

International Association for  
Media and Communication Research

Asociación Internacional de Estudios  
en Comunicación Social

Association Internationale des Études et  
Recherches sur l'Information et la  
Communication



# IAMCR 2015

## Participatory Communication Research Section

**Abstracts of papers presented at the annual conference of the  
International Association for Media and Communication Research**

**IAMCR**

**Montréal, Québec, Canada**

**12-16 July 2015<sup>12</sup>**

- 
- 1 We have endeavoured to ensure that these are the abstracts presented in Montréal. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Please advise us of any errors at [support2015@iamcr-ocs.org](mailto:support2015@iamcr-ocs.org).
  - 2 The email addresses have been intentionally altered to prevent harvesting by spammers.

**Id:** 9198

**Title:** Re-affiliating Liquid Youth: From Street Kids to Theatre Actors

**Authors:**

Name: Milton N. Campos

Email: milton.campo\_@\_montreal.ca

Country: CA (Canada)

Affiliation: Département de communication, Université de Montréal

Name: Ligia C. Leite

Email: ligia.cleit\_@\_mail.com

Country: BR (Brazil)

Affiliation: Instituto de Psiquiatria, Universidade Federal do Rio de Janeiro

**Abstract:** Our presentation will discuss how theatre, as a communication activity, can empower vulnerable adolescents who were separated from their families and ended up living in the streets of the city of Rio de Janeiro, Brazil, until they were sent to public shelters under the responsibility of the State. We discuss this “globalized” phenomenon by applying the notions of affiliation, disaffiliation and re-affiliation by Castel (1995), in the broader context of “liquidity” which, according to Bauman, led the sense of community to collapse and individuality to prosper (2011), leading to a world in which more and more exclusion processes create hordes of pariahs. The disaffiliation roots of these youths are known: the Brazilian history of slavery, poverty, violence, and outcasting processes led by elites and middle classes. As a result, many youths living in the streets are caught by the police due to involvement with drugs and petty crimes. We worked with the hypothesis that disaffiliated youths could be psychosocially reintegrated, re-affiliated. The researchers designed the study in collaboration with caretakers responsible for a group of adolescents who were living together in a municipal shelter, helping both of them to develop creative ways to deal with conviviality difficulties. We chose the action-research method, which is an intervention procedure based on participatory engagement with pedagogical goals. The aim was one of promoting the youths’ re-affiliation through communicative activities, namely the arts. We engaged both the caretakers and the adolescents – mostly young female mothers, but also adolescent males – in the process of writing a theatre play, and performing it publicly. In addition, we held public debates with all stakeholders in which the theme of the play created by two adolescent mothers was discussed. The play “Two Lives in One” tells the story of a teenager who got pregnant from her boyfriend, a drug dealer who challenges the paternity claim and spans her. Her father expels her from home, and she looks for drug addict friends who take her to social assistance services. She ends up in a shelter, taking responsibility for her child, whose father is killed by drug dealers. When she turns 18, she is offered an internship, and later becomes a caretaker in the shelter she lived for so long. In addition to participating, we also collected verbal, video and audio data that informed, in cycles, our intervention with the kids and the caretakers. Moreover, at the end of the process, we produced a DVD in which the presentations were professionally edited, and gave copies to the adolescents in the shelter as Christmas gifts. Results suggest that the theatre process mimed the reality of those female adolescents, but also of their male partners. In addition to the participation in the play, but most fundamentally in the debates, all stakeholders discussed the situation of teenager parenthood and life in

the streets. The discussions not only empowered the kids, but also led them to re-signify their life histories, contributing for their re-affiliation.

**Id:** 9211

**Title:** ASSESSING BENEFICIARY COMMUNITIES' PARTICIPATION IN HIV/AIDS COMMUNICATION THROUGH COMMUNITY RADIO: X-K FM AS A CASE STUDY

**Authors:**

Name: Siyasanga M Tyali

Email: tyalis\_@\_nisa.ac.za

Country: ZA (South Africa)

Affiliation: Lecturer at the University of South Africa. Member of SACOMM.

