scale survey based on a sample of 1725 Flemish teenagers representative for gender, education type and grade (Mage = 15.23, SD = 1.82; 50% M/F), questioning adolescents' adoption of and attendance to media technologies. Among other results, a substantial finding is the empirical confirmation of the 'participation gap' (Jenkins et al., n.d.). Few teenagers frequently engage in contributing user-generated content (UGC), e.g. tagging content, uploading a photo or posting a blog. Another finding confirms the success of Social Network Sites (SNS): 87% of our sample claims to have an SNS account. The success of SNS is often tied to the eventual participation of a large portion of their user base. We also discern a small but substantial proportion (10%) of adolescents publishing personal information on his or her profile page (e.g. home address). Our quantitative results are

supplemented with findings of ongoing qualitative research (40 face-to-face interviews, recruited from the original sample). The interviews address fundamental questions on adolescents' new media literacy. For instance, we investigate to what extent risky information disclosure on an SNS profile can be attributed to insufficient technical skills (expressive media literacy). Or is it rather an indication of a lack of critical attitude towards information sharing on SNS (reflective media literacy)? We conclude our paper with a reflection on the future directions for new media literacy research in the field of communication sciences. References Jenkins, H., Purushotma, R., Clinton, K., Weigel, M., Robison, A. J. (n.d.). *Confronting the challenges of participatory culture: Media education for the 21st century*. Chicago: The MacArthur Foundation. Leung, L. (2004). Net-Generation Attributes and Seductive Properties of the Internet as Predictors of online Activities and Internet Addiction. *Cyberpsychology & Behavior*, 7(3), 333–348. Livingstone, S. & Haddon, L. (2009). *EU Kids Online: Final Report*. LSE, London: EU Kids Online. Retrieved on January 26, 2010 from <http://www.lse.ac.uk/collections/EUKidsOnline/Reports/EUKidsOnlineFinalReport.pdf> Prensky, M. (2001). Digital natives, digital immigrants. Retrieved on March 19, 2009 from <http://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part1.pdf>. Schulmeister (2008). Gibt es eine "Net Generation"? Retrieved March 19, 2009 from http://www.zhw.uni-hamburg.de/uploads/schulmeister-net-generation_v2.pdf.

Information and Communication Technologies and the Access to Public Information Policies in Latin America

Cristiano Lopes – Brazilian Chamber of Deputies, Brazil · cristiano.ag.lopes@gmail.com

Transparency can be achieved only if many institutional principles are guaranteed. Decentralization, freedom of the press and expression, political competition, and the presence of official and non-official monitoring institutions are some examples. Among these principles, one deserves special attention: access to public information policies. In addition, it is necessary to provide the conditions that enforces transparency, and these conditions are, in most cases, created through access to information policies that are consolidated in freedom of information laws. In Latin America, where many countries have faced long periods of dictatorships and where the construction of democracy is still in early stages, guaranteeing access to public information and freedom of expression is even more important. Since Latin American countries need to leapfrog stages to fulfill their democratic development, effective access to public information policies that can make this leapfrog process possible is essential. These countries, most of which have a long tradition of patrimonialism and are a fertile ground for corruption, must invest in tools that can lead to a maximum degree of accountability. In this article, we present an analysis of the use of Information and Communication Technologies (ICTs) in access to public information policies in Latin America. It discusses questions such as the relationship between information and public interest and the importance of transparency policies for the promotion of accountability. It also provides economic evidence to the importance of access to public information in the promotion of better government allocations, in the fight against corruption and in the assessment of public policies. The article also deals with questions related to the use of Information and Communication Technologies in the provision of public information, with emphasis in E-government and in the digital divide. A summary of legal and institutional issues related to the access to public information in Latin America is also provided. In Latin American countries, we could find an extremely heterogeneous reality regarding to access to public information. While countries like Mexico, Peru and Chile, for example, count with modern regulation on transparency, others such as Venezuela and Cuba still miss institutional tools that could provide freedom of information – on the contrary, censorship is still a reality in these countries policies. Thus, this comparative study on Freedom of Information in Latin America helped us to answer some of the most prominent questions in this area. Based on the literature available and on empirical evidence from Latin America, we conclude that the promotion of governmental transparency is a necessary condition to modernize the State and to promote better government allocations. We also conclude that the effective use of ICTs in the provision of public information is a necessary condition to the promotion of accountability and to the success of public information policies in the region.

Understanding barriers to digital television adoption in the context of the digital switchover in Portugal*Celia Quico* – Universidade Lusófona de Humanidades e Tecnologias, Portugal · celia.quico@gmail.com*Manuel Damásio* – Universidade Lusófona de Humanidades e Tecnologias, Portugal · mjdamasio@ulusofona.pt

The ADOPT-TV project main goal is to understand what are the most relevant barriers to digital TV adoption by Portuguese citizens in the switchover context. A second goal is to propose a set of recommendations to be applied by regulators and major stakeholders in the country, which can contribute in making digital TV effectively for all, promoting efficient and effective communication, a qualitative improvement of content and services offering, and ease of use of this new broadcast technology. The present paper will discuss the project's research framework and initial secondary information analysis results. The digital TV switchover presents diverse challenges that go beyond the strict technology field, with serious economical and social implications. Research can contribute with innovative solutions to the obstacles of digitalization. Also, research enables the reflection about what has been accomplished until the moment, in order to avoid repeating the same past mistakes. To understand people's attitudes towards digital TV, their concerns and worries, it is fundamental to broadcast the correct messages and to assure that "nobody is left behind" in this transition process. This research project focuses on the people who do not have the intention to adopt digital TV. More precisely, our goal is to understand and identify the main factors that explain this intention, as well as their demographic and socioeconomic profile. With these results it will be possible to define recommendations that can positively contribute for a successful switchover to all Portuguese citizens and contribute to other international experiments. The project's theoretical framework follows the model of the Unified Theory of Acceptance and Use of Technology – UTAUT (Venkatesh, Morris, Davis & Davis, 2003) and its main research hypothesis is the following: in the context of switchover, digital TV adoption is significantly conditioned by factors of performance expectancy, effort expectancy, social influence, with a strong probability of rejection among population segments such as the elderly, people with less experience in technology uses and people with special needs. All these factors constitute heavy barriers to technology adoption. The research design combines quantitative and qualitative methods, according with the best practices of projects with a similar scope, namely: 1) Ethnographic study, to take place in the households of 20 Portuguese families of different backgrounds; 2) Interviews with stakeholders, to gather the views of major players in this specific field; 3) Quantitative survey, to be applied to a representative sample of the Portuguese population; 4) Usability study, with a sample of 20 users, to make a comparative analysis of the main digital TV systems in the Portugal in terms of ease of use and overall satisfaction. In summary, this research project aims to contribute for a better understanding of the challenges being faced during the short-medium term regarding the switchover process and, in practical terms, to contribute to a more inclusive digital TV. The project is being developed in partnership with ANACOM, the national regulator for telecommunications and the audiovisual industry, and OBERCOM, the main independent observatory in the country.

Power, Interest and the Knowledge Economy*Robin Mansell* – London School of Economics, United Kingdom · r.e.mansell@lse.ac.uk

This paper will offer an analysis of the political and economic interests which have given rise to the singular, neo-liberal view of the knowledge economy by tracing some of the discourses which have underpinned the dominant vision from the mid-1990s. This vision is contrasted with a consideration of the distinctions that can and should be drawn among emergent economies where an emphasis on local contextualised knowledge is given greater priority. Illustrations are drawn from a critical review of key reports published by governmental and intergovernmental agencies during the period under consideration.

Comparing the Diffusion Process of Terrestrial Digital Television with that of Digital Cable Television in Taiwan
Shu-Chu Li— National Chiao Tung University, Taiwan · shuchu@mail.nctu.edu.tw

Television digitization is critical for Taiwan's national information infrastructure, and thus the government mandates that the five terrestrial television stations complete their digital conversion in 2012. Taiwan's cable television was legalized only in 1993, but the penetration level jumped rapidly from 20% in 1993 to more than 76% in 2009. Therefore, it becomes essential that cable television is digitized in order for most people in Taiwan to receive terrestrial digital television signals. At the present time, most of Taiwan's cable television system operators have converted their channels into digital ones, and are providing digital cable services to some of their subscribers. Furthermore, all the terrestrial television stations have finished their digitalization with 15 digital TV channels available for the public in Taiwan. However, the penetration rate of digital terrestrial television is only 6.8% and with the deadline of digital conversion approaching, Taiwan's policy makers and TV operators are concerned with the diffusion of the digital television services in Taiwan. By using Rogers' diffusion of innovations model, this study compares people's intentions to adopt terrestrial digital television services with their intentions to adopt digital cable television services. Rogers (1995, 2002) defines the diffusion of innovations as "the process by which an innovation is communicated through certain channels over time among the members of a social system." (p. 10). Based on this model, this study uses three factors to predict the intentions to adopt the two different digital television services in Taiwan. (1) Adopters' personalities. The effects of adopters' personalities on technology adoption have not been investigated very much, and Rogers suggested to investigate adopters' personalities to better understand the diffusion process of new technologies because some personalities predispose people to be more receptive to new ideas and new technologies (1995, 2002). (2) Mass Media Use. The empirical findings show that adopters are heavier users of mass media than non-adopters. (3) Demographics. Past studies show that adopters, particularly early ones, are younger, better educated, and more upscale than non-adopters. This study adopts a telephone survey to collect data. The telephone survey was administered in January 2010 with 20 research assistants conducting the telephone interviews. The most recent telephone books for every city and county in Taiwan were used for systematic random sampling. The study resulted in 1025 telephone calls and 751 valid questionnaires were obtained, representing a response rate of 73%. The week-long telephone survey was conducted in a central location and supervised by the researcher.

The feudalization of mobile device design: lessons from hardware hackers

Alison Powell— University of Oxford, United Kingdom · alison.powell@oii.ox.ac.uk

The success of open source software development has focused attention on citizen and consumer participation in creating software. Participation in open source development is associated with an increased democratization of software production, as well as with a supposedly more democratic and open communications space. In the quest for greater openness, hackers and open source are seen to enact socio-technical critique by identifying the failings of systems and then routing around them. The ontology of the marginal, critical hacker promises a democratization of communicative space, as well as the space of innovation. But to what extent can hacking address the feudalizing constraints of what Andrejevic (2007) calls "mobile enclosure"? As mobile devices become more widespread and Internet connectivity more ubiquitous, a worldwide movement towards Open Source Hardware (OSH) has begun to institutionalize hardware hacking. In most open hardware projects, designers provide access to schematics, materials lists and other documentation required to recreate the hardware. Recently more open hardware projects have been addressing mobile and wireless devices. This paper engages with Weber's (2004) claims about the importance of software's non-material production and proposes that the main factors in opening production and innovation depend on how material-technical, institutional and legal frameworks are intertwined (see Gillespie, 2008). The justification of this socio-technical framework is based on three empirical case studies. In one case, the relationship between hackers and manufacturers of Wi-Fi routers created a more open innovation environment and changed manufacturing standards. In another, a company's commitment to openness in business practices complicated its ability to produce a commercially

viable piece of hardware. In a third, a paradox emerges between opening software and enclosing hardware. The paper concludes by introducing the Open Hardware and Design Alliance (OHANDA) which has recently incorporated a trademark that they hope will identify open hardware devices. This trademark would be attached to the outside of devices and provide a reference locator for the full hardware designs. The rationale behind creating a trademark is to provide a visual representation for an open design, in the hopes that this would inspire a virtuous cycle of innovation and participation like the one that characterizes open-source software development. However, unless the entwined constraints are addressed, the Alliance's hack of the hardware design system will not effectively route around the mobile industry's feudalism. The relationships between material-technical, institutional and legal factors limit the influence of hacking on 'mobile enclosure,' and demonstrate the extent to which the mobile communications system is feudalized. Hardware hacking has the potential to address this feudalization, but hardware hackers must work on transforming not only technologies but also institutions and legal frameworks, including non-disclosure agreements, licensing regimes for software (see Lessig, 2006) and radio spectrum (see OPLAN foundation, 2008).

Implementing e-inclusion in Flanders: going beyond access? A critical analysis of e-inclusion initiatives and their ability to improve multiple digital literacies.

Ilse Mariën – IBBT SMIT Vrije Universiteit Brussel, Belgium · ilse.marien@vub.ac.be

Stijn Bannier – IBBT SMIT Vrije Universiteit Brussel, Belgium · stijn.bannier@vub.ac.be

Leo Van Audenhove – IBBT SMIT Vrije Universiteit Brussel, Belgium · leo.van.audenhove@vub.ac.be

Throughout the last decade it has become clear that the digital divide needs to be considered as a complex phenomenon covering a wide range of exclusion mechanisms at the level of access, usage and multiple digital literacies. Simultaneously, a vast number of e-inclusion initiatives has emerged – top-down and bottom-up – trying to address these problems of exclusion. Hence a highly scattered, disorganised and unidentified field of approaches to the implementation of e-inclusion has surfaced, leaving policy stakeholders unaware of the scope, effectiveness and sustainability of these approaches and initiatives. In Flanders, a study was launched in order to 1) gain a comprehensive insight in existing initiatives and their modus operandi; and 2) generate policy recommendations related to identified gaps and lacking synergies. The theoretical part of this study is framed within existing perspectives on the digital divide of the second degree and, in addition, focuses on the significance and repercussions of lifestyles, life stages and social capital on ICT-usage and the acquirement of digital literacies. The empirical part of this study consists of a quantitative inventory of approximately 1100 e-inclusion initiatives in Flanders, hereby considering 1) sustainability; 2) usage opportunities; and 3) training opportunities. Particular attention is given to the content of available training opportunities – which aspects of multiple literacies are being taught – and to the pedagogical approach – demand or supply driven, type of assistance, course material and group size. Subsequently, a threefold brainstorm session with various stakeholders from government, universities and civil society is organized during which the results from the quantitative analysis are discussed and translated into valuable policy recommendations. Though the empirical part of the study is still ongoing, it is already clear that very little attention is given to the e-inclusion of youngsters, this in spite of the obvious need to upgrade their informational and strategical skills. Also, it is expected that the majority of the e-inclusion initiatives aim at supplying access to computers and the Internet, and far less at empowering citizens and focusing on the acquirement of digital literacies.

Political economy of the Korean new media reform

Dong-Hee Shin – Sungkyunkwan University, Korea, Republic Of · dshin1030@gmail.com

In 2009, South Korean government reformed its communications sector through legislation that addresses convergence services. This study traces the policy-making process of the convergence in terms of politics and

regulation, and it also examines how the stakeholders' interests are aligned and coordinated in the policymaking process of convergence in Korea. This study investigates the socio-political construction of Korea's strategy for convergence reform with two research questions: (1) what social and political factors influence strategy formulation and (2) how do different interests stabilize ideologies in which actors formulate their strategies based on their interests. Despite the dynamic interactions, the actor-network around convergence has yet not been effectively stabilized, as the politics of convergence is complex and marked by paradoxical features. This study provides a theoretical basis for understanding why the convergence debate in Korea has so far been problematic.

Introduction As the distinction between communications, broadcasting, entertainment, and information continues to blur, companies are scrambling to adjust to a bigger market and their ever-changing variety of competitors, partners, and consumers. Accelerating convergence in the broadcasting, telecom, and newspaper industries is changing the traditional market structure. Such transformations in the media environment affect not only media structures, content production procedures, and format, but also the way content is distributed and consumed (Menon, 2008). In terms of such convergence, South Korea is one of the most dynamic countries where the world's first mobile TV, IPTV, and wireless broadband were introduced (Shin, 2006). Driven by a convergence of interests among consumer demand, operator ambitions, cutting-edge network and device capabilities, and government policy, the Korean communications market will likely be led by a new convergence infrastructure based on the integrations of fixed-line and wireless markets and telecommunications and broadcasting industries. Recent convergence technologies continue to collapse the traditional barriers between sectors that have been disparate. Unlike the pace of advanced technological development, however, law and regulation for convergence have been slow and often deter technological development. Convergence is increasingly raising challenges for regulatory frameworks and requires adjustment in view of emerging services (Shin & Venkatesh, 2008). As Bijl and Peitz (2008) note, policy always lags behind technology. Functional convergence normally occurs prior to regulatory convergence, and the recent situation in Korea clearly bears this out. Technologies are advancing at lightning speed in Korea, and the media environment is changing rapidly worldwide. However, laws and policies have been unable to keep pace. It appears that government authorities have been having difficulties establishing convergence laws reflecting the transforming new media environment and creating an integrated policy centered on digital convergence. Although the actors involved have been in agreement over the need for a new media law and an innovative policy, divergent views have prevailed on the approaches and methods required to forge consensus. In particular, the recent discourse surrounding convergence bills has been fraught with hyperbolic prospect and rhetoric. There are numerous actors that harbor vested interests in how convergence should be imported and applied to the Korean case based on their particular perspectives and agendas. The drastic changes in Korea's media environment have called attention to a pressing need for change by both industries and regulators. While various actors are claiming their fair share in the envisioned regulatory structure, the disputes between the ruling party and the opposition have had the most significant impact on the process of convergence. As the media environment continues to change, there has been a critical need to redefine the relationship between public interest and competition. Finding an optimum point between the two principles has precipitated stiff turf wars between the two parties. Claiming that the new convergence should properly fall within their propositions, these two parties have been embroiled in a major conflict over the establishment of a new media law covering the convergence services and industry. The all-out jurisdictional wrangling has victimized domestic industries and squandered public resources. The theoretical framework for convergence studies must be sufficiently rich to comprehend the complexities of these interactions. The actor network theory (ANT) of Latour and Callon (Latour, 1987, 1993, and 2004; Callon, 1986) offers a promising set of analytical resources for examining the socio-political interactions through which agreements are reached during policy making and implementation. This study traced the legislative process of the convergence law, which began in November 2008 and ended in July 2009. Focusing on this timeframe, it examined how strategies and actions of actors are mediated and coordinated through legislation as they pursued their own strategies in the process of transitioning to a new era. While ANT is a good tool for describing the processes of socio-political mechanisms that go into the organizational negotiations preceding agreements (Bryson et al., 2009; Shin & Venkatesh, 2008), few studies in ANT literature on strategies address the actual process and consequences of the creation of strategies in a systematic way (Sarker & Sidorova, 2006; Gao, 2005). Many studies in ANT explored technical implementation in organizational settings, but ANT has not been extensively used in exploring socio-technological changes large-

scale, macro-level, and international context (Mahring et al., 2004). This study attempts to fill this gap by examining how actors formulate diverse convergence strategies to pursue their own interests and how they relate to other actors to make that possible; it examines these ongoing translations in the context of Korean convergence facing a shift-to-convergence era. It investigates the discourse and interactions involved in the development of a coherent and forward-looking convergence policy for Korea and postulates possible consequences. Findings shed light on its overall policy mechanism and suggest a better model for future policy for the next generation of convergence era. It is essential to address the questions of why the Korean government adopted convergence legislation and what may have influenced its decision to pursue the reform. This discussion is important in identifying the key regulatory instruments that currently drive convergence policy in the Korean case. Menon (2004) emphasized the importance of analyzing the discourse of various institutional and strategic actors involved in the regulatory process in order to appreciate the significance of major technology and policy developments in media and information areas. The analysis of discourse can give insights into the process with which various actors and interest groups shaped discourse on convergence policy. How actors interpret the nature of convergence is crucial for understanding the meaning of convergence because of its multifarious nature. The process of convergence leads us to envisage the following: (1) which actors are involved with what motivations; (2) how actors are aligned with networks through translations of their interests; and (3) how they are pressured to act in certain ways.

Trial by Facebook: Sexuality, Surveillance, Scrutiny and Privacy Laws in Canada

Leslie Shade – Concordia University, Communication Studies, Canada · leslieshade@gmail.com

Kim Sawchuk – Concordia University, Communication Studies, Canada · kim.sawchuk@sympatico.ca

In April, 2009, 22 year old Ray Lam, a Vancouver community organizer, stepped down as NDP provincial party candidate after a Liberal opponent released photos of Lam from his Facebook page, which depicted him in 'risque' poses. These photos, later revealed to be from Pride activities years ago, depicted Lam grabbing a woman's chest and clutching a man's underwear. In his defense Lam wrote that "I do not apologize for my photos, nor do I regret them. I have accomplished a lot in my life and do not believe that Pride pictures from my youth should trump my present credentials or standing. Public life should not mask my private life. I will not hide Ray Lam, the person, in an attempt to create Ray Lam, the public figure". In November, 2009, the Canadian media reported the story of Natalie Blanchard a Québec woman who lost her health insurance benefits because of photos that had appeared on her Facebook page. Blanchard had been diagnosed with depression by a psychologist and put on long-term disability for eighteen months. According to the company, photos posted on Blanchard's Facebook page showed her smiling with friends at a bar, in a bikini on a beach, and "even a male strip club" while she was supposedly receiving benefits. While Blanchard maintains that the photos were not taken while she was receiving health benefits, while the insurance company contested that the photographs constituted visual evidence that she was never really depressed. Commentaries posted online after the reports were, for the most part, supportive of the decision taken by the company and offered a 'public diagnosis' of Blanchard as an irresponsible party-girl and cheat. This paper examines the Canadian public discourse and debates on the laws, regulations and social norms on privacy, security, surveillance as they intersected with articulation of gender, sexuality and race for the month that the Lam and Blanchard cases were considered newsworthy. In the Blanchard case, a voluminous and largely vitriolic public outpouring of comments directed against her reveals the complicated, convoluted and very gendered understandings of depression. Lam was likewise derided by politicians and the press alike for his "immaturity" and "lack of judgment" in posting private pictures on a public page. Both cases highlight how Facebook photos count as visual evidence, implicating gender, sexuality, and political morality in the new public "gallows" of Facebook, wherein the slippery borders between the public and private endorse what Miyase Christenson terms "complicit surveillance", and what seems to be a growing acceptance, culturally, that social networking sites are a legitimate means for employers and the public to monitor wayward employees and political figures. In so doing, the paper will also examine the

Blanchard and Lam case in light of online privacy debates in Canada, notably recent legal challenges to Facebook and the Office of the Privacy Commissioner's recommendations on privacy practices and policies. .

Disability, Communication and Human Rights

Gerard Goggin – University of New South Wales, Australia · g.goggin@unsw.edu.au

There has been a longstanding and widespread interest in communication, media and human rights. Long overlooked, disability and rights is now firmly evident on the international agenda, especially with the 2006 United Nation's Convention on the Rights of Persons with Disabilities (CRPD). This Convention has been the outcome of a very long negotiation phase that has been accompanied by continuous reshaping of what disability is understood to be not least on the basis of challenges from activists to move from a medical to human rights based notion of the concept. In this struggle, the concept of citizenship has gained great attention and been used effectively to re-frame many contentious issues. Around the world governments, media and technology industries and practitioners, regulators, and civil society are grappling with the implementation of the new Convention – not least because of its many provisions that specifically refer to media-related issues such as representation, access to infrastructure and content, and associated technologies. In many ways, the CRPD advances not only our ideas about disability and human rights – but enlarges understandings of communication rights, which became in the recent years one of the central debates in the search/hope of equality in the ability to communicate. As too, do the many innovative new communicative practices and cultures of uses of people with disabilities, that are reshaping how we see the construction of disability in new media. Against this background, this panel for the 2010 International Association of Media Communication Research, and the associated special issue, will provide an opportunity to explore – perhaps for the first time – the nature of disability and communication rights. One important issue that this panel is highlighting (especially with the core theme of the IAMCR conference) is the notion of citizenship and how this understanding offers both a national and international affirmation of political, social, and civil rights.

Demand Estimation with Effect of Direct Network Externalities: The Role of Social Networks in Massively Multiplayer Online Role-Playing Games

Xuexin Xu – Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore · w080006@ntu.edu.sg

Wayne Fu – Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore · twjfu@ntu.edu.sg

Massively multiplayer online role-playing games (MMORPGs) have gained increasingly worldwide popularity. Compared to traditional video games, a distinct characteristic of MMORPG is that they host social networks as they allow a vast number of players to play and interact simultaneously through Internet. Therefore, MMORPGs are network products and expectedly driven by the effect of direct network externalities (i.e., the value to a player of using or participating in a game increases in the size of the game user base). This study aims to empirically examine the network effect on the market adoption of individual MMORPGs, and thereby provides insight into the value of social networks. According to the conventional economic wisdom (the Law of Demand), the lower the price is, the more units of the product in demand. With network externalities in presence, however, the network-value effect of a larger installed user base accrued to the (network) product or service has a positive impact on the demand, thus causing the conventional negative price-quantity relationship to change – a hypothesis this study seeks to examine. An empirical model is devised to estimate the game-specific demand of MMORPGs considering both the network and price effect of installed user base. One hundred and twenty two released MMORPGs are tested, utilizing data on the website MMORPG.com. Regressions show that a game's marginal price declines as the installed user base of the game increases, which is consistent with the Law of Demand.

Furthermore, with the perceived value of game network size controlled for, the magnitude of reduction in game marginal price is significantly larger than that without discerning network effects. These results from the demand estimations confirm the existence of social network effects in the MMORPG market. In particular, they mean that the direct network externalities shift the demand curve for an MMORPG upward, that is, influence the demand positively. This research provides insights into the importance of social network effects in the success of an MMORPG, and contributes to the understanding about how MMORPGs thrive or dwindle in the online game market.

Interactivity and Relational Maintenance: Examining political blogging in Singapore

Trisha Lin – Nanyang Technological University, Singapore · trishalin@ntu.edu.sg

Brian LEE – SIM University (UniSIM), Singapore · brianlee@unisim.edu.sg

Xuan'an Lim – Nanyang Technological University, Singapore · shannon.lim.85@gmail.com

Politics-related blogs that stimulate online political discussions and civil engagement are multifaceted. Some act as a watchdog; some express opinions on socio-political issues; others courage local activists to voice community-related concerns. Political bloggers provide expertise, filter information, and form networks, but seldom mobilize readers to directly engage in political activities (McKenna, 2007). Prominent political blogs may become news sources (Drezner & Farrell, 2004) or mainstream media's affiliates (Strupp, 2007). Singapore's 2006 General Elections showed a proliferation of election-related online content, especially blogging (Gomez, 2006; Rahim, 2006). Several opposition politicians' blogs surfaced and independent blogs covered election matters and even influenced mainstream media's reports. Although the Singapore government has a reputation in refining media regulations to suit its political agenda, and keep civil society under stringent structure (Rodan 2001: 26), political blogging becomes a salient on-line genre for dispersing alternative voices. This study has used Kim's (2007) measures to investigate the interactivity of Singapore's political blogging and adopted Cho and Huh (2007)'s framework to analyze the relational maintenance strategies. The researchers observed the nine selected political blogs in three categories (the commentary blog, the collaborative blog, and the caricature blog) during October to December 2009. As for content analysis, the blogs' features, content and comments were systematically coded in order to investigate the levels of interactivity between bloggers and blog readers, the role of comments, and the relational maintenance strategies. The preliminary findings show Singapore's political bloggers employ some interactive and multimedia features to reach out to the readers, including radio shows, podcasts, and music videos. However, the utilization of multimedia content is still limited to caricature blogs, and most bloggers still publish largely text-only entries, choosing to capture the readers with the arguments rather than features or presentation. Due to the content censorship, "political caricature blogs," such as Mr. Brown.com and Mr. Wang says so appeal to many readers, because their satire and entertaining multimedia content indirectly criticize current affairs and political issues in a creative and humorous way. Besides, comments are considered as an integral part of a blog for readers to engage in topical discussions with the blogger and other readers. Singapore's bloggers have been observed to adopt either the participatory or observatory attitude towards comments. The anonymous system let Singapore's readers express their opinions more blatantly online, but also cause some irrelevant comments or defamation. Political blogs in Singapore employs several relational maintenance strategies. Majority of the blogs employ interactive features enabling easy navigation (positivity), two-way communication (openness), and connecting the readers to other blogs/sites within the network (social network). Some bloggers who are keen to update posts and respond to comments (task sharing) maintain good relationships with readers which attracts commercial sponsorship. This research will enhance understanding of political weblogs and contribute to the theoretical frameworks for examining blogging's interactivity levels and for evaluating weblogs' relational maintenance strategies.

Towards user-centric public services: An analysis of the Personal Health System in the Network Society

Francisco Lupiáñez-Villanueva – Internet Interdisciplinary Institute - Open University of Catalonia, Spain · flupianez@uoc.edu

Ismael Peña-López – Internet Interdisciplinary Institute - Open University of Catalonia, Spain · ipena@uoc.edu

Pieter Verdegem – Research Group for Media & ICT (MICT), Ghent University (UGent), Interdisciplinary Institute for Broadband Technology (IBBT), Belgium · pieter.verdegem@ugent.be

In the contemporary network society, it has been argued that healthcare is subject of a paradigm shift from 'Industrial Age Medicine' to 'Information Age Healthcare'. Consequently, the health system cannot remain oblivious to our rapidly changing technological landscape and mindset. Whilst this transformation is being analyzed, the concept of the Personal Health System has entered the health environment to embody the most innovative vision on how information and communication technologies (ICTs) can be used in healthcare with a tremendous potential to fully empower a self-caring individual on the one hand, and the healthcare system (organisation and professionals) on the other. Furthermore, the Personal Health System has become one of the key pillars of eHealth policies and research agendas. This approach places the citizens at the centre of the development and the provision of electronic healthcare services, thus reshaping the way we understand empowering citizenship and communication in the Health environment. This paper develops a comprehensive model for measuring citizens' appropriation of ICTs within healthcare services, considering all communication channels (face-to-face, telephone, e-mail, call centres and online applications). Due to the importance of healthcare as a public service in Europe, this model is based on a previously developed model to measure user satisfaction of e-government. Therefore, it rethinks government strategies in facilitating ICT-enabled health service provision and subsequently presents a conceptual model derived from ICT acceptance theory. Both quantitative and qualitative research have been carried out in order to elaborate the model and to formulate adequate indicators for measuring user appropriation of ICTs within healthcare services. The measurement model has been tested using data from a representative sample of the population of Catalonia (n=2.000) based on a telephone survey containing seven blocks: (1) Health status and healthcare services use; (2) Health information sources and Health attitude; (3) ICT access, uses and attitudes; (4) Use of ICT with health purposes; (5) Non Internet users; (6) Channels of communication with healthcare system and (7) Socio-demographic profile. During the analysis, Structural Equation Modelling (SEM) has been applied in order to investigate the goodness of fit of the model and the underlying indicators. The determinants of access and usage of ICTs within healthcare that have been found raise evidence on the degree of acceptance of specific Internet-based Health services, and include factors that can enhance or inhibit their appropriation. Summarizing, this user-centric research track provides a useful approach for policymakers and healthcare managers to test the design and impact of general health services and the usefulness of Personal Health Systems in the network society.

Organised Producers and the Web 2.0: Ambitions, Strategies, Practices

Tobias Olsson – Jonkoping University, School of Education and Communication, Sweden · tobias.olsson@hik.hj.se

Ever since its breakthrough in the 1990s, the internet has inspired numerous theoretical discourses to analyse the new medium's significance. Within these debates a number of conceptualisations have been especially prevalent, notably the early 1990s-ideas of the creation of a new Internet Culture, and later on analyses making use of more contemporary notions connecting the internet to Participatory and/or Convergence Culture. These latter conceptualisation have been specifically notorious within both popular and academic discussions about the so called "Web 2.0". They point to the fact that the internet today, in its 2.0-version, offers a "richer user experience" and makes it possible to "harness collective intelligence" in ways that earlier version of the internet was less able to do. In spite of these efforts to theoretically transform the early internet theories by making them more adapt to the medium's changing form, this panel takes as its theoretical point of departure the view that an

important problem attached to the initial theoretical understanding of the internet still remains. In fact, the problem has arguably grown even bigger in the analyses of Web 2.0: The lack of research attention and analytical efforts paid to understanding the part played by strong, resource rich, organised producers on the internet – producers who work consciously and strategically to become parts of the increasingly interactive web’s participatory (and converging) cultures. The habit to overlook organised producers is related to the increased analytical emphasis put on the everyday users as disorganised prod-users (sic!) on the internet. Within the literature there has been an obvious preference for understanding the internet as a sphere that is dominated by users acting as active, productive subjects through practices such as blogging, face-booking, website production, social networking, etc. Hence, research has tended to analytically downplay the part played by organised producers, despite the fact that they most often even provide the very platforms on which “prod-users” participatory practices are being played out. As such, organised producers make up a category in need of further exploration and analysis; especially in terms of how they make use of various combinations of for instance economic, discursive, and marketing resources in preparing websites, web platforms, or other kinds of venues for everyday users’ participatory media use. Using the category organised producers as an analytical starting point the panel will critically discuss and analyse their position within contemporary media culture in general and internet culture in particular. The panel’s papers present theoretical explorations of producers’ position within contemporary media culture as well as empirical case studies of producers’ ambitions, strategies and practices.