**Abstract:** This paper reports on a study conducted on a beneficiary community's participation in HIV/AIDS communication through a community radio station. The aim was to understand the community's presence and access to dialogue on HIV/AIDS, as practiced by their community radio station. The research underpinning this paper focused on a community radio station based in Platfontein, Kimberley, in South Africa. X-K FM is a community radio station and its primary target audience is !Xun and Khwe people. The station is the only formal communication channel that targets these communities in their respective mother tongues. The researcher attempted to understand the presence of civil society voices and access to the strategies of HIV/AIDS prevention, care, support and treatment. The article is underpinned by Jürgen Habermas's theory of structural transformation of the public sphere. The data was gathered using semi-structured interviews. The conclusion is that the radio station has provided some avenues to facilitate the process of beneficiary community participation in HIV/AIDS communication. Key words: Platfontein, HIV/AIDS, X-K FM, !Xun, and Khwe, Bushmen, community radio

**Id:** 9309

**Title:** Communication organique et communication incantatoire : sur le pouvoir ambigu de la communication dans les processus collaboratifs de recherche en Afrique

**Authors:**

Name: Katia Vianou

Email: vianou.kati\_@\_qam.ca

Country: CA (Canada)

Affiliation: University of Quebec in Montreal

**Abstract:** Récemment, sous l'effet combiné de la logique participative prônée en matière d'aide au développement et des transformations que vit aujourd'hui la recherche scientifique concernant sa finalité, la participation de communautés d'intérêts autres que les chercheurs dans les processus scientifiques en Afrique se voit de plus en plus valorisée. Cette participation accrue ' des décideurs nationaux, des communautés concernées, des bailleurs de fonds ' est présentée d'emblée comme une évolution positive par l'ensemble des acteurs et dans une très large part de la littérature sur la recherche scientifique et sur le développement (Trench, 2008 ; Bucchi et Neresini, 2008). Pourtant, peu de recherches à ce jour se sont penchées sur le déroulement réel des processus de « collaboration », soit résultant de la participation d'autres communautés d'intérêts dans la recherche. Les éléments existants tendent plutôt à démontrer la complexité de leur mise en ½uvre, sur plusieurs plans : scientifique, politique et éthique (Gaillard, 1994, 1999 ; Box, 2001 ; Hountondji, 1994). En outre, l'analyse de la littérature révèle que la communication en tant que partie intégrante des processus collaboratifs de recherche apparaît faiblement théorisée. C'est donc à une exploration des lieux et des formes de la communication dans les processus de collaboration scientifique ' entre chercheurs, bailleurs de fonds et communautés d'intérêts locales ' que sera consacrée la communication proposée, en s'appuyant sur les résultats d'une recherche doctorale portant sur les pratiques de coopération scientifique en Afrique subsaharienne. La recherche en question est fondée sur une enquête ethnographique au long cours d'un processus collaboratif de recherche à grande échelle au Sénégal et sur une assise théorique construite à partir de trois concepts principaux : collaboration (Luke Eric Lassiter, 2005), contextualisation (Gibbons et al., 1994) et redevabilité (Norma Romm, 2002). Il sera montré que la communication revêt alors deux formes : une forme organique et une forme incantatoire ' et que, de ce fait, la communication se révèle à la fois reflet de la relation réelle de développement (dans laquelle les priorités sont établies au niveau global) et d'une vision techniciste de l'activité scientifique ET source de changement. Seront également présentées certaines conditions, en matière de communication, qui favoriseraient la collaboration.



IAMCR2015

**Id:** 9346

**Title:** Mobile Phone: A new mantra for challenging dominant governance practices in post conflict context

**Authors:**

Name: Steven Sam

Email: steven.sa\_@\_q.net.au

Country: AU (Australia)