Children and Young People Online: Global Perspectives on Protection, Safety, Privacy and Freedom of Expression
Leslie Shade – Concordia University, Communication Studies, Canada · leslieshade@gmail.com

This panel takes up the CP&T theme of citizen participation, access and media literacies through a comparative, international perspective on the burgeoning policy issues surrounding children and young people’s online protection, safety, privacy, and freedom of expression. Many children and young people are intrepid and innovative internet users and are actively shaping digital content. Over the past decade, the extent to which ensuring child protection and safety online can be balanced with maintaining freedom of speech and children’s own rights to freedom of expression have been debated at national and international policy forums. Advocates of online child protection and freedom of expression both share a deep-seated belief in the vital importance of protecting basic human rights grounded in fundamental values of human autonomy and dignity. Yet, a shared respect for these core human freedoms is often clouded by perceived (and real) opposition in the actual practice of law, policy and regulation. A final concern is the policy role to be played by children as they negotiate the different opportunities for information, communication and self-expression provided by the internet along with its risks to privacy, safety and security. This panel thus provides comparative, international perspectives on this issue and reveals how debates about child protection, online child safety, privacy, and freedom of expression are at the core of debates about the internet’s future as an open, global communications and information source. Alison Powell, Michael Hills and Vicki Nash map the areas of shared value and the continued divisions within child protection and free speech advocacy communities in Europe, the UK and the USA. Leslie Regan Shade examines Canadian debates about online privacy and safety legislation for children and youth, highlighting interventions by the federal privacy commission and public interest organizations. Eun-mee Kim discusses the Korean case of children’s media use, its national policy for child safety on the Internet, and issues of media literacy. ABSTRACTS Mapping the Territory: Online child safety and free speech advocacy Alison Powell, Michael Hills and Vicki Nash Oxford Internet Institute alison.powell@oii.ox.ac.uk The perspectives of child safety and free speech advocates are often portrayed as if they are diametrically opposed, particularly when decisions about internet governance are at stake. Advocates representing a range of perspectives on this debate met in Oxford to explore the potential for reconciling these fundamental rights in the context of the internet. This paper presents an analysis of the areas of consensus and dissent expressed during this forum, and the implications for internet governance. By defining a new framework to discuss child protection online that transcends the moral panics that currently dominate the debate, and focuses instead on accurately defining risks in line with the evolving capacity of the child, participants were able to find common ground - most specifically in calls for precision and

transparency in any policy response. Despite areas of continued disagreement, the results of this forum indicate that there may be policy strategies that help to defend the rights of children while preventing those who would use child protection as a strategic pretext for broader goals of censorship and repression from dominating the agenda. Young People, Privacy and Safety Online: Policy and Literacy Campaigns in Canada Leslie Regan Shade Concordia University, Dept. of Communication Studies lshade@alcor.concordia.ca Canada has played a formidable global leadership role in advancing children and young people's online privacy rights. This has taken place internationally through global resolutions and nationally through the development of innovative privacy education campaigns. This paper examines the development of several youth-oriented privacy education and safety campaigns initiated by various stakeholders (governmental such as federal and provincial privacy commissioners, educational, and public interest groups) and situates these campaigns amidst recent Canadian debates and policy legislation surrounding online privacy and safety for young people. Children's media use, their right of well-being, and media literacy in Korea Eun-mee Kim Department of Communication, Seoul National University eunmee@snu.ac.kr In terms of children's digital media use, the Korean case is distinctive in a few aspects. It is one of the most the most Internet-connected countries and has highly skilful users. Children are not an exception. In spite of such development and heavy and active use of digital media among children and adolescents, parents and policy-makers often take protectionist perspectives. There has been evidence that children's exposure to harmful content is highly related to family context but few families adopt rules governing media use. This strong protectionist position toward children is deeply related to how the free access to media contents is viewed or restrained for adults. The protectionist position is historically and culturally rooted due to the underlying Confucian beliefs and legacy of strong intervention of the State discerning what is harmful and what is not to the people during the military regime up until the late 20th century. The Korean Communication Standards Commission has been playing a central role in building up general policy framework including policy for children's media. Protecting against harmful media effects is viewed as compatible to children's right of well-being and few voice concerns on potential conflict with freedom of speech. Recently, media literacy has been advocated as an alternative to restrictive rules governing children's media use.

Changes in external social network patterns among broadcasting policy actors : A comparative study between Roh Moo-Hyun and Lee Myung-Bak government through SNA(social network analysis)

Hyunwoo Lee – Seoul National University, Korea, Republic Of · lhw05@snu.ac.kr

This study focused on market-oriented policy issues, such as cross-ownership between broadcasting and newspaper, de-regulated ownership limit of large conglomerates, privatization of MBC, and establishment of private media representatives which are pushed ahead in present Lee Myung-Bak government, shake the media policy area of South Korea to its very foundation. These have caused significant problems in overall landscapes and dynamics of media policy making system. Therefore, this study aims to explore "communication malfunction" within media policy making system of present government, through an analysis of social network patterns among media policy actors. This analysis is largely based on Krasnow, et al.(1982)'s system theory. Research method is SNA(social network analysis). This study sets executive members' external social networks of policy institutions, civic groups, and network broadcasting companies as analysis objects. These social network data are composed on the basis of 2005 (former government) and 2008 (present government) respectively, in order to compare each network's characteristics. This study uses several techniques such as network density, centrality, centralization, and structural equivalence for empirical analysis. Major findings are as follows. First, while various policy actors including network broadcasters(KBS, MBC, SBS), civic groups, policy institutions are forming central network in 2005, MBC and civic groups which have anti-government political stance located in marginal area in 2008. Second, in comparison with 2005, network density decreased by half and centralization index increased significantly. These mean not only the interaction among media policy actors decreased but also the inequality among them is intensified in 2008. In addition, eigenvector centrality analysis, which reveals actual power order in the network, shows various actors have relatively equal position in 2005. On the other hand, in 2008 the eigenvector centralities of SBS and KBS are strengthened, but those of civic groups and MBC are

weakened. Third, structural equivalence analysis shows, in 2005 network broadcasting companies are dependent on school ties of Seoul National University and Korea University. Civic groups rely on government institutions and private organizations. However, in 2008 public service broadcastings like KBS and MBC largely turn to Korea University ties (incumbent president is a Korea University graduate). Especially, civic groups use nothing but the network resources of other civic groups. In conclusion, these findings suggest that problems of present government's media policy making system is largely based on "communication malfunctioning". Present government not only composes inner circle of policy making system with Blue House (presidential office), KCC (Korea Communications Commission), and ruling party, but also isolates liberal policy actors like MBC, civic groups, and labor union. What all this shows is that considerable number of communication channels within present government's media policy making system are not working properly.

Manoeuvring in the mountains: Exploring the potential of an information and communication technology system for community healthcare workers in Nepal.

Faiz Law – Nanyang Technological University, Singapore · faiz0001@ntu.edu.sg

Nazran Ahmad – Nanyang Technological University, Singapore · nazran@pmail.ntu.edu.sg

Nadia Ismail – Nanyang Technological University, Singapore · nadia@pmail.ntu.edu.sg

Arul Chib – Nanyang Technological University, Singapore · arulchib@ntu.edu.sg

The transformative use of Information and Communication Technologies (ICT) for achieving development goal has been recognized. Studies have recognised that community healthcare workers (CHWs) are important for the delivery of healthcare in rural and remote areas. However, technology-driven healthcare systems for rural healthcare workers face shortcomings that threaten to undermine the full potential of their individual benefits. This research examines the potential of a sustainable ICT system for community healthcare workers and volunteers in rural Achham, Nepal, using the Technology-Community-Management-Vulnerabilities (TCMV) framework. In this particular study, we examine the information and communication needs of stakeholders within the current system and assess barriers to effectiveness. Our research was conducted in conjunction with Nyaya Health, a non-profit organisation operating the Bayalpata Hospital in collaboration with the Nepali government. In 2008, the hospital piloted a CHW programme in hope of bringing medical access to remote villages in the district. Qualitative research methods (n=57) respondents, were engaged through focus group discussions and in-depth interviews. Achham, one of South Asia's poorest districts, faces high maternal and child mortality rates, and with over half the children suffering from chronic malnutrition, is in dire need of an effective public health system. Despite being the most war-torn district during the Nepali civil war, it has been slow in receiving funds for reconstruction. Wherein a situation where only one government-employed allopathic doctor serves a population of 250,000, our research serves to inform developmental or healthcare-related policies in the region. Findings showed that there is a dire need for work-related information for health workers, but the channels of obtaining such information are limited. This is compounded by the low availability of communication equipment, lack of basic education and medical training and, highly bureaucratic government protocols. Furthermore, on a personal level, CHWs are found to be burdened by informational, economic, socio-cultural and psychological/physiological vulnerabilities. Based on the TCMV model, we provide ICT-related recommendations that may assist the administration of primary healthcare in Achham. We propose equipping CHWs with mobile handsets and the associated knowledge to operate mobile technology. At the management level, it may be viable to expand the satellite Internet connection at the region's two existing hospitals to facilitate and coordinate their operations. However, we note infrastructural restrictions like frequent power outages, and individual limitations like rampant illiteracy among CHWs. Thus, the paper discusses recommendations for introduction in a scaled-down fashion, to be adapted incrementally over time to ensure sustainability.

Rethinking the Concept of Citizenship of Communication Right: Constructing An Analysis Framework of Media Policy

yuanchen cho – NCCU, Taiwan, Taiwan · 98451505@nccu.edu.tw

The concept of citizenship of communication right proposed in the Declaration of Human Rights since 1948, it has been established for 60 years so far, especially, the United Nations Educational, Scientific and Cultural Organization (UNESCO) passed the "Protection and Promotion of the Diversity of Cultural Expressions". Meanwhile, the European Union signed the "Audiovisual Media Services Directive", representing that the citizenship of communication right implements as a right of directive, getting further protection or assertion of it. However, going through the literature on the subject, it seems that these researches do not interpret the concept clearly, and few papers discussed policies on the basis of this concept. Under such circumstances, the research wants to propose a framework of media policy analysis by rethinking the literatures about citizenship and citizenship of communication right. The framework is based on the concept of citizenship of Thomas H. Marshall (it includes three factors: civil right, political right, social right), and another orientation according to the nature human right (the right of life, the right of freedom, the right of property). Combining those concepts, we can get a framework of basic right (includes the right of life, freedom, civil right, political right), and make breakthrough that the social right is as a balance right to property right. And the framework will add a fourth orientation of citizenship on cultural right. Therefore, this research sorts out the literatures of contemporary citizenship, recognizing the different aspects and makes it a framework to elaborate the concept of citizenship of communication right, carrying them out in public policy measures, these include: (1) Subsidize from the national tax revenue; (2) Lead the social communities to provide services themselves; (3) Force private sector to offer resources with the decree; (4) Subsidize from the special tax revenue; (5) Encourage service provided with inducement; (6) Not interfere with the market mechanism; (7) Maintain competition environment of the market. Combining these policy measures, this research will construct a further analysis framework of media policy, which can provide regulators a new viewpoint, on regulation policy of media and telecom convergence.

The Technology of Relationships

Mirca Madianou – University of Cambridge, United Kingdom · mm577@cam.ac.uk

Recent improvements in ICTs have had a profound impact on the ways in which people form and sustain relationships at a distance. This paper, drawing on an 18 month long ethnography of long distant parenting among Filipino families, compares the different media and platforms that parents and children use when separated in the context of migration. Although the ethnographic perspective of the paper acknowledges the ways in which people appropriate new communication technologies in the context of each relationship, it also observes how different technologies can structure communication – and thus relationships – in certain ways. This paper explores the particular features of different platforms such as email, instant messaging (IM), social networking sites and voice chat (through VOIP) with or without webcam and examines the difference they make in the way they mediate parent-child relationships. The paper will explore the nature of the medium, ie, text based (email), voice based (telephone calls), or combined (text, voice and visual, such as skype), in terms of its efficacy to convey emotions and informations. The Philippine case study reported in this paper is part of a three year long ESRC funded comparative study on ICTs and transnational families. The present paper draws on a multi-sited ethnography in Cambridge, London and the Philippines where we followed family developments over a period of 18 months. Together with my collaborator Daniel Miller we interviewed migrant mothers based in London and Cambridge followed by fieldwork in the Philippines where we interviewed the children of these mothers as well as other left behind children. What distinguishes the Philippine case study from others in the wider comparative project is that most of our participants experienced an extreme form of mediation, that is, because of the geographical distance and cost of travel involved (as well as legal issues relating to migration status) their relationships depended heavily, if not exclusively, on new media. Far from seeing technology as the solution to

problems of separation (or relationships in the first place), the paper acknowledges the divergent perspectives of mothers and children and develops an account both of technology and of parenting.

EU policy and regulation for electronic communications: is it all about participation and democracy?

Panayiota Tsatsou – Swansea University, United Kingdom · p.tsatsou@swansea.ac.uk

In general, policy and regulation are contested today for the open and democratic character of their procedures, ideas, practices and institutions at the local, national, and international or transnational level. The issue of democratic legitimacy and civic participation in decision-making has become particularly prominent at the EU level due to debates on the existence of a European civil society, its shape and its consequent role in European policy and regulation. As regards policy and regulation for media and communications in particular, this is the time when the EU reviews and reforms its policies and regulations for electronic communications. This is also the period when all interested actors reconsider successes and failures in electronic communications, while new technological and socio-economic challenges emerge. In this context of change and policy turmoil, the following questions are brought up: how members of civil society such as individuals, interest groups and civic associations influence the agenda of policy-makers and regulators for electronic communications in the EU, to what extent, through what means and in what direction; also, whether civil society actually influences the decisions made by the relevant EU authorities, to what extent, what evidence is available and what barriers, if any, might prevent citizens from doing so. The interest of this paper is in how civil society can potentially and actually influence the agenda setting and the decisions made for electronic communications by the official EU policy and regulatory authorities. To achieve this aim, the paper reviews EU policies and regulations for electronic communications and examines the national example of the UK in particular. The article reviews the pre-2010 and post-2010 policy initiatives and the reform of the 2002 telecommunications regulation in the EU, while it tackles the Digital Britain strategy for the national case of the UK. The paper argues that market interests continue to be favoured in decision-making for electronic communications at the EU and the national (UK) level, whereas civil society is encountered with persistent inequalities in participating and representing its interests both in agenda-setting mechanisms and with respect to the final decisions made for electronic communications. The paper problematises participatory practices and democratic mechanisms in place and critically approaches the interaction between formal decision-makers and civic actors. Thus, it concludes that instead of civic participation in decision-making for electronic communications one can more comfortably argue about politically controlled organisation and development of 'electronic communications' in people's lives, with the inequalities in civic participation and influence of decision-making being reflected on the actual EU policies and regulations in the field and at the national level.

Fostering Participation through Educational Networks

Derek Lackaff – University of Texas at Austin, · lackaff@mail.utexas.edu

Sharon Strover – University of Texas at Austin, United States · sharon.strover@austin.utexas.edu

Christopher McConnell – University of Texas at Austin, United States · mcchris@mail.utexas.edu

This paper examines the outcomes of an experiment in collaborative learning and collaborative technology. We analyze the network effects of an explicit learning environment that was designed to foster working relationships and partnerships and to provide people with the resources and motivations to collaborate on various projects related to digital inclusion. The broader context for this examination is a deliberately international partnership that aims to enhance expertise and innovation in using new media forms. The government of Portugal has made major investments in its higher education infrastructure, often crafting agreements with American universities to help establish doctoral programs or more robust educational offerings in certain subject domains. As of 2007, one such program was initiated targeting the pedagogical and research area of Digital Media. Within the context

of one such Portuguese-American collaboration, an International School for Digital Transformation (ISDT) was established in order to discuss the process and prospects of using new technologies to enhance civil society, governance and social inclusion. Our network analysis of the structure of the relationships that were catalyzed through the International School will shed light on the efficacy of similar arrangements and other deliberate efforts to cultivate new digital literatures and to empower communities. In an era saturated with web 2.0 technologies and a panoply of collaboration software alternatives, what are the incentives for working together, for establishing new relationships, and for maintaining constructive dialogues on matters of civic importance? ISDT brought together 50 international, activist-oriented participants with 30 international experts on digital media in order to discuss how digital technologies were changing opportunities to organize and to influence social causes. A week-long face-to-face, residential program was augmented with a rich web environment that offered the use of online collaboration tools. This environment was available to participants weeks before the actual face-to-face interactions, and it remained available afterward as well. We have gathered data on the outcomes of the participants' interactions with each other in this environment, including the extent to which this program fostered durable relationships and the quality of those relationships. Whether and how an immersive environment may be capable of generating meaningful communication and social action is at the core of our investigation. We have performed a network analysis in order to map the role of the orientations and actions of the participants in creating empowering relationships. This investigation will provide insights into how an information environment can be designed to maximize the potential for action.