Affiliation: School of Communication and Arts, University of Queensland

**Abstract:** In recent years, the capability of mobile phone to reduce information asymmetric and democratise communication process is assumed to be an integral tool for improving dominant form of bad governance that has plaque many developing countries, in particular Africa. This is built on the understanding that in the absence of communication and information delivery mechanisms, citizens are bound to remain disempowered in the sense that their capability to participate and hold their governments accountable remains extremely limited. However, to this end, the optimism surrounding the use of mobile phone to improve the relationship between governments and citizens in developing countries, in particular Africa, has not been fully translated into tangible evidence. Apart from the recent Arab upsprings mobile phone and social media activisms and the use of mobile phone to monitor election related activities in some African countries, study suggesting how mobile phone is used as a participatory communication media space for negotiating resistance against hegemony of bad governance practices in Africa context is still rare. Thus, this paper stands to contribute to this paucity in literature by focusing on the positive use of mobile in challenging the dominant culture of bad governance in post-conflict Sierra Leone. The paper argues that such an enquiry is important for understanding how ubiquitous mobile phone can serve as a new mantra for challenging such dominant power structure to reduce corruption, increase transparency and amplify citizens' voice and their participation in decision making process in Sierra Leone. The paper draws on six months ethnographic data to analysis how mobile phone is ingeniously utilised by people at the peripheral of the society to challenge repressive and coercive governance structures in Sierra Leone to bring about changes in their communities and their lives. The researcher situates this understanding within the context of participatory and community communication practices by drawing on empowerment theory based on individual attribute proposed by Naila Kabeer (1999) as a lens to understand how such change is facilitated and the meaning and implications on the livelihood options of marginalised people. The paper concludes by recommending how governments in developing countries should intervene to promote the use of mobile telephony for improving governance practices that lead to increasing their accountability, responsiveness and transparency by appropriately addressing the information and communication needs of the poor.

**Id:** 9365

**Title:** The Glocal Classroom ' A Story of Partnership Praxis

**Authors:**

Name: Oscar Hemer

Email: oscar.heme\_@\_ah.se

Country: SE (Sweden)

Affiliation: Malmö University, Sweden

Name: Helen Hambly Odame

Email: hhamb1\_@\_oguelph.ca

Country: CA (Canada)

Affiliation: Associate ProfessorCapacity Development & ExtensionUniversity of Guelph

**Abstract:** This presentation is a story circle about the experiences of the Glocal Classroom, <http://glocalclassroom.wordpress.com> an online learning environment for communication ' both as a tool and as a way of articulating processes of social change locally and within the contexts of globalization. The story begins with the context of university collaboration and mediated interchange that led to the Glocal Classroom events of 2014. The presenters consider its virtual pedagogy and collaborative experimentation as acts of resistance to established academic structure. The Glocal Classroom transforms educational institutions through technological innovation that shares local voices and content in globalized media fora. To explain how the mediated interchange has influenced their teaching and learning, highlights are presented from events launched in 2014 from South Africa, Canada, Sweden and Australia. Ongoing dialogue and reflections on the Glocal Classroom's praxis are discussed. To what extent is the transdisciplinary Glocal Classroom challenged communication teaching and scholarship' What evidence is there of this experience influencing wider action and dialogues within, across and beyond the institutions involved in the experiment' The paper concludes with consideration of future directions for these emergent glocal efforts. Note: funding permitted collaborators from Australia and South Africa will join the presentation in person

**Id:** 9475

**Title:** An applied model for participatory communication between emerging farmers and agriculturists in South Africa

**Authors:**

Name: Elbé Kloppers

Email: Elbe.Klopper\_@\_wu.ac.za

Country: ZA (South Africa)

Affiliation: North-West UniversityPotchefstroom CampusSouth Africa

**Abstract:** After decades of Apartheid South Africa had a very unequal distribution of land and by 1994 an estimated 87% of all agricultural land belonged to white owners. In reaction to this unequal distribution in land ownership, the first democratically elected government embarked on an extensive land reform program. One of the aims of the program is to provide previously disadvantaged South Africans with access to agricultural land. In many instances, however, beneficiaries are resettled on agricultural land and are expected to farm, without having the necessary skills or experience to make a success of their farming enterprises. It is estimated that as much as 90% of land allocated to land reform beneficiaries is not being used productively. One of the most important reasons for these failures, identified by numerous authors, is a lack of efficient post-settlement support. Some South African agricultural companies are trying to address this problem by using agricultural specialists to work on an individual basis with emerging farmers in their districts, to address these farmers' needs for information and skills development while acting as mentors. The aim of these programs is empowerment, and communication between the parties thus falls in the field of communication for social change. In this paper it is argued that communication between the emerging farmers and the agriculturists should adhere to the principles of the participatory approach. Based on a comprehensive literature study on the participatory approach, a normative model has been developed for communication between the above mentioned parties. This model focuses on the ideal content, nature, principles and end result of communication between agriculturists and emerging farmers. The ideal of participatory communication could however be problematic, given that the context in which communication is taking place is typically an instructional context. The agriculturists are taking part in the communication process as experts and are expected to teach, train, mentor and empower the emerging farmers who are in most instances not familiar with farming and can therefore not communicate on technical farming issues as equals. This raises the question of how much participation is possible and desirable from the side of the emerging farmers to achieve the desired results in terms of skills development, empowerment as well as economic progress. Using the normative model as basis, the researcher conducted semi-structured interviews with emerging farmers, the agriculturists and the managers of the departments for developing agriculture in two agricultural companies, in order to determine the nature of communication with regards to the principles of the participatory approach. Using the information gathered through the empirical study, this paper proposes an applied model for participatory communication between agriculturists and the emerging farmers whom they are supporting. In the applied model, the differences between the normative and the applied model are highlighted in order to show both the applicability and difficulty in applying different elements of the participatory approach in an instructional context, such as in this case study.



**Id:** 9528

**Title:** Participatory photography as an avenue towards social dialogue in Brazil

**Authors:**

Name: Maria Alice Lima Baroni

Email: alicebaron\_@\_mail.com

Country: BR (Brazil)

Affiliation: Pontifical Catholic University of Rio de Janeiro

**Abstract:** In Brazil, people are persistently treated with different levels of respect in terms of their human dignity in the mainstream media. Quantitative studies of Brazil's main daily newspapers found that the journalistic reporting about Brazil's poorest districts almost always regards these territories as exclusive spaces of violence, but the voices and perspectives of their dwellers are underrepresented in such stories. The key argument of this paper is that the process of marginalization involves a process of invisibility concerning the beauty that exists within everyday practices of individuals and groups that are often left voiceless. Based on the professional practice of a renowned Brazilian photographer João Roberto Ripper, this study attempts to understand the specific strategies Ripper is developing to deconstruct stereotypical presumptions about forsaken communities across the country. Ripper began working as a photojournalist at the age of 19 in 1974, and worked for many years in the mainstream press on different traditional newspapers. However, his strong political convictions and feeling of incompatibility with the practices and ideology of mainstream photojournalism pushed him away from it. Attempting to use photography on behalf of human rights, from 1991 onwards, he has portrayed the beauty and the struggles of native Brazilians, peasants, people affected by forced labor, and Brazil's grassroots popular movements. This study is interested in investigating how the production of portrayals that represent the beauty and positive side of people living within marginalized communities can function as a strategy to negotiate hegemonic and counter-hegemonic voices that are embedded with power relations. To do this, this research uses Foucault's genealogy of power. Foucault understood power as a relation of forces, rather than as a single form such as state power or an institutional power. Drawing inspiration from Nietzsche, Foucault suggested that power should not be thought as either a state or institutional power, but as power-knowledge. In order to better understand the relationship between hegemonic and counter-hegemonic voices, this study reflects on the ways in which power is exercised over a space of visibility/ invisibility. In this paper, I investigate Ripper's photo production processes by researching and comparing a set of multiple data sources ' from informal interviews with Ripper, videos, Ripper's personal texts and notes to a vast photo archive ' in order to meditate upon the role of participatory photography in strengthening the voices of marginalized individuals and groups and facilitating social dialogue.