The Panspectron and the Multitude: Explorations of Surveillance in MMOGs

Aphra Kerr — NUIM, Ireland · aphra.kerr@nuim.ie

Max Keatinge — , Ireland · maxkeatinge@yahoo.co.uk

Stefano De Paoli — NUIM, Ireland · Stefano.DePaoli@nuim.ie

The digital games industry is one of the fastest growing information technology industries and digital games are increasingly taking advantage of networks and the internet to offer unique entertainment experiences (Kerr, 2006). Massively Multiplayer Online Games (MMOGs) are a subset of the larger games industry, and are unique in their scale, persistence and networked structure. Every action that an MMOG player does is recorded, stored and used to varying degrees to shape the gameworld and inform the actions of the various actors who produce it. To date however there has been little investigation as to how these environments operate. This chapter explores how control and surveillance operate in commercial (MMOGs) through comparative virtual ethnographies of World of Warcraft, Eve Online and Tibia. This chapter draws on Actor Network Theory (ANT) (Latour, 2005) and the Assemblage Theory (DeLanda, 2006) to map and explore the socio-technical structures of control and their negotiation by players in practice. Adopting an ANT approach and the concept of the assemblage allows us to explore how the contexts of the gameworld and the larger game field interact, supervise or indeed frame how players act to acquiesce, circumvent, negotiate and transgress various aspects of electronic and human surveillance. The findings presented highlight the range of elements which must be examined if we are to understand how surveillance operates in the context of an MMOG. The elements examined include the game architecture, game code, legal documents and the actions of game players. In this paper we focus on how these elements combine to facilitate dataveillance, datamining and punishment of transgressive game players who cheat. We discuss our findings in relation to post-panoptic surveillance theories and the concept of the panspectron as expounded by Braman, S. (2006:315) in which 'information is gathered about everything, all the time, and particular subjects become visible only in response to the asking of a question' and speculate as to the wider implications in terms of privacy and citizen rights in virtual worlds. References Braman, S. (2006) Information, policy, and power in the informational state. In *Change of state: Information, policy, and power*, pp. 313-328. Cambridge, MA: MIT Press, (reprinted 2007). DeLanda M. (2006). *A New Philosophy of Society: Assemblage Theory and Social Complexity*. London: Continuum. Kerr, A. (2006). *The business and culture of digital games: gamework/gamplay*. London: Sage. Latour, B. (2005), *Reassembling the Social: An Introduction to Actor-Network-Theory*. Oxford: Oxford University Press.

Opening EU Policy-Making: Networked political activism or the Continuation of Elitism in Competitive Democracy

Yana Breindl – Université Libre de Bruxelles, Belgium · ybreindl@ulb.ac.be

Nils Gustafsson – Lund University, Sweden · Nils.Gustafsson@svet.lu.se

With the rapid expansion of the internet since the early 1990s, new communities of practice have emerged and are gaining in importance notably by influencing traditional decision-making. These forms of networked political organisations are usually perceived as less hierarchical than traditional mobilising groups such as political parties, trade unions and other voluntary organisations (Norris 2002; Dalton 2008). This development is often interpreted by techno-optimists as a way out of the iron law of oligarchy in traditional politics, offsetting the professionalisation of politics and the transfer of political power to technocrats and anonymous political actors far away from democratic accountability, preparing the ground for a more inclusive grassroots-oriented democracy (e.g. Morris, 2001; Lévy, 2002). In this chapter we point to the fact that successful forms of networked digital activism can be heavily depending on technical and networking skills. Rather than functioning as the base of more egalitarian politics, the growing importance of networked political activism aided by digital media may on the contrary create new elites. This paper analyses how activists, rooted in the free/libre and open source software movement, intervene in European Union policy-making in order to advocate principles of freedom, openness, transparency, participation, sharing and access to knowledge. We base our analysis upon a case study of a French activist group's campaign surrounding the introduction of repressive copyright legislation and net neutrality issues in the reform of the Telecoms package, a set of five directives regulating the EU's telecommunications sector. We discuss how free and open source principles sustain their action repertoire and claims during this campaign. By focusing on this particular community and its interactions with European institutions and representatives, the authors highlight the growing importance of digital skills and social interconnectability for making citizens' voices be heard. If the internet has often been hailed as being an emancipatory technology for citizen participation, our case study points out that the use of digital tools recovers further dimensions that can be exclusionary.

Privacy as anonymity *and* knowledge of identity: the dawn of peer-to-peer social networks

Francesca Musiani – Mines ParisTech, France · francesca.musiani@mines-paristech.fr

In peer-to-peer (P2P) networks, communications and/or exchanges take place between nodes with equal responsibility in the system. It has been recently argued that P2P technology's potential for socio-technical change is likely to be found elsewhere than in its allowing free and immediate access to perfect copies (which is the reason of its dominant framing as a threat to the content industry): notably, in the ability of P2P systems to leverage their distributed architecture so as to promote efficiency, freedom and stability in online content distribution (Hales 2006). Recent years have also witnessed the massive success of social networks, Web-based services enabling individuals to build profiles, define relationships with other users, and browse the list of their connections within the system (boyd & Ellison 2007). Among their most controversial aspects is the management of users' private data by the administrators of such networks, in terms both of access permitted to external applications and of direct commercial use (boyd 2008), and the general lack of awareness by users of their "risky" behaviours in this regard (Le Fessant 2009). Several research projects and commercial applications are seeking in recent times to overcome these limitations, by promoting the "removal of intermediaries" (Elkin-Koren 2006) in online sharing and networking activities and proposing decentralized alternatives to services and tools that are now a significant part of users' daily lives, under the name and the centralized architecture of Google, Facebook and Picasa to name only three. I focus my attention here on applications at the intersection between P2P networks and social networks. In particular, the question I seek to answer is: how do these pioneer applications, according to different features and layers, seek to use both anonymity and identity knowledge -

aspects typically linked to P2P and social networks, respectively - to define the privacy of their users? I take as a case study a self-described "social online storage" application called Wuala, and I conduct a qualitative analysis of three types of materials (release notes, interventions on the support forum for users, and interviews with developers and users) to answer the question above. My analysis of these materials builds on several points, including the extent to which privacy-related operations are carried out on the user's machine, the mechanism of addition of friends, the types of content shared, and the resistance to external interventions. I conclude on the observation of two trends in the construction of user privacy in P2P social networks. On one hand, these applications call for a reconfiguration of data management practices with respect to the currently most popular social networks, which includes changes in the status of the service provider, in its access to personal information, and the physical locations of content storage and sharing. On the other hand, they address some weaknesses of P2P networks that make them potentially vulnerable, as of today, to legal measures aiming at reducing or eliminating certain types of P2P traffic - that may, however, result in loss or cancellation of the possible benefits to be derived from "alternative/legal" P2P in terms of privacy and security. I finally suggest that the applications at the intersection of social networks and P2P are the example of a definition of privacy built on the dialectic, and not on the opposition, of anonymity and identity knowledge. Future research will further clarify the legal and social implications of this dialectic, as the applications are refined and become more widespread.

Beyond public access? Reconsidering broadband for remote Indigenous communities

Vice-chair: Ellie Rennie – Swinburne University of Technology, Australia · erennie@groupwise.swin.edu.au

Julian Thomas – Swinburne University of Technology, Australia · jthomas@swin.edu.au

Andrew Crouch – Centre for Appropriate Technologies, Australia · andrew.crouch@icat.org.au

Peter Taylor – Centre for Appropriate Technologies, Australia · peter.taylor@icat.org.au

This paper examines Australian broadband policy in the context of remote Indigenous communities. Commonwealth Government funding programs (notably Networking the Nation – NtN, and the Telecommunications Action Plan for Remote Indigenous Communities – TAPRIC) promoted the extension of internet services to remote Indigenous communities via shared community facilities. Although mainstream delivery programs have now largely moved on from the NtN model to focus on individual users (the current Government's Computers in Schools program is a case in point), policies for remote areas remain committed to the shared facilities approach. According to census data, only 24% of dwellings in very remote Australia have broadband access, compared to 46% of people in major cities. This figure, however, obscures the fact that internet access is immensely variable in remote Australia, in terms of the types of access, bandwidth, reliability and cost. Moreover, Indigenous Australians are far less likely to access the internet within the home than non-Indigenous Australians (Daly 2005), suggesting that Australia's 'digital divide' is not simply a matter of access, but the context within which access occurs. In recent years, the digital divide debate has abandoned basic access conceptualisations towards other factors of social inclusion, such as training, language and maintenance. As Selwyn has pointed out, an emphasis on availability and physical access can obscure more subtle disparities to do with the context of use: "accessing online information and resources from a home-based computer or digital television set is not necessarily equitable to accessing the same materials via an open access workstation in a public library or other community-based ICT centre" (New Media & Society, 2004 (6); 347). The Commonwealth's National Broadband Strategy aims to place broadband communications at the centre of a new digital economy. As the benefits of fast Internet become more tangible, the stakes for those who do not have affordable access also increase. In this paper we set out a case for reconsidering the notions of public and private in terms of internet infrastructure, access and use. In the remote Indigenous context, connectivity is mostly dealt with through private operators, whereas use occurs in public contexts – a services approach provided within the public domain of the community access centre. The inverse scenario, where connectivity is freely and publicly available, and use occurs according to individual needs, may be key to overcoming the digital divide in the long term. Using policy analysis, available home internet data and case studies of community-based

ICT projects, this paper investigates the relationship of broadband policy to other infrastructures, including the politics of housing and “township”, as well as economic and social factors.

Online participation resources in European broadcasters: A strategic bet

Rosa Franquet – Universitat Autònoma de Barcelona, Spain · rosa.franquet@uab.cat

Maria Villa – Universitat Autònoma de Barcelona, Spain · mariaisabel.villa@uab.cat

Ignacio Bergillos – Universitat Autònoma de Barcelona, Spain · ignacio.bergillos@uab.cat

In the last decades media have suffered an important transformation as a result of digitalization and the development of the Internet. More specifically, television broadcasters have set out to offer a larger variety of tools that would allow the public to assume a more active role in the production of contents. Consequently, emergent phenomena such as participatory journalism, user-generated content or the integration of social networking websites are becoming increasingly relevant in the online sphere, which is already a consolidated platform within the communication plans of the main broadcasters worldwide. These participation strategies are causing a significant transformation not only where informative websites are concerned, but also in the production routines and in the contents produced. This communication elaborates on the participation strategies developed online by two widely acknowledged and influential European broadcasters: RTVE (Spain) and BBC (England). First, it allows to build a categorization model of the different participatory elements and second, to discover similarities and differences in the strategies of each of the two broadcasters using a case study methodology. The results included in this communication are part of the research project “Cross media environment: broadcaster's organizational and productive transformations”, undertaken by the Image, Sound and Synthesis Research Group (GRISS) at the Autonomous University of Barcelona and financed by the Spanish Ministry of Science and Innovation.

Online Activism, Framing Strategy and Media Representation – The Green Dam Youth Escort Software Incident in China

Fen Lin – City University of Hong Kong, Hong Kong · fenlin@cityu.edu.hk

Xinzhong Zhang – City University of Hong Kong, Hong Kong · xzzhang2@student.cityu.edu.hk

Even though the impacts of internet on social movements have caught huge attention, there is no agreement on the nature of such impacts. Some scholars applaud for the power of virtual public opinion for changing the government policies; the others are pessimistic on the internet censorship. Such controversy is quite extreme in China. On one hand, internet has grown with the increasing number of collective action. There were 8,700 cases of collective actions in 1993, while 87,000 in 2005, and 90,000 in 2006 in both conventional and new formats. On the other hand, the state control over internet is even severer than before. The most recent Google incident has directed the global attention on the internet censorship in China. Such co-existence of “victory of online activism” and the tightened control of internet invites further investigation on the nature and mechanisms of online activism in the authoritarian regime and in the multi-media era. Thus, this paper conducts a case study on the virtual anti-installation of Green Dam Youth Escort Software protest – a nation-wide virtual resistance of the GDYE software which the China Industry & Information Administration (CIIA) intended to compulsively install in all computers sold in China in order to censor pornographic and violent information. We randomly select 100 stories out of total 760 news stories on the GDYE software during the protest period. Two research assistants code elements of stories in detail and the reliability is 0.79. Through examining the framing alignment processes of the protest, we argue that internet does promote the citizen-centered issues in social movements; however, its impacts are indeed mediated by its own political nature. While facilitating diffusion of information, it also leads to the systemic bias in the content of diffused information. Through diffusion, the state-centered issues, the voices of media in the local levels, and views of the intellectuals and the professionals are downplayed as well. In

addition, media are more likely to represent the voices of government actors with a framing strategy while represent that of intellectuals without a strategy.

Cooperation and Contextualization in ICT for Development (ICT4D)

Melanie Stiliz – , Ireland · melanie.stiliz2@mail.dcu.ie

Information and communication technologies (ICTs) have come to play a major if not fundamental role in the field of socio-economic development even as the debates continue as to the optimal theories and models for understanding and guiding the role and influence of new ICTs in development (ICT4D) projects. However, it is now evident that the planning and implementation of ICT policies as well as physical ICT infrastructures in different geographical, cultural and social circumstances frequently present major challenges for ICT4D projects. One indicator and consequence is that the latter have often failed to achieve the predefined goals. These failures have been explained by some as the result of inflexible conceptions of development and technology which inform project designs and/or they may arise from failures to change and adapt prior conceptions to the local context of use. These considerations pose questions about how decisions in ICT4D projects are made, which parties are involved and how adaption within the local context could be improved. In this paper, we will first outline some of the specific issues and challenges being addressed in a current research project on the different groups of key actors involved in ICT development initiatives in Afghan higher education. We will then review the research literature on communication/ICT and development with a view to identifying certain concepts and ideas which appear most appropriate (and help guide) the research among the different groups involved in ICT development initiatives within higher education in contemporary Afghanistan. Furthermore, this paper will seek to show how different values and perceptions can lead to conflicts and suggest that in the area of ICT4D “contextualization” needs to be seen as an interactive process which depends highly on local technology-expertise.

The Andean countries revived the debate on political and regulatory bodies of the communication

Abel Suing – UTPL, Ecuador · arsuing@utpl.edu.ec

Francisco Campos – USC, Spain · francisco.campos.freire@gmail.com

Several Latin American countries, especially the Andean region, have opened in recent years new areas of regulatory policies of communication and their respective enforcement bodies. Ecuador and Bolivia develop, amid intense media debate, draft new media laws, which bind to other regulations as the law audiovisual counterparts from Argentina and some countries in the environment. The new constitution of Ecuador, 2008, determined the development of a media law that was submitted in mid 2009 and opened an intense debate between business and sectoral interests on the exercise of freedom of expression. The Communications Act of Ecuador establishes the creation of a regulatory body called the Council of responsibilities for communication with print and broadcast media. Their ability to impose penalties has been the focus of intense debate among political forces of the National Assembly for its powers to suspend file or files and programs. The draft media law in Bolivia, which was several times as early announcement of his government during 2009, after the entry into force of the new constitution, moves more delayed than that of Ecuador, but also seeks adapt their policies to media regulation to constitutional political philosophy born of the representation of indigenous communities in that country. This paper examines the new regulatory frameworks comparatively Ecuador and Bolivia in the field of communication with respect to both traditional European and American models as other Latin American laws. Besides the historical origin and trajectory of regulatory bodies, in general, discusses the powers, composition and election systems of the future Council of Communication of Ecuador, as well as the specific positioning of the national media against the new body. Based on the classic model of comparative media systems proponents D. C. Hallin and P. Mancini (2008) provides the taxonomy of the structure and organization provided for

regulators of communication required by the laws of Ecuador and Bolivia communication from the other types of European and American institutions.