**Id:** 9529

**Title:** Journalism and Participatory Practices: Gate opening or gate closing'

**Authors:**

Name: Annika Sehl

Email: annika.seh\_@\_u-dortmund.de

Country:

Affiliation: TU Dortmund University Institute of Journalism

Name: Volker Lilienthal

Email: volker.lilientha\_@\_iso.uni-hamburg.de

Country: DE (Germany)

Affiliation: University of Hamburg

Name: Stephan Weichert

Email: stephanweichertpos\_@\_mail.com

Country: DE (Germany)

Affiliation: MHMK Hamburg & Hamburg Media School

Name: Dennis Reineck

Email: dennis.reinec\_@\_iso.uni-hamburg.de

Country: DE (Germany)

Affiliation: University of Hamburg

Name: Silvia Worm

Email: silvia.wor\_@\_iso.uni-hamburg.de

Country: DE (Germany)

Affiliation: University of Hamburg

**Abstract:** Whether social networking sites (SNS), microblogging or photo- and video-sharing platforms, social media play a significant role in online news consumption. Accordingly, professional journalistic media offer participatory media formats on their websites (Singer et al., 2011). Reasons are mostly commercial (Jönsson & Örnebring, 2011), but also partly journalistic (Sehl, 2014). In theory, this could offer public participation possibilities in all phases of the news production process (Domingo et al., 2008), leading to a full-fledged participatory journalism. The present study analyses how journalists engage in dialogue with their users. This analysis focuses on the extent of user participation and the impact of participation on the quality of journalistic websites. The study consists of a content analysis and expert interviews. This content analysis is the first to include a representative Germany-wide sample of journalistic websites (N = 270). The research took place over a constructed week between June 10, 2013, and July 28, 2013. The analysis was conducted at three levels (homepage, article, context). Expert interviews were carried out with representatives of the websites of 15 leading German media outlets between August 23, 2013 and November 27, 2013 in order to investigate the opportunities, risks and threats perceived by the professional journalists. The results of the content

analysis show that the analyzed websites have been opened to user participation but within a strictly defined framework. The features offered by these websites are mostly limited to user feedback options like evaluation or commentary functions. Allowing users to contribute and discuss their own topics, for example in blogs or forums, is rarely permitted. Additionally, journalistic websites contain links to popular SNS, especially Facebook, in order to boost their reach by drawing traffic easily. The expert interviewees explain that communication with online audiences demands that editors possess new technical and communication skills to manage the dialogue with the audience. Engaging with user intent on disrupting discourse is one of the biggest challenges facing editors. The idealized conception of participation, however, has partly given way to disappointment over the meagre quality of users' contributions. This may be interpreted as a sign of a rollback process, a closing of the gates instead of inclusion (Loosen & Schmidt, 2012).

Literature Domingo, D., Quandt, T., Heinonen, A., Paulussen, S., Singer, J., & Vujnovic, M. (2008). Participatory journalism practices in the media and beyond: An international comparative study of initiatives in online newspapers. *Journalism Practice*, 2(3), 326-342.

Jönsson, A. M., & Örnebring, H. (2011). User-generated content and the news. Empowerment of citizens or interactive illusion? *Journalism Practice*, 5(2), 127-144.

Loosen, W., & Schmidt, J.-H. (2012). (Re-)Discovering the audience: The relationship between journalism and audience in networked digital media. *Information, Communication & Society*, 15(6), 867-887.

Sehl, A. (2013). *Partizipativer Journalismus. Eine empirische Analyse zur publizistischen Vielfalt im Lokalen*. Baden-Baden: Nomos Verlag.

Singer, J. B., Hermida, A., Domingo, D., Heinonen, A., Paulussen, S., Quandt, T., Reich, Z. & Vujnovic, M. (2011). *Participatory Journalism. Guarding Open Gates at Online Newspapers*. Malden, Oxford, Chichester: Wiley-Blackwell.

**Id:** 9555

**Title:** Participatory communication and sustainable food production in developing countries. A case study of Indian Organic Farmers Producer Company Limited (IOFPCL)

**Authors:**

Name: Maria Touri

Email: mt14\_@\_e.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communication, University of Leicester

**Abstract:** This paper engages with the topic of sustainable food production and development in the context of alternative food networks and global modernity. Through the lens of participatory communication, I examine if and how small businesses can empower producers in poorer regions of the world and help create sustainable communities. In theory, alternative food networks such as Fairtrade and organics employ a participatory communication and community approach and have aimed to promote a more inclusionary network between producers, retailers and consumers that would support sustainability and social justice. However, as such movements are struggling to defend their values against corporate pressures, they also fail to protect small farmers from dependency on volatile markets. Moreover, by capitalizing on the spectacle of poverty, such movements often promote a misleading and limited dialogue between producers and consumers (Goodman et al., 2014; Hasan, 2013). In this paper, I focus on interactions between food growers in India, and small businesses in developed markets in Western Europe and North America. Through interviews with members from India's largest organic producer company owned by farmers - Indian Organic Farmers Producer Company Limited (IOFPCL) - and their buyers in Germany, Switzerland, UK and Canada, I explore whether and how small businesses can empower food producers through interpersonal communication, knowledge transfer and material support that encourages action for development. As my findings demonstrate, the exchanges between the IOFPCL group and their foreign buyers reveal the vital role that such businesses can play in empowering farmers through more horizontal communication that enables local communities to identify their needs and gather information and knowledge to carry out their own development (Bessette, 2007: 81). Moreover, I argue that it is possible for such businesses to play both in and against the global market, with a philosophy that represents the ethical concerns of consumers as well as with the material support and knowledge-based practices through which they coordinate their interactions with food growers (Hughes et al., 2008; Raynolds, 2002).  
References  
Bessette, G. (2007), 'Facilitating dialogue, learning and participation in natural resource management', in Servaes, J. and Malikhao, P. (eds.) *Communication and Sustainable Development: Selected Papers from the 9th UN Roundtable on Communication for Development*, Rome, pp.79-98  
Goodman, D. E., DuPuis, M. and Goodman, M. K. (2014), *Alternative Food Networks: Knowledge, Practice and Politics*, NY: Routledge  
Hasan, F. (2013), 'Fair-Trade Practices in Contemporary Bangladeshi Society: The Case of Aarong', in Servaes, J. (ed.) *Sustainability, Participation and Culture in Communication*, Chicago/ Bristol: University of Chicago Press, pp.101-20  
Hughes, A., Wringley, N. and Buttle, M. (2008), 'Global Production Networks, ethical campaigning and the embeddedness of responsible governance', *Human Geography*, 8:345-67  
Raynolds, L. (2002), 'Consumer/producer links in fair trade coffee networks', *Sociologia Ruralis*, 42: 404-24



**Id:** 9568

**Title:** Participatory Video for Inclusive Research

**Authors:**

Name: Manon Koningstein

Email: m.j.koningstei\_@\_giar.org

Country: CO (Colombia)

Affiliation: International Centre for Tropical Agriculture (CIAT)

**Abstract:** Manon Koningstein, Shadi Azadegan, Jennifer Twyman, Simon Cook Decision and Policy Analysis International Centre for Tropical Agriculture (CIAT) m.j.koningstei\_@\_giar.org Participatory video (PV) is a participatory communication tool in which the subjects themselves are in charge of filming the message they want to convey and this way ensuring the inclusion of groups otherwise marginalized by (technical) illiteracy. The underlying aim is to reduce the gap between the concepts and models used by researchers and the reality experienced by individuals and communities it concerns, ensuring that the researcher is part of this construction (of facts), not independent of it. The binary opposition of researcher-and object/subject of research is thus ruptured leaving the terrain for collective participation. We demonstrate PV research as conducted in the research programs CCAFS and Humidtropics with youth and women groups in agricultural communities in Nicaragua. We aim to answer the following questions: 1) Is participatory video an adequate tool to improve impact in compared to traditional methods' 2) Does PV have the capability, as practitioners convey to bridge the communication gap between non- or less literate groups and decision-makers' We intend this research to understand the challenges perceived by communities of climate change and to adapt research strategies to local needs and knowledge. We conclude that PV is a valuable tool for agricultural research for development, and that it promises more rapid social change than mainstream research approaches because it accommodates more of the realities facing local and/or marginalized populations. PV involves participants more in the entire process, and transfers power to them. Finally it validates people's views in a way that a workshop or academic paper cannot.