Third-person effect on Singaporeans' perception of censorship and information sharing toward online political information

Yahhuei Hong— Associate professor, Taiwan · hhtaiwan@ms17.hinet.net

Trisha Tsui-Chuan Lin— Assistant Professor, Singapore · trishalin@ntu.edu.sg

Peng Hwa Ang— Professor, Singapore · tphang@ntu.edu.sg

Third-person effect on Singaporeans' perception of censorship and information sharing toward online political information Abstract "Censorship" is widely known in Singapore's political culture, as its mainstream media is under government's strict regulation. Comparatively, Singapore Government does not control the online political content just as strictly as it does to the traditional media. Under this circumstance, this study aims to investigate whether people will perceive any negative influence on their perception of the government after using the political-related (or socio-political) websites and blogs? Will people perceive that the information on the related websites has greater negative impact on others than on themselves (third-person effect), and thus lead to their support of government censorship to the online political information? Besides censorship, this study also examines if the third-person effect will have any impact on other behavioral aspects, such as sending any information they get from the political-related sites and blogs to their friends. To explore the above questions, an online survey was conducted by Nielsen Company Pte Ltd (Singapore) with a sample consisting of 607 Internet users. The samples were randomly selected from Nielsen's online panel, which spans a wide spectrum of demographic segments of Singapore adults. A broadcast email with the direct URL link to the questionnaire was sent to the target respondents (aged 21 yrs and older), inviting them to participate in this survey. Quotas were set on key demographic variables (gender, age, and race) to ensure that the sample was representative of Singapore Internet users. Before the formal survey, face-to-face interviews, and a pilot e-mail survey were conducted as pre-tests. The results show that few people perceived negative influence on their perception of the government after they have used the related websites and blogs. Nevertheless, the third-person effect did exist. People did judge the information on the related websites has greater negative impact on others than on themselves. However, the third-person effect does not have significant impact on the behavioral variables. In other words, third-person effect is not a significant predictor for people's support of government censorship or sending any information they get from the political-related sites and blogs to their friends. Only the perceived negative impact on "self" has significant effect on people's "information sending" behavior. In addition, people with lower income and less often access political-related news online tend to support government to have strict censorship to the content of the political-related websites and blogs. Furthermore, male, people with higher political interest, loyal users of political websites and blogs, and enthusiasts of online discussions of public affairs or political events, tend to send the information they get from the related websites and blogs to their friends.

Investigating the Moderating Role of Age in Planned Online Data Fabrication Behavior

May Lwin— Nanyang Technological University, Singapore · tmaylwin@ntu.edu.sg

Although some initial evidence suggests that younger age groups are more predisposed to fabrication online, little has been studied to understand the age-specific factors that influence this behavior. Fabrication of personal information may appear harmless in most instances undertaken for the protection of the individual's information privacy, yet it can have tremendous implications for businesses, public policy and the society at large. In view of the young's increasing use of the internet, understanding their attitudes, perceived influence of important referents and perceived capability for fabrication can contribute towards the development of policies for better online privacy protection and online safety. Our research aims to investigate age-related differences in the

motivational drivers of online fabrication of personal information. Online fabrication of personal data appears to be highly prevalent. Robertshaw and Marr (2006) found 23% of respondents fabricated information. Similar self-reported online fabrication rates of 24% (Fox, 2000) and 25% (Horne et al., 2007) have also been reported. Lwin and Williams (2003) employed Laufer and Wolfe's Multidimensional Approach to Privacy and Ajzen's Theory of Planned Behavior with Perceived Moral Obligation as a combined fabrication model to understand the fabrication of information online. We expand this fabrication model to investigate the differential drivers for fabrication behavior across age groups and specifically focus on the drivers of intention to fabricate personal data online. We develop hypotheses based on the fabrication model with age as a potential moderator. We used a stratified web-based survey of internet users via an online survey site. Conscious attempts were made to recruit respondents from the younger age groups. Our final sample was close to 400 respondents, from across the age spectrum of teenagers (12 – 19) to older adults. Measures were adapted from studies by Lwin and Williams (2003), and Phelps, Nowak and Ferrell (2000). We explored the moderation influence of age on the determinants of intention within the earlier discussed theoretical framework for the fabrication of personal data online. Similar to findings by Lwin and Williams (2003), the fabrication model was found to be a valid model for the study of online fabrication. However, the finding on the influence of subjective norm on fabrication amongst the younger group is contrary to the findings amongst adults, where subjective norm was found to have an insignificant influence on intention. In this research, the larger representation of young Internet users appears to have further heightened the effect of this factor. The results from multivariate tests showed that there exist significant age related differences in the drivers towards fabrication for those below vs those above 35. We found younger users having more positive attitudes towards online fabrication, are more likely to perceive social pressure to fabricate information, believe they have greater control in performing this act, and therefore have greater intention to provide fabricated personal information to web sites. Younger users also perceive greater social pressure compared to older users towards online fabrication. Significant differences in terms of attitude, subjective norm, perceived behavioral control and intention towards online fabrication were found between the two age groups. Our research findings do lend further support to that notion that there is a paradoxical reversal motivation between high privacy concern and the likelihood to provide fabricated information online. Older users exhibit highest concerns have the least intention to fabricate information. Teenagers and young adults have lesser concerns but are more likely to believe that online fabrication could help protect their personal privacy and are highly likely to fabricate. In our full paper we discuss the findings in detail as well as the detailed implications for educators, public policy and society.

Difficultés de communication de l'Union européenne. La politique de communication de la première Commission Barroso (2004 - 2009)

Nicoleta CRISTEA-BRUNEL – Ecole Nationale d'Administration, France, France · nicoleta.cristea@eleve.ena.fr

Notre analyse se propose d'étudier comment la première Commission Barroso, depuis son entrée en fonction, a du créer un cadre politique cohérent aux activités de communication, en trois domaines différents : la réforme interne, l'écoute des citoyens et la constitution d'une nouvelle approche institutionnelle de la communication sur les affaires de l'Union. En se proposant une approche pluridisciplinaire, touchant à la fois à la science politique, à la sociologie et aux sciences de l'information et de la communication, cette communication essaiera d'analyser les potentialités et les limites – circonstances, cibles, techniques, réussites et échecs – de la politique d'information et communication récente de l'Union européenne, qui cherche à satisfaire l'objectif primordial « mieux informer les citoyens, communiquer avec eux, les faire s'impliquer ». La réalité prouve que la culture de communication politique n'est pas la même dans l'ensemble des Etats membres de l'UE et qu'il n'y a donc pas une culture de communication politique européenne unique. La culture de communication politique, définie comme les relations spécifiques entretenues entre les porte-paroles politiques d'une part et les journalistes d'autre part, changerait d'un pays à l'autre. Elle serait d'abord influencée par la constitution du système médiatique, qui est définie par la politisation des médias, leur (in)dépendance politique, financière et / ou économique à l'égard des pouvoirs publics, ainsi que par des traditions journalistiques. En outre, la culture de

communication politique serait déterminée par les processus politiques respectifs dans les différents Etats, entendus comme l'organisation du système de gouvernement, le rôle des partis politiques et des groupes de pression. Donc, la perspective « one Europe, one message » constitue une faute fatale. L'une des prémisses de cette analyse sera constituée par le fait que les relations entre les citoyens de l'Union européenne et la construction européenne, ainsi que ses institutions, sont marquées par une relative méconnaissance de ses mécanismes de fonctionnement et par une distance élevée entre les citoyens et les institutions, voire d'un scepticisme des premiers à l'égard des seconds. En règle générale, l'on peut constater une connaissance médiocre et floue des domaines d'action de l'Union : si les citoyens qui savent que l'UE agit dans un domaine donné sont nombreux, ils sont très rares à avoir une vision globale et complète de l'action de l'UE. Les Eurobaromètres réalisés récemment montrent que seulement 20% des sujets questionnés se considèrent bien informés au sujet de la construction européenne et les perceptions des citoyens en ce qui concerne l'Union européenne continuent d'être floues et parfois déformées. N'étant pas informés, les citoyens ne peuvent pas prendre part à la prise de décisions et exercer leurs droits politiques. Dans ce contexte, le manque de légitimité de l'Union européenne est constamment invoqué, la plupart des citoyens européens considérant que les institutions et les politiques de l'UE restent bureaucratiques, discrétionnaires et opaques. En même temps, en regardant le problème de l'autre côté, force est de constater que l'Union européenne a réellement amplifié ses efforts portant sur l'information des citoyens et les tentatives de communication avec ceux-ci, surtout après l'échec, en mai-juin 2005, de la ratification du Traité constitutionnel. Au niveau des institutions européennes, on constate un bilan très auto-critique des politiques de communication menées antérieurement et une prononcée volonté de changer de cap afin de parvenir à un meilleur soutien populaire des institutions et politiques européennes. Cette nécessaire redéfinition des objectifs de la politique de communication a permis d'établir une nouvelle approche stratégique à cette politique de communication. De cette nouvelle stratégie découlent deux axes de poussées pour l'action en la matière. Il existe pour la première fois dans l'histoire un commissaire chargé de la communication, tandis que la Direction générale Communication a été réorganisée afin de pouvoir mieux répondre aux nouvelles attentes, dans un cadre révisé et modernisé. Les difficultés de communication de l'Union européenne sont bien nombreuses, une synthèse étant proposée en 2004 dans son livre par Eric Dacheux : des problèmes organisationnels (étroitesse du budget, coordination imparfaite des différents services de communication, le niveau de qualification professionnelle de certains employés de ces services) ; des problèmes structurels (diversité des langues, accroissement exponentiel de la masse d'information à traiter, non homogénéité du territoire, absence d'un media de masse généraliste européen, l'« illisibilité » des traités européens) ; des erreurs stratégiques (confusion entre information et culture civique, surestimation des nouvelles technologies, réduction de la communication politique au marketing, etc.). C'est exactement l'ensemble des solutions que la politique de communication de la Commission européenne a essayé d'offrir à toutes ces difficultés que cette analyse se propose d'étudier en détail.

Spacio-generational determinants of Mobile phone disconnectivities in Zimbabwe's evolving communication ecologies

Zvenyika Mugari – Midlands State University, Lecturer, Zimbabwe · zmugari@yahoo.co.uk

The idea of an ecosystem evokes self contained systems made up of interdependent and interconnected networks of living organisms. Social systems at the level of nation states operate pretty much the same way. They are made up of basic units who form themselves into organized subsystems in the form of family units, social organizations and institutions all connected by complex meshes of communication networks and links. Communication technologies are useful to the extent that they facilitate and are catalytic to the ongoing interconnectedness of a social system in conversation with itself. When mobile telephone technology was first introduced in Zimbabwe in 1996 it was hailed as the communication technology that would overcome the traditional barriers and divides that separated people of the villages from their urban counterparts, the young from the old and those living and working abroad with their relatives and friends back home. Econet Wireless, one of the first few cellular telephone services providers to be granted an operating license by the Zimbabwean

government in 1997 aptly captured this mood of hope and anticipation in one of their adverts flighted on television. In that advert was an ordinary villager who while working in his fields makes a call to his son who unbeknown to the old man was at the time away in France attending a business meeting. So high were the expectations that at last Africa's rural villages would become connected. This paper is based on a study involving Under-graduated students at MSU in 2009 on the evolving mobile communication culture among Zimbabwean youths as the adoption and diffusion of the mobile telephone technology becomes more prevalent among especially young people. Students were asked to plot their phonebook list entries saved on their hand-sets in terms of gender age and physical location of people whose contact details they cared to save in their phonebooks. They were also asked to rank their connectivity to different phonebook entrants in terms of the frequency of calls between them. The paper employs the social capital theory to analyze the emerging patterns of social networks based on the mobile phone use styles of the research participants. This paper is as much about the new contours of social exclusion and the insularity of new tech-savvy social networks and these challenge or reinforce the traditional fault-lines of social exclusivity.

New Approaches to Internet-related Policies: Co-processes In Multistakeholder Settings

Nanette Levinson – International Communication Program, School of Intl. Service, United States · nanettelevinson@yahoo.com

Laura McGinnis – International Communication Program, School of international Service, United States · lmcginni@hotmail.com

Focusing specifically on collaboration processes in an almost four year old multi-country, multistakeholder, non-decision-making institution (the United Nations convened Internet Governance Forum or IGF) and on an approximately eleven year old multistakeholder decision-making (with regard to internet domains) organization, ICANN, the project reported on here involves two approaches. First, it views structure, using the network as a dominant and transformative paradigm: policy networks, ecosystems (including clusters), multistakeholder organizations, and 'whole' networks. Second, it uses four new ways of looking at knowledge processes (and related technologies) in networks. These include: co-regulation (from environmental governance), co-production (from public administration), participation in common knowledge events (from labor), co-creation or horizontal innovation (from business and innovation) and related variables of culture, time, trust, power, and absorptive capacity. A multifactor index (originally designed and validated to capture collaborative processes in a setting involving unlike organizations) is applied to examine complex in-person and virtual co-processes in both the IGF and in ICANN. This research contributes to understanding of cross-cultural collaborative knowledge processes related to internet technology policy in global context.

Questioning the Universality: Disability Rights between Legal Discourses and Policy Narratives'

Julia Hoffman – University of Amsterdam, Netherlands · J.Hoffmann@uva.nl

Aliaa Dakrouy – Carleton University, Canada · adakrouy@connect.carleton.ca

[paper for 'Disability, Communication and Human Rights', panel 1] In 2000, 191 of the United Nations members adopted a different group of goals to target major concerns to the global human family, to be achieved by the year 2015. It was hoped that the millennium Developmental Goals (MDGs) were to "foster collaborative action to reduce poverty, improve health and address educational and environmental concerns around the world's most pressing development problems (United Nations, 2010). Yet, while the MDGs tackled a variety of crucial needs on the international level (including health poverty, maternal health, environment, gender equality, child mortality, education among others), they have not unfortunately included the monitoring and evaluation of persons with disabilities. A segment of world population that is considered to be representing the largest minority groups in the world. Finally, this omission was what initiated the campaign driven by the Mexican government to finally adopt a

specific human rights treaty. The 2006 UN Convention on the Rights of Persons with Disabilities is the culmination of a preceding period of about 25 years during which not only a number of 'soft law' instruments had been adopted by the international community, but also the understanding of disability and the rationale for the adoption of a specific convention was hotly debated and continuously reshaped. The result is, as mostly with international documents of this scope, an oftentimes disappointing compromise, which may not in fact finally break through the barriers of 'otherness' so often invoked by activists as the crucial challenge to persons with disabilities. In fact, the very existence of a 'special' Convention could be seen as set-back as far as the aim of mainstreaming disability is concerned. Not only conceptually speaking, there is reason to be cautiously enthusiastic about the first human rights treaty of the new millennium. While it is a laudable feature of the Convention that it specifies some of the implications of implementing existing human rights and even formulas positive obligations, specifically concerning access to communication, the justifiability – even if theoretically possible under the Optional Protocol – remains questionable. Interestingly communication scholars (Thomas, 2005; and Lee, 2009), have underscored the importance of the need of “global advocacy” concerning extending the communication rights movements to empower this groups. Nonetheless, it was argued that communication rights movement has merely focused on debates of media ownership, regulations within cultural industries, intellectual property rights, among others, and failed to prioritize the need to assert on the persons with disabilities. Along these lines, and adopting the current IAMCR conference theme on citizenship and the sense of belonging, this paper aims to analyze from a communication rights perspective the significance of underscoring the need to “include” the persons with disabilities to the enforcement and protection of their rights.

Disability, Communication Technologies and Communication Rights: It's personal'

Meredith Levine – University of Western Ontario, Canada · mlevine7@uwo.ca

[paper 2 of panel 1 'Disability, Communication and Human Rights' Recognizing that disability is an evolving concept and that disability results from the interaction between persons with impairments and attitudinal and environmental barriers that hinders their full and effective participation in society on an equal basis with others.... (UN Convention on the Rights of Persons with Disabilities. Preamble (e)). & To promote access for persons with disabilities to new information and communications technologies and systems, including the Internet; To promote the design, development, production and distribution of accessible information and communications technologies and systems at an early stage, so that these technologies and systems become accessible at minimum cost. (UN Convention on the Rights of Persons with Disabilities. Article 9, g and h) The UN Convention on the Rights of Persons with Disabilities does indeed broaden our conception of disability and along with it, as expressed in later Articles, our conception of communication rights. But as someone who has recently overcome a severe communication disability, and who still struggles with residual deficits, I have deep concerns about the Convention's techno-reliant road map to communication equity. I do not discount the potential of technology to liberate the lives of many people with disabilities. However, techno-focused solutions to communication deficits overlook several crucial issues and as such, have the potential to impose further harm on the communication disabled. First, for many living with communication impairment, there is not now, and possibly never will be, any technological innovation that improves their communication or quality of life*. For this group, what is essential for quality of life, and for the ability to communicate, are close personal attachments. A concentration on technology risks burying this essential need, and thereby leaving it unmet. Second, and related to the previous point, the digital divide applies not just to the economic gap in access to technology, but to the gap in ability to use it. For those whose disabilities make it impossible for them to use electronic communication devices such as the internet, or even the telephone, and who live in technologically developed communities that increasingly require their citizens to be wired in order to function at a basic level, their marginalization is as pronounced, and as rapidly increasing, as the “techno-able” disabled who live in communities without the means or the infrastructure to support communication technologies. In both cases, addressing urgent needs requires looking beyond techno-solutions. Finally, and perhaps most importantly, among the disabled a sense of self is often fragile, easily lost, and frequently a matter of life and death. Without significant energy and effort devoted strengthening sense of

self for with those with disability, the idea of communication rights is meaningless. Technology is not the end step to communication equity; it is not even the first step. In policy, and in action, it should be but one tool among many. *This was my situation and is the situation of many living with a range of brain injuries.

Hearing (our) Voices: Mental Health, Citizenship, and Inclusion

Barbara Levine – University of Calgary, Canada · baschnei@ucalgary.ca

This presentation will address questions of communication, inclusion, citizenship, and human rights for people with mental health disabilities. It will describe an innovative participatory action research project that involved people with schizophrenia as co-researchers. They investigated two topics of compelling interest to them: their interactions with their medical professionals, and housing for people with schizophrenia. They designed the research, carried out interviews and focus groups with others who have schizophrenia, analyzed the data, and now participate in disseminating the results. This project raises citizenship questions about who decides what counts as knowledge about mental health issues, who has the right to carry out mental health research, and who has the right to disseminate knowledge and to communicate about mental health issues. The project used a number of dissemination strategies including a series of readers theatre performances by the co-researchers, a documentary film about the project, and a graphic novel and travelling exhibit based on the research results. These media, although not traditional forms for the dissemination of research, enable the co-researchers to take part in public discourse about mental health issues and to take their place in society as citizens with the ability and right to speak about issues that concern them.

The Twitter Treaty?: Disability, New Media Technologies and Communication Rights'

Gerard Goggin – University of New South Wales, Australia · g.goggin@unsw.edu.au

New technologies – whether centring on Internet, mobile media, digital broadcasting, reconfigured newspapers, or e-publishing – are central to how we understand contemporary communication and media. Such technologies also offer new imperatives and possibilities for conceiving and activating communication rights. There has been much discussion about communications rights and citizenship in relation to digital technologies, not least associated with the World Summit on the Information Society (WSIS). As yet, however, it has not been widely recognized that a rich suite of specific instantiations of communication and media rights have actually been created in a new treaty – the UN Convention on the Rights of Persons with Disabilities (CRPD). The CRPD contains a number of detailed provisions regarding new media technologies and human rights, covering a wide range of aspects of information, communication and media. Thus the 'Twitter Treaty' (as we might dub the CRPD) is not only of interest for understanding disability and rights – it has wide-ranging implications for how we think about media and communications rights in general. With this broader argument in mind, this paper explores the new media technology provisions of the CRPD. Firstly, I review the history of disability and communication rights, up to the discussions of disability at WSIS. Secondly, I look at how new media technologies were approached during the drafting of the CRPD, and the debates which culminated in the final text. Thirdly, I discuss the relevant new media technology provisions of the CRPD, and what these suggest not only for how we understand disability and rights – but for communication rights in general. Fourthly, I briefly look at the implementation of the CRPD in leading countries – particularly focussing on the global technology of the mobile phone (not least for its importance people living in the global south). In practice, how are communication rights unfolding and being activated for citizens with disabilities? Here the new treaty is implicated in a powerful interplay of forces among states, corporations, regulators, standard bodies, users, and disability movements – in which the forging of new visions of communication rights face great challenges indeed.

The network neutrality debate in the USA and Europe: Economic growth, citizenship, and regulatory responses

Maria Michalis – University of Westminster, United Kingdom · m.michalis@westminster.ac.uk

As the Internet has grown over the years to become an essential part of the everyday life and as the amounts of data travelling on the internet have massively increased, issues surrounding access to, and distribution of, online content, services and applications are of paramount importance for not just economic growth but also citizenship. 'Network neutrality' has been a contested principle, particularly in the USA. It refers effectively to treating all internet traffic equally. The alternative is to allow network operators to prioritise certain types of traffic and discriminate against other types, for instance by blocking them or slowing down the connection. Under that scenario, network operators turn into gatekeepers of online content, services, and applications. The paper will start by defining the notion and questioning whether we have ever really enjoyed network neutrality. It will then move on to compare the respective debates in the USA and Europe, their similarities and differences. Developments in the USA have been primarily shaped by limited competition in local internet provision. The Federal Communications Commission's jurisdiction to take action in this area is currently being questioned. Conversely, the issue of network neutrality in Europe is not as high on the political agenda, at least not yet. The debate in Europe has been spurred by the popularity of public service broadcasters' online video services (like the BBC's catch on demand service, the iPlayer) and new generation mobile phones (for instance, European mobile operators blocking Internet telephony). The paper will assess divergences of opinion among EU member states, the arguments put forward regarding in particular the need for and type of regulatory responses (ranging from formal legislation, to co-regulation, to reliance on competition rules), and their implications for market competition, innovation, and civil rights.

Transforming medical research by tapping online-community based public opinion

Jamie Anderson – Osaka Jogakuin College, Japan · medialab101@gmail.com

This paper draws on ideas stemming from the concept of "public sphere" to examine how online patient groups form public opinion, and how that public opinion may be leveraged to improve the overall state of healthcare and medical research. In particular, I examine the possibility of patient groups organizing certain kinds of research to clarify medical misconceptions, to fill in the gaps in areas that have been overlooked by mainstream institutions, and to facilitate an environment for medical research that is more robust than what is currently in place. In the past, before recent Internet facilitated many-to-many modes of communication were widely available to the public, individual patients were largely cut off from each other and needed to rely on traditional institutions to play an intermediary role in their interactions. Under this arrangement, patient privacy laws and hospital internal guidelines in particular acted as barriers to communication and free exchange of information on patient issues. Geographical considerations were also a factor preventing individuals from forming group opinions or group consensus. As a consequence, many important decisions on healthcare were kept completely out of the hands of the public and were, in large part, shaped instead by the agendas of institutions and special interests rather than by the first-hand accounts of stakeholders. Therefore, as patients had no neutral space in which to build group identity and group solidarity through traditional institutions, it seems only natural that they would flock to online discussion fora once the entrance requirements were adequately low and once the requisite momentum was established by key organizers. Now that we have a reflexive and highly organized body of "experts" on the sociological, psychological, medical, and practical realities of a host of medical treatments, we must now begin to amplify and disseminate the communal opinions generated from their critical debate and interaction. This study should be taken in the context of a wider vision to begin "open sourcing" certain types of medical research. If there were a toolbox, so to speak, of open and generic medical indicators (for example, an open source version of the SF-36 etc...) that could be integrated into the forum structure, it may be possible to "self-organize" cohort group studies on a scale much larger than what current institutions are able to offer. In addition, data could be

collected over an infinitely larger geographical range, in a much more timely manner and for a fraction of the cost. Most importantly, the studies could be organized by the cohort group themselves or by a third party liaison engaged by the cohort to conduct the research. In this way, it would act as a counter-balance to the often monolithic approaches used by dominant institutions; and in doing so, would allow communities to regain some degree of control over setting research agendas and defining key issues.

Europe and WSIS: The Search for Substance

Johanna Jääsaari – University of Helsinki, Finland · johanna.jaasaari@helsinki.fi

The World Summit of the Information Society opened a new phase in global communication governance. Research on WSIS has thus far focused on the role of civil society organizations and networks mobilized by social media activism, on internet governance, and on WSIS as an event in a string of negotiations, programs and UN declarations for the shaping of a new and more just international media order. As a political process, however, the WSIS is under-researched. Yet the Geneva phase of the WSIS was a historic event precisely as a political effort to deal with the global challenges of information, communication, and citizenship and governance. The political leaders of nation states agreed formally on a Declaration of Principles and Plan of Action to tackle several interconnecting issues of democracy, development, and communication. Arriving at these issues was behind a long and difficult political process involving different actors and stakeholders in various coalitions. The substance remained unclear a few months before the Summit. This paper examines the formation of the WSIS with a focus on the involvement of ‘Europe’, the group of European states and the EU in shaping the agenda. This took place in formal meetings (e.g., the Pan European meeting in Bukarest, including the U.S. and Canada) and informal gatherings. The WSIS was important for the European Union, which considered itself a leader in Information Society, and promoted the basic components of the eEurope initiative in WSIS. In the course of the process new controversies, such as surveillance and Internet governance, and conflict lines emerged between different countries, members and non-members. This paper seeks to identify the major problems and their solutions in producing a contribution to the content and the progress of the Summit. The analysis is based on a qualitative content analysis of official documents and other archived material from the Finnish Ministry of Foreign Affairs.

The place of the human body in the new techno-security paradigm

Manuel Bogalheiro – António Rocha Fernandes e Maria José Gamboa Bogalheiro Rocha Fernandes, Portugal · manu.bogas@iol.pt

In the divisions operated by the technical philosophy regarding the stages of technological progress, the second half of the twentieth century is related to the advent of a new technical paradigm – named cybernetic – whose essence is the development and linking of communication networks and informatics. This new paradigm of digital or electronic technology provided the conditions for which, according to our thesis, a new paradigm is launched; one that, in the sense of Thomas S. Kuhn, disrupts continuity to assume a substantially new and different structure. This second paradigm corresponds to the security-context stage and the ways and possibilities therein surveillance, identification and control that have materialized in a unique way. In an invocation of the dystopian scenarios of science fiction, the new technological sophistication appears to allow the hypothesized stages of complete control in that particular political power or the structures of capitalist consumption ensure the radical means to determine the relationships and the everyday human experience. In the context of these contemporary security policies, the human body as an object of control inspires new thinking. The ability to read body’s information – the so-called biometric techniques – such as the recognition by fingerprint and iris or facial identification allows unprecedented possibilities of measurement, analysis and control of the human body and therefore the persons themselves. The main breach with the traditional techniques of control traverses the value

of authenticity in the representation of scientific reading of the human body: it becomes a matter of scientific truth, a matter that cannot lie as opposed to individuals. In the theoretical context of Michel Foucault's biopolitics, this view is not merely technical but it is relevantly owed to the governance of individuals on following the technologization of policy. In government statistics, the human body is de-subjectified in a decomposition of algorithms and numerical measures ready to be organized and prioritized in a database. The social fabrication of suspects and political norm is embellished in a new landscape of possibilities for political and commercial control. However, beyond this dark view of technology, there is another dimension that counteracts this table: the recognition that technology is not omnipotent and that individuals are not mere pawns, uncritical of the control systems. Thus, in response to abuses of political and economic exploitation of technology and taking into account the benefits of a well-informed and involved society that contributes to this exploitation and its integration in daily life, we intend to consider the conditions which, while to ensure the safety of a contemporary world highly unpredictable and unstable, protect the fundamental rights of citizens and ensure their status before human technology.

The politics of digital media in primary schools: the case of the Portuguese computer 'Magalhães'

Sara Pereira — University of Minho, Portugal · sarapereira@ics.uminho.pt

Luís Pereira — University of Minho, Portugal · lumigopereira@ics.uminho.pt

Helena Sousa — University of Minho, Portugal · helena@ics.uminho.pt

The recent widespread distribution of laptop computers (named 'Magalhães') to Portuguese primary children (6-10 years old) cannot be fully understood without an in-depth political analysis. Like most Western countries, over the last decade Portuguese governments have deepened the so-called 'Information Society' policies mostly to promote the intensive use of ICT's. The Socialist government, responsible for the development of the Magalhães project has nevertheless defended its delivery to every primary school child (free or at an extremely low price) based on its pedagogical potential. In this paper we intend to clarify how a standard 'Information Society' policy can be enunciated and publicly promoted as an educational programme. The difference between public discourse and covert political objectives (even if legitimate such as economic and technological development) is at the centre of our analysis. Particular attention will therefore be given to economic and industrial interests versus government documents, speeches and talks with the media, teachers, parents and children. With this analysis we aim to understand if this governmental programme considers and integrates media literacy objectives or if it is just driven by technological goals, that is, if it goes beyond access or if it falls only on the integration of ICTs in school/education, without promoting a critical awareness and thus without empowering participation and citizenship. In order to comprehend and fully assess the gap between enunciation and pragmatic interests, we will use basically two qualitative methods: documental analysis and in-depth interviews. The documental analysis (Government programmes, 'Magalhães' project related documents, and public discourses by ministers and state officials) will be critical to develop a complex understanding about the main assumptions that have informed Portuguese policy-makers and the 'visions of the future' expressed to legitimate this option. In-depth interviews will be relevant to comprehend why educators and parents were sceptical about the programme and why it became one of the most controversial political decisions of the Socialist executive led by José Sócrates. The research being developed for this paper is an integrant part of a three- years project Navigating with 'Magalhães': Study on the Impact of Digital Media in School Children (PTDC/CCI-COM/101381/2008) financed by the Portuguese Science Foundation, Fundação para a Ciência e Tecnologia. The general objective of this research project is to evaluate the impact of the Portuguese government programme named 'e-Escolinha' ('E-little school') which includes the 'Magalhães' project. This overall government programme, launched in 2008, aims to put Portugal among the five countries most advanced in the technological modernization of teaching" (www.escola.gov.pt).

European media and communication policies: convergence, divergence, policy coordination?*Hannu Nieminen* – University of Helsinki, Finland · hannu.nieminen@helsinki.fi

Among researchers there are different opinions on the direction of European media and communication policies. Some see that the development is dominated by the processes of policy convergence. According to this approach, European media and communication policies are all but determined by EU's competition policy aims. On the other hand, there are researchers who believe that the neo-liberal domination is less than overwhelming. According to them, there are counter-forces that can not only resist neo-liberal inclinations but also challenge them, both on national and European levels. In order to understand the development more comprehensively, there is a need to deepen our theoretical and methodological understanding of the moving forces and motives of these policies, especially from the viewpoint of democracy and citizen's participation. In my presentation, I will assess some recent attempts for EU's media and communication policies (Media Pluralism, State Aid to Broadcasting, Public Funding of Broadband Networks) and discuss their reception on the national level. Specifically I will address the key questions of citizens' communication rights in relation to media access, availability, competence, and dialogicality. I will argue that the concept of policy coordination might describe the field of European media and communication policies best. My examples come from Finnish experience.

Comparative study of the ITC use on social movements. The case of Italy and Colombia (2007-2008).*Elisabeth Donatello* – Universidad Complutense de Madrid, Spain · elisabeth.donatello@yahoo.es*Judith Cortés Vásquez* – Instituto Tecnológico de Monterrey, Campus Querétaro, Mexico · jcortesv@itesm.mx

This paper issues concepts as citizenship, new social movements and participation through the practise of the ITC use. It focuses on two experiences of citizens' mobilization with different objectives in distant world regions to observe aspects of change and development, their differences and similarities. The results and the importance of their actions are worth to be studied and compared. We will analyze the case of the Italian blog www.beppegrillo.it and the case of the Colombian group on facebook "Un millón de voces contra las FARC" through the function of the collective actions which have moved on the citizens participation in both countries between 2007 and 2008. Starting with the study of the socio-political context where the groups raised, we worked on specific actions developed by each organization to test the impact of those movements in relationship with the social, political, educative and communicative practises. The analysis will be presented focusing on the ITC use and the improvement of its tools to achieve the social, political, educative and communicative objectives during the practises of participation.

Technology and education: the use of computers in the classroom*Regina Alves da Silva* – Universidade Federal de Minas Gerais - Programa de Pós Graduação em Comunicação Social, Brazil · regina.helena@gmail.com*Silvia Esteves* – Centro de Convergência de Novas Mídias da UFMG, Brazil · silvia.ufmg@ccnm.org.br*Leandro de Mello* – Centro de Convergência de Novas Mídias da UFMG, Brazil · leandroisdemelo@gmail.com*Otacílio Junior* – Centro de Convergência de Novas Mídias da UFMG, Brazil · otaciliodoliveira@gmail.com

This work is part of a survey conducted in the years 2009 and 2010, funded by the Regional Fund for Digital Innovation in Latin America and the Caribbean (FRIDA). Its main objective was to evaluate public policies for information technology and communication by the Brazilian government from the digital inclusion program of the Municipality of Belo Horizonte. We proposed a case study from the actions implemented in public schools within the municipal pilot project Rede.lê. The evaluation was done from three perspectives: the distribution of equipment and Internet access, use and appropriation of free software and use and ownership and production of new content. The pilot project Rede.lê - Network of Digital Inclusion and Literacy in the Municipal Educational

Belo Horizonte, was an initiative developed in partnership with the Federal University of Minas Gerais, through the Center for New Media Convergence (CCNM - UFMG). The actions undertaken in the period 2004 to 2008 focused on his work in the school community and sought uses to the New Technologies of Information and Communication Technologies (NICTs) appropriate to the educational projects in schools, in a collaborative way. Our study found that up to this time many of the proposals for digital inclusion were the responsibility of organizations outside the school. From punctual feature with action aimed exclusively for the student body, these organizations let employees and teachers of the institutions involved on the sidelines. We believe that this action produced the exclusion of strategic actors in the educational process and, therefore, that such results were obtained without experience a more consistent about what are the possible uses of digital tools for communication and information in school settings which provided a disconnected production of pedagogical projects of the institution and, therefore, disconnected from reality school. Shares of Rede.lê left the discussion about inclusion and digital literacies rather than a technical knowledge of new technologies, but its potential for the dissemination of knowledge and creation of collective action. Thus, the project aimed to ensure the rights set out and promote the creation of new rights through digital inclusion and social networking that the web allows us to create. Citizenship would not be focused on a simplistic notion of inclusion from a instrumentation for use, but in an attempt to provide the tools for reflecting on the NTIC'S and its potential for social transformation. Our proposal aims to present the results obtained by analyzing 16 interviews with strategic players in addition to this policy document analysis on the pilot project. We will seek to counter the views of inclusion, mobilization, interaction and appropriation of public managers, technicians and teachers involved in the projects of the Municipality of Belo Horizonte and the resonances of these policies in schools involved in the project Rede.lê. These interviews were compared with the historical of these policies at federal, state and municipal levels, and with the expectations and needs of the schools involved in the pilot project.

The dynamics of memory distribution in mass media organizations: a preliminary approach.

Alberto Sá – University of Minho, Communication Sciences Department, Portugal · albertosa@ics.uminho.pt

The conversion of mass media companies to the technological production models represents the accommodation of news organizations to the characteristics of contemporary's recollection systems. Actually, the responsibility of archiving the past is being transferred to the large social systems of memory and ultimately shows a progressive exteriorization of individual and social memories. As builders of historical narratives and of rituals of remembrance, news organizations tends to rest on new social, cultural and economic pillars, with consequences on training and practices techniques, on business organizations and, specially, in terms of remembrance and memorial conceptualization. The shift to digital platforms provoked a reevaluation of the relationship between media and consciousness and fostered the potential of the archive as 'active' contribute to infrastructural changes on the so-called new media and in the dynamics of memory distribution. The study of the "journalism in a new era" may lead to a more complex understanding of the researched phenomenon as a whole in term of memory as a medium and of memory as an object. Memory has become a common issue in today's humanities and social sciences. Mass media are no exception in questioning the consequences of the shift to digital platforms. This work evokes a theoretical perspective to study the above mentioned phenomena and presents a preliminary phase of an exploratory study undertaken for comprehensive investigation on an ongoing PhD research in communication studies field.

Digital exclusion, disability and media access: The role of communications policy.

Maria Sourbati – University of Brighton, United Kingdom · m.sourbati@brighton.ac.uk

The transition to an all-digital communications environment and the digital switchover of public services bring to the fore a need to rethink access as a communications policy goal. Post-switchover use of public services that

have been accessible via universally available technologies (television and telephone) will require digital media literacy capacity. Media literacy refers to a set of inter-related competencies that enable people to access, understand and create communications, which are learned through engagement with the media. Reflecting its importance for social inclusion and an ambitious conception of its potential for citizen participation in the socio-political sphere, the promotion of media literacy is central to action plans for digital inclusion currently drafted in the UK. Media literacy is recognized as the means to deliver a number of government policy agendas, including in education, public service delivery, safety, protection and security. This paper examines the role of communications policy in the development of media literacy capabilities using Warschauer's (2003) resource-based model, which draws parallels between literacy acquisition and media access. It does so by probing the diffusion of internet access among disabled people in the UK defined by the Disability Rights Commission as those who have 'a disability or a long-term health condition that has an impact on their day to day lives'. Disability can include sensory and physical impairments (speech, visual, mobility) and learning disabilities. Longitudinal survey data published by public agencies show a close alignment between disability and non use of the internet. Disabled people are the most likely to not have access to the internet at home. Disability remains a key source of digital exclusion or non use which is not subject to personal choices by individuals (Oxford Internet Survey, 2009). Nevertheless, disability has not been found the most differentiating factor in accessing or using the internet. Qualitative research into people with learning difficulties has shown the severity of the disability does not have an impact as significant as access to support, age, income, and internet use in their social networks, mirroring the trend in the wider population. Visual impairment does have an impact on access to media technologies; everyone with some degree of visual impairment requires assistance in accessing and using communication services. Among internet users with hearing impairments the internet is perceived as extremely important. The situation of disabled people therefore reveals how media access and (non) use can be structured by the physical situation of individuals, their individual circumstances, as well as by needs that are not distinctively 'special'. The paper concludes by highlighting a need for a user-sensitive approach to media literacy. This approach entails firstly a requirement for responsiveness to different levels of user ability targeting policy effort to specific groups and their needs. In so far as media literacy is a learning outcome, inequalities in the formal and informal skill learning call for education and social policy interventions. Secondly, it underscores the role of communication policy in ensuring that network capability and usable equipment are available and affordable options for all. Access to physical resources (network infrastructure/connectivity/equipment/devices) may not be sufficient to establish meaningful use but remains a necessary precondition for the development of digital literacies.

Regulating digital convergence in Brazil

Lara Haje – University of Brasilia, Brazil, Brazil · larahaje@gmail.com

Brazilian Parliament is about to vote a bill to regulate digital convergence. The new law is going to affect pay TV in many ways – such as permitting telecom companies to operate cable channels, avoiding telecom companies investment in content production and creating a national and independent content quota for pay TV. The whole controversy on the new law has been an issue to the members of the Parliament since February 2007. This paper purpose is to focus on the new law controversy and on how it can impact Brazilian communications legal system and Brazilian communications market. Brazilian legal framework on electronic communications is fragmented. The Telecommunications Law, created in 1997, enabled the telecom system privatization and established a specific regulatory agency for telecom called Anatel. Cable TV Law, created in 1995, established that no telephone companies could own cable TV companies. Commercial Broadcasting Law, from 1962, established very few content regulation and didn't mention a regulatory agency for content. There is also the Communitarian Broadcasting Law, from 1998, that regulated the subject. Besides that, in 2007, the federal government instituted the Public Broadcast System, 19 years after the Federal Constitution, from 1988, established a public communications system. The law to be approved in the Parliament will be part of this peculiar scene. The new law main goal is to popularize pay TV, which is now accessible for only 5% of the

Brazilian population (2009 data). There is only one big cable company, NET (owned by the Brazilian company Globo and the Mexican Telmex), and only one big satellite company, SKY (owned by Murdoch's News Corporation and Globo). Therefore, Globo, besides being the main broadcaster, is the main content producer and owns the major cable and satellite TV companies, which leads to a very vertical market, with Globo playing the role of a gatekeeper in the pay TV industry. This very comfortable scene for Globo can be partially changed with the new law. Because of that, the company is using her powerful lobby in the Parliament to slow down the bill approval. The main aims of Globo are to postpone the entrance of telecom companies (Brazilian Oi and Telefónica de España) in cable TV market and to avoid telecom companies' participation in content market. In Brazilian Parliament, 20 out of 81 senators are local broadcasters, whilst 48 out of 513 deputies are local broadcasters, which complicates the scene even more. Meanwhile, civil society participation in the Legislative process on communications is still very timid. The recent "Public Conference on Communication", organized by the government and held in December 2009, was the first opportunity to civil society to set up directives on communications policies. This can be the start of changing the status quo.

The Patterns of Technological Transformation: Broadband, Telephone and Electrification in the U.S.

Nick Muntean — University of Texas at Austin, United States · nmuntean@gmail.com

Sharon Strover — University of Texas at Austin, United States · sharon.strover@austin.utexas.edu

For decades, we have been told of the revolutionary potential of computer-based networks and other new communications technologies, and that we will soon bear witness to their transformative impact upon all aspects of our lives. The efficiencies and power of these new ICTs, according to this narrative, promise to dramatically alter and improve the workplace and the home, ushering in a new era replete with hitherto unprecedented levels of productivity, interconnectedness, and prosperity. The information revolution has reached a mature stage—or, at the very least, the contours of its general development have sufficiently crystallized such that the trajectory of its future development does not seem as nebulous as it did even a decade ago. While information technologies have indeed had a radical impact on certain sectors of our society—e.g., the financial services industry, the entertainment industry—their distribution and adoption in the United States have been uneven, and, we would argue, incomplete. While the technologies themselves are generally available to all Americans who can afford them, the means through which the potential of these technologies is fully unleashed—particularly the impact of broadband Internet infrastructure—remains starkly stratified and unequal. Within the United States, residents in rural areas have far fewer opportunities for broadband access compared to their urban counterparts. The causes behind this imbalance are many and complex, ranging from the financially unprofitable geographical and demographic realities of rural areas to rural residents' lack of interest in broadband services. Yet, as our economy continues to become increasingly network-centric, we run the very serious risk of creating an infrastructural access gap which could potentially disenfranchise millions of Americans. However difficult or numerous the challenges facing rural broadband build-out, it seems that we must confront them head-on in order to ensure that America's dichotomous broadband development does not persist into the future. Uneven infrastructure development between America's urban and rural areas is over a century old, and we can look to the experiences of previous generations as they faced analogous challenges regarding the delivery of electricity, telephone, and television services in rural areas for insights into the processes by which infrastructure programs are introduced, diffused, and implemented. Our investigation suggests that while such large scale infrastructure project eventually prevailed through the efforts of committed policymakers and private citizens, they were not without controversies and debates that parallel those we now see with respect to broadband build out. By exploring the policy debates and decisions surrounding the development of these earlier technologies in rural areas, this paper seeks to contextualize the current problems facing America's rural broadband development. While the affordances and capabilities of broadband-related technologies may be quite unprecedented, the geographic, economic, and ideological conditions surrounding the dissemination of these technologies are, for better or for worse, only all too familiar. In choosing to emphasize historical continuity in the areas of policy and

infrastructural development, we hope to provide some fresh ways of thinking about the challenges facing America's rural broadband development.

State of the Internet Outpaces State of Internet Legislation? The Case of Turkey

Banu Akdenizli Uzturk – Yediteoe University, Istanbul Turkey, Turkey · banu.akdenizli@yeditepe.edu.tr

As the world has become more interconnected the power of the nation-state is being restructured. Information and communication technologies (ICTs), particularly the Internet are transforming and even in some cases destabilizing governance and power. It is of common understanding that ICTs play a vital role in the social, political and economic development of every country. But every country does not welcome this technology without struggles. This study looks into the particular case of Turkey. As a semi-periphery country (as research suggests efforts of the state to pattern ICT policies are seen more directly there) Turkey has been in a unique position, not only geographically and economically, but also politically and culturally. As a country with a predominantly Muslim population Turkey considered by many as the only Muslim democracy, also has aspirations to become a member of the European Union (EU). A former study by this author, "Toward a Healthier Understanding of Internet Policy Development: The Case of Turkey", analyzed the period of 1997-2004 of Internet policy development in Turkey as it unfolded within the context of then current debates regarding globalization forces and the nation-state. Through the application of Wallerstein's world system (1974, 1979) model to ICTs with the help of concepts borrowed from Wolcott and Goodman (2000), the study was created a new conceptual model which was used to gain further insight and to anticipate nation-state behavior vis-a-vis Internet related legislation. The study illustrated how the development of the Internet and Internet related policy in Turkey was primarily a state led affair; how specific socio-economic and political conditions, as well as historical and cultural background were important factors to be considered. At the time of the former study, there were no specific laws regulating the Internet. The approach to Internet policy was to handle related issue as much as possible within the context of existing laws such as the Turkish Criminal Code, and amended Press Laws. The telecommunication sector was still a state monopoly. Much has changed since then. Internet use in Turkey has increased significantly from 12% in 2004 to 34% in 2009. ComScore cites Turkey as the 7th largest and most engaged online audience in Europe. The liberalization of the telecommunication sector was completed in 2008, and Turkey now has its own law for the Internet: Law No. 5651 commonly known as the Internet Law enacted May 4, 2007. The law has been openly criticized for not only limiting freedom of expression but also severely restricting citizens' right to access information. Several websites were taken and blocked in Turkey as early as in 2000, but today research shows that currently 3, 700 websites are blocked. This new study aims to pick up where the old one left off, and look into the most recent influences incorporated in the patterning of Internet development in Turkey Turkey's Internet journey-the initiatives relative to the expansion of Internet pervasiveness in comparison to attempts to control and regulate Internet content- would not only demonstrate how adopting the Internet has been a double-edged sword for some countries, but could also on a larger scale offer insight to the discussion on the compatibility of Islam and the Western definition of democracy.

Community Radio and Digital Migration.

Lawrie Hallett – University of Westminster (CAMRI), United Kingdom · lawrie@terella.com

A primary objective of community radio is the delivery of inclusion, providing a voice for minorities and the marginalised. A key feature of its broadcast nature is an inherent ability to deliver content to passive listeners as well as to those individuals who might also interact via web-based delivery platforms. Unless community broadcasters are actively provided for in future this ability to reach out to the 'passive marginalised' may be severely constrained in future. With government broadcast radio policies largely focused on the needs of public service and larger commercial operators, what chance do small-scale radio broadcasters have of benefiting from

the predicted shift to digital? In a world of increasing competition for audiences, is there still a future for small-scale commercial radio broadcasting and, if not, might community-based services fill the gap in local provision and provide plurality of voice at the micro and specialist levels? A primary justification for the existence of relatively firm broadcast radio regulation has always been concerns over spectrum scarcity. With large-scale broadcast spectrum requirements potentially being satisfied by DAB, if several Megahertz of FM spectrum becomes free, what justification is there for this to be used for the broadcasting of more local services? What impact might the increasing importance of Internet-based distribution (with its intrinsically lower regulatory burdens) have on the development of analogue radio regulation? Is there still a need for distinctive and separate regulatory frameworks for the commercial and community sectors? Is a market-based approach capable of delivering a diversity of services including some with varying degrees of a broadly public service remit? Working from the premise that most larger broadcasters will indeed move away from using analogue distribution platforms, and using the United Kingdom as an example, this paper examines some of the intended (and unintended) consequences of an end to analogue / digital simul-casting for those small-scale broadcasters which have yet to find their place on digital broadcasting platforms. In terms of broadcast content delivery and interactivity, the paper asks if, for the listener, there really are any fundamental material differences between digital and analogue delivery methods. Can the key benefits of broadcast platform delivery be duplicated via the web or must community radio services continue to take traditional approaches to the delivery of 'social gain' / community benefits? (378).

Communication policies as public policies. Can we expect a worse situation with a right wing government? Digital broadcasting, civil society and community television in Chile.

Chiara Saez baeza — IGOP _ UAB, Chile · chiara.saez.baeza@gmail.com

In October 2008 the Chilean government introduced in the Congress a draft bill to prepare the transition to the digital television that reserves 40% of the spectrum to regional, cultural, local and community televisions. In September 2009 has been declared the adoption of the Japanese standard. However, the public debate on the topic is almost unnoticeable and the share of the organized civil society as of community televisions has permanently been belittled in the discussion. In this respect, the development of the public policy of digital broadcasting seems to repeat what is observed as a permanent dynamic about the relationship between public policies and civil society in Chile during these 20 years of Concertación governments (center-left), after the dictatorship of Pinochet and in which the relationship between state and civil society is admitted as one of the big pending issues of the post-authoritarian period. In January 2010, after 50 years the right wing has arrived to the government by a democratic way. However, is expected a continuity with the Concertación period with regard to the paternalistic and devoid relationship of recognition with the civil society that just would be able to be worse in nuances before than in degrees, so much for public policy classic topics (health, work, education) as for communication and culture. On the other hand, the experience of the specific debate about the regulation of the community radios in Chile during these 20 years is not encouraging either. This situation opening questions on which would be independent variables that are present in the phenomenon and on which both the civil society and the community televisions would be able to stress to have a great incidence in the public debate as in the legislative debate that could ensure his right to the communication, in the new context of a government of right where the new president is owner, among others, of one of the private television channels more important in the country. The preparation of this communication is carried out by an analysis of the bibliography on Communication policies in Chile from the perspective of the public policies, close to a systematizing of the actions realized by the civil society and the third media sector in the country in pursuit of the defense of the right to the communication, from an approach of action research. The communication is based on a postdoctoral research orientated to the development of a participative policy to the implementation of the community TV on Chile during the digital transition.

ICT in Sub-Saharan Africa: A view of the intersection of gender equity, ICT and human development

Ann Dumas – Penn State University, United States · jad21@psu.edu

Development in education, political participation, health care and economic productivity are each linked to gender equity according to much past research. The World Summit on the Information Society (WSIS) produced international agreements including a Declaration of Principles and an Action Plan that affirmed the crucial role that information and communication technology (ICT) play in each Millennium Development Goal (MDG) area of development and committed to the principle of gender equity as a key factor in ICT diffusion. This research examines existing policy for gender equity in ICT development and data on gender equality, ICT and education development as part of an enquiry into the present relationship between gender equality progress and ICT progress in Sub Saharan Africa. MDG progress is most challenged in this region. The research method includes policy examination for gender equality goals in ICT policy and mapping of gender, ICT and education data. United Nations Development Program (UNDP) and International Telecommunication Union (ITU) indicators and other data sources provide evidence of progress for the selected Sub Saharan African countries ranked as both medium and low development over the past ten years. Countries were selected based on inclusion in the ongoing Research ICT Africa study of the LINK Center at University of Witwatersrand, South Africa. Research ICT Africa is “making the case for evidence-based ICT policy” and regulation and the policy analyses this research offers. Millennium Development Goal (MDG) commitments, reduction in poverty, illiteracy and disease while encouraging gender equality, international cooperation and sustainable development are the goals sought by 2015. MDG eight is to “develop global partnership for development” including the defined target “in cooperation with the private sector, make available the benefits of new technologies, especially information”. This goal achievement requires effective international cooperation between most and least developed countries to enhance in science and technology innovation among SSA countries in order that ICTs applications can best serve to national and regional growth. Women in African countries contribute half the labor and must be equally part of any effective development program. ICT change is evident in the ITU Digital Opportunity Index (DOI) for some of the SSA countries. Does Human Development Indicator (HDI) growth and Gender Development Indicator (GDI) growth coupled with ICT capacity building signify progress toward MDG achievement? This research enquiry guides the policy and data analyses for the selected Sub-Saharan African countries and their progress toward building an inclusive information and communication society. Significant ICT development initiatives reflect political will, particularly coupling education and ICT development in the countries. The New Economic Partnership for Africa Development (NEPAD) has launched projects for infrastructure expansion and for capacity building through the e-schools initiative. Most African countries have now signed the memorandum of understanding (MOU) to implement an e-schools program. NEPAD sponsored Centres of Excellence and the NEPAD e-schools project also represent a model for partnership for development in the collaboration with five consortia led by HP, Microsoft, Oracle, Cisco and AMD. The public private partnership structure includes well-defined responsibilities for governments to administer and protect the school systems and ensure academic resources. The private sector responsibilities include IT deployment and networking solutions and training, support, maintenance, satellite connectivity and power solutions for the e-schools’ broadband services (<http://eafricacommission.org>, accessed 1/25/10) Schoolnet Africa and Cisco Networking Learning Academy build local science and technology capacity for ICT applications and innovations. Schoolnet Africa defines its mission “to support national SchoolNets in leveraging and mobilizing resources. At the same time, national SchoolNets are also supporting SchoolNet Africa by enrolling as members of SNA and by informing SNA of their experiences and how they can work with and support other SchoolNets in Africa.” This research reports on what the numbers indicate for the participating countries, regarding policy and data assessments that intend to inform on the manner in which collaborative and cooperative network building across technology and human networks are progressing or inhibited from progress toward inclusion in the information Society.

Producing Prod-users: Conditional Participation in a Web 2.0 Consumer Community

Anders Svensson – Jönköping University, Sweden · anders.svensson@hjk.hj.se

Tobias Olsson – Jönköping University, Sweden · tobias.olsson@hjk.hj.se

Can contemporary media ecology be understood as an ecology that offers unprecedented freedom for producing participators – the so-called “prod-users”? Or should it rather be understood as an ecology in which various forms of user participation in fact are conditioned, or even manufactured, by organized, professional Producers (with a capital “P”)? Considering the increasing research attention that has recently been paid to various notions of participation, most often with reference to the so-called Web 2.0, these questions – as well as a number of similar ones – become important to ask. They call attention to the need to both critically discuss and investigate the supposedly transformative potential of the emerging, participatory media ecology. This paper aims to critically reflect on the theorizing of the ecology of participation. It does so by illustrating and analyzing some ways in which users’ participatory practices in fact can be both conditioned and formatted by organized producers making strategic use of the participatory facilities offered by the internet. The empirical case presented is the Swedish web company moderskeppet.se, today the nationally leading site for people interested in increasing their knowledge and skills in photography and “photoshoping”. Among other things, our analysis reveals that the actual participation of the 120 000 monthly visitors is thoroughly conditioned by the producers of moderskeppet.se. For instance, in order to avoid instances of “low standard” on the web site, no discussion forum is available. Hence, there are no open possibilities for users to participate, despite the website’s inclusive and “participatory” rhetoric. The only possibilities to participate is to either write non-public mails to the staff and/or comment on the producer’s blog posts. As a consequence, the actual participation on the website is – by all standards – quite low. Nevertheless, the producers of moderskeppet.se posit power to communicate the impression of both frequent and widespread user participation. The paper will critically analyze and discuss the strategies and techniques applied by moderskeppet.se in creating a sense of belonging, inclusion and participation among its users. How do they make people consider themselves participators within a consumer community, deeply involved in the activities of the website, whereas their actual participation is very limited? Or put somewhat differently, how do they Produce the sense of being a “prod-user” among their users? The paper makes use of empirical material and analyses from an ethnographically inspired study of moderskeppet.se and its producers. The study is part of the research project “Organised Producers of Young Net Cultures: Actors, Practises, Ambitions”. The project is funded by the Swedish Knowledge Foundation’s research program Young Net Cultures (March 2009-February 2013).

Between Commercialism and Activism: Bringing up BG-Mamma

Maria Bakardjieva – University of Calgary, Canada · bakardji@ucalgary.ca

This paper stems from a study endeavoring to theorize and document novel practices of citizenship arising amid everyday life thanks to the creative use of new media. The question of the interaction between new and traditional media and the possibilities it opens up for citizens’ voices to be heard in the larger public sphere represents a special focus. The goal is to capture the emerging structure and dynamic of a “mediapolis” (1) where citizens’ competence in intermeshing reception and participation across a variety of media formats has grown significantly. The particular case study presented in the paper traces the evolution of one of the most prominent Bulgarian online spaces for information, discussion, association and action: the portal bg-mamma. Over a period of approximately eight years, the site has grown from a discussion forum hosted by the Bulgarian pioneer portal dir.bg into a small commercial venture and a highly organized social entity producing independent content and numerous lively and well-attended forums (an organized producer as defined for the purposes of this panel). The site enjoys massive popularity and loyalty among Bulgarian women at all stages of their maternal careers (2). For many participants, it is a platform for community-building and self-help in vital matters of child rearing as well as a space for the advancement of and engagement with civic causes. Based on interviews with bg-mamma owners, creators and active participants, and on discourse analysis of site content, this paper seeks to

identify the organizational, regulative and ideological practices through which the site has navigated between commercialism and political partisanship in order to remain a protected territory of the civic society. The central axes of the analysis undertaken in the paper are designed to map out the challenges encountered along that route; the inventive solutions found; the evolution of owner and participant reflexivity and civic identity; and the relationships between the site and traditional media outlets. Notes: (1) Silverstone, R. (2007) *Media and Morality: On the Rise of the Mediapolis*, Cambridge: Polity. (2) On January 24, 2001, the site contained 3 992 148 postings located in 56 190 thematic forums written or read by 125 512 users.

The role of organizational structures in facilitating mediated participation. A theoretical investigation

Nico Carpentier – Vrije Universiteit Brussel, Belgium · nico.carpentier@vub.ac.be

It is difficult to detach the use of media technologies and their participatory potential from their organisational component. Participation is organised, and is in many cases produced by the operations of formal (or sometimes informal) organisations. Even in the blogosphere, the existence of the individual writer-publisher (“the Author” as Barthes (1984) would call him or her) is a romantic illusion, because the blog-infrastructure is provided by a variety of organisations and companies. This organisational context is to a high degree – as Henry Jenkins (2006) argues in *Convergence Culture* – commercial and commodified, which results in a combination of top-down business processes with bottom-up consumption and production processes. At the same time many different non-commercial organisations have been active in facilitating participation, both at the level of community and alternative media, and at the level of public service broadcasting. This theoretical contribution investigates the role of organisational structures in establishing, facilitating and deepening, but also in restricting and rechanneling (media) participation. Starting point of this analysis is the idea that organisations are on the one hand necessary components to organise participatory processes, but at the same time sites of negotiation where people (with sometimes very different subject positions) engage in power dynamics and struggles, which build in turn on processes of inclusion and exclusion, hierarchy and participation. Grounded in participatory-democratic theory and organisational sociology, this paper will discuss three components that influence the participatory capacity of an organisation: the organisational objectives, organisational structures and organisational cultures. Although the component of organisational objectives seems to be the most straightforward, this component remains highly dependent on the exact articulation of participation, which can be rather fluid, as Pateman already in 1970 remarked. The component of organisational structures opens up a series of questions on the access to the organisation (e.g. its membership structure), its organisational democracy and its internal formal and informal decision-making structures. Thirdly, also the organisational culture plays a key role in facilitating (or restricting) participation. Earlier research on *Video Nation* (Carpentier, 2003) already showed the importance of participatory attitudes of the people that were enabling the participatory process. Speaking more broadly, this cultural component mainly refers to the subject positions of all involved in the process, and the (meanings attributed to the) participatory practices and routines. The aim of this paper is to show the importance of organisational structures when dealing with participation, in times when the theoretical, analytical and political emphasis seems to be placed on the individual participant as the site of democratic hope.

Aggregating and Sharing Student Media Production in Italy: The Case of U-station

Salvatore Scifo – University of Westminster, United Kingdom · salvatore.scifo@communitymedia.eu

The use of online sharing platforms by youth groups has been, and keeps being, at the center of academic, policy and industry research, because of their levels of media literacy (often labelled as ‘digital natives’), the future implications of their media experiences and for being a core target group for marketing and commercial purposes. This paper, instead, will discuss the case of a student media producers platform, the Italy-based U-

Station, an 'online media social network' that aggregates contents produced by university media (established by or in universities) as well as individual student producers. The project, aimed to share 'autoproduced information and infotainment', as well as connecting students (as creative producers) with the mainstream media industry, emerges from the experiences of a decade of student media growth and from the personal experience of its founders at university radio stations across the country. Therefore, the historical context that led to the creation of this online platform will be outlined, starting with a brief account of the wave of university media that spread across Italy following the birth of the first full-time university radio station, the Siena-based Facolta di Frequenza in 2000. The dynamics of the creation and expansion of the university radio network RadUni, and its role in aggregating media content during the student protests throughout the country in 2008 will be also discussed. Finally, the development of the concept of U-Station, its implementation on the web, the development of the TV format *Universication*, and the positioning of the platform in Italian contemporary media culture will be analysed. Where U-Station is a project funded and supported by major players in the mainstream media scene (the main telecommunications operator in Italy, Telecom Italia, and the national television channel, La7), its conception has its roots in a mix of alternative media practices that have enriched the content available in local radio landscapes, as well as providing platforms to express and discuss students' views online and on the air. Through extended interviews to the founders and a selected number of practitioners, the paper aims to discuss contemporary student media practices and strategies in Italy and position these in the overall discussion on organised producers and participatory media platforms.

Mapping the Territory: Online child safety and free speech advocacy

Alison Powell – Oxford Internet Institute, United Kingdom · alison.powell@oii.ox.ac.uk

Michael Hills – Oxford Internet Institute, United Kingdom · michael.hills@oii.ox.ac.uk

Vicki Nash – Oxford Internet Institute, United Kingdom · victoria.nash@oii.ox.ac.uk

The perspectives of child safety and free speech advocates are often portrayed as if they are diametrically opposed, particularly when decisions about internet governance are at stake. Advocates representing a range of perspectives on this debate met in Oxford to explore the potential for reconciling these fundamental rights in the context of the internet. This paper presents an analysis of the areas of consensus and dissent expressed during this forum, and the implications for internet governance. By defining a new framework to discuss child protection online that transcends the moral panics that currently dominate the debate, and focuses instead on accurately defining risks in line with the evolving capacity of the child, participants were able to find common ground - most specifically in calls for precision and transparency in any policy response. Despite areas of continued disagreement, the results of this forum indicate that there may be policy strategies that help to defend the rights of children while preventing those who would use child protection as a strategic pretext for broader goals of censorship and repression from dominating the agenda.

Young People, Privacy and Safety Online: Policy and Literacy Campaigns in Canada

Leslie Regan Shade – Concordia University, Canada · lshade@alcor.concordia.ca

Canada has played a formidable global leadership role in advancing children and young people's online privacy rights. This has taken place internationally through global resolutions and nationally through the development of innovative privacy education campaigns. This paper examines the development of several youth-oriented privacy education and safety campaigns initiated by various stakeholders (governmental such as federal and provincial privacy commissioners, educational, and public interest groups) and situates these campaigns amidst recent Canadian debates and policy legislation surrounding online privacy and safety for young people.

Children's media use, their right of well-being, and media literacy in Korea*Eun-mee Kim* – Seoul National University, Korea, Republic Of · eunmee@snu.ac.kr

In terms of children's digital media use, the Korean case is distinctive in a few aspects. It is one of the most the most Internet-connected countries and has highly skilful users. Children are not an exception. In spite of such development and heavy and active use of digital media among children and adolescents, parents and policy-makers often take protectionist perspectives. There has been evidence that children's exposure to harmful content is highly related to family context but few families adopt rules governing media use. This strong protectionist position toward children is deeply related to how the free access to media contents is viewed or restrained for adults. The protectionist position is historically and culturally rooted due to the underlying Confucian beliefs and legacy of strong intervention of the State discerning what is harmful and what is not to the people during the military regime up until the late 20th century. The Korean Communication Standards Commission has been playing a central role in building up general policy framework including policy for children's media. Protecting against harmful media effects is viewed as compatible to children's right of well-being and few voice concerns on potential conflict with freedom of speech. Recently, media literacy has been advocated as an alternative to restrictive rules governing children's media use.

Digital democracy and electronic surveillance: the krathos of the power and the cyber panopticon*Helder Prior* – Universidade da Beira Interior/Universidade Autónoma de Barcelona, Portugal · helder.prior@gmail.com

Nowadays, is not possible to discuss questions about citizenship and communication policy without mention the technological structures that enhance the public debate. Through this way of thinking, it is important to include the Internet in the set of stages which contribute to give to the public sphere a higher coverage. In the current model of network communication, the citizens are no longer only spectators in the arenas of public discussion, but active participants in a process that breaks with the traditional paradigm broadcast (media) – receiver (hearing). In the period of communication for the masses, the public sphere was controlled by agents of media system who conditioned the subjects of public discussion, proceeding to a rigorous selection about what should reach the public and what the public should retain. However, something profound has changed the relationships between politics, citizenship and communication. In the recent model of «mass-self-communication», the citizens no longer «have to ask permission» at the «gatekeepers» to have direct access to the debate and to the decisions around common causes. Indeed, in cyberspace hierarchies vanish in favor of a decentralized and opened communication. But, there's always a price to pay. Ironically, the technologies that increase the citizenship are the same which intensify the electronic eye and the panopticon surveillance society.

Young activists online: The Political use of the Internet in the Portuguese context*Flavia Santos* – Nova de Lisboa University, Portugal · flavasantos@gmail.com

Affinity between the enthusiastic adoption of the new media (specially the Internet) by young people and the wider opportunities for political action around lifestyle resonate more with contemporary youth culture. Research on youth civic engagement is expanding, as scholars grow increasingly concerned about the state of participation in liberal democracies. Some researchers on this field points out the Internet is fast becoming an embedded part of teens' life world as well as a key domain of political interaction and communication. Also the Internet spreads throughout the population and young citizens find new and innovate ways to interactive with others, absorb news, shape views, and create their own contents. We open up the debate about the possibilities of young people

adopting new media for democratic engagement. Our main point of departure is how or whether the Internet serves for alternative political youth identity observing some Portuguese contexts of young citizens politically active, focus on the relations between their political characteristics and their political use of the Internet, how they communicate and participate buildings tools of civic engagement that will facilitate their participation, and ultimately empowered them.