**Id:** 9629

**Title:** Theorists outside the Fold: Williams, Thompson and Communication for Social Change Theory

**Authors:**

Name: Pradip Thomas

Email: pradip.thoma\_@\_q.edu.au

Country: AU (Australia)

Affiliation: University of Queensland

**Abstract:** We have often paid our respect to those who have contributed to knowledge in the area of research, study and practice known as communication for social change. In its previous avatar, and in the context of Communication for Development, the role played by the triumvirate of Rogers, Schramm and Lerner has been discussed and debated. The participatory turn led to the validation of the contributions made by the Brazilian pedagogist Paulo Freire to both the theory and practice of CSC. There have been others from Latin America including Louis Beltran whose contributions have been justly celebrated. The paper will explore the contributions made by two outstanding British scholars, Raymond Williams and E P Thompson to CSC theory. While both names are familiar to those involved in exploring the political economy of communication, cultural studies and cultural history, they are relative unknowns in CSC theory. Both Williams and Thompson were scholar activists in their own right. Williams was critically involved in theorising the role of culture and mediated culture he was also involved in working class education. Thompson, apart from contributing to the tradition of subaltern history, was a founder member of the Campaign for Nuclear Disarmament, one of the strongest social movements in the UK. Both were involved in exploring the relationship between 'cultural action' and 'empowerment' and its contributions to the project of a democracy in which all people counted. Williams notion of the 'structure of feeling' offers a way to understand mediated social change and people's readiness to change or for that matter not change at a given moment in time. Thompson's excavations of working class history ' offers CSC theory ways to apprehend working class histories and the communicative basis for the plebian public sphere - approaches that are noticeably absent in contemporary CSC theorizing. The larger purpose of this paper is to highlight the need for scholars in CSC to be open to insights from theorists who are not normally counted among CSC theorists. The paper also makes a case for the need to make known theorists who remain obscure and hidden because of language, region and the lack of written records.

**Id:** 9650

**Title:** Visual Informed Consent in Social Science Research. Experiences in the field

**Authors:**

Name: Rico Lie

Email: rico.li\_@\_ur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University

Name: Loes Witteveen

Email: loes.witteveen\_@\_ur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University

**Abstract:** This article introduces the concept of 'visual informed consent' (VIC). The concept is introduced in a context of social science research methodology, interview interventions and research participation. In this context it refers to documenting with a camera an articulated process of knowledge sharing between interviewee(s) and interviewer(s) / researcher(s) / filmmaker(s). VIC seeks to replace the common paper based informed consent procedure in a context of visual data collection. It captures the explanation of the purpose of the data collection, the use of the obtained information, the rights, risks and benefits of participation on the one hand, and registers the subject's understanding of the above, and given consent on the other hand. This procedure offers several benefits as compared to working with written forms, especially in the case of the filming of (semi-)illiterate interviewees whereby the bureaucratic concerns for documented and 'signed' informed consent do not balance the right to be informed. Based on empirical research in a context of film productions in the global South, this article explores the potential of VIC and illustrates the procedure and relevance based on experiences in the field. Exploring the concept anticipates our ambition for coming to grips with a concept like VIC as we recognise the potential and increasing use of visual data collection.



**Id:** 9731

**Title:** A Capabilities Approach to Development Communication

**Authors:**

Name: Thomas Leigh Jacobson

Email: tl\_@\_emple.edu

Country: US (United States)

Affiliation: School of Media and Communication Temple University

**Abstract:** This paper argues that development communication processes should be contextualized theoretically within Amartya Sen's capabilities approach (CA). This combination of the two literatures offers benefits to both. Development communication research offers CA the kind of detailed research and theory that CA lacks on processes of media development and community dialog. CA offers communication research an updated large-scale theory of development that has moved beyond the economically oriented and culturally biased values of classical modernization theory. Sen holds communication processes to be of central importance in development. Citizen agency should drive the selection of preferred development priorities, which he calls capability sets, to the extent possible. This requires transparency and information access, as well as citizen debate. He explains: 'Indeed, one of the strongest arguments in favor of political freedom lies precisely in the opportunity it gives citizens to discuss and debate' and to participate in the selection of values in the choice of priorities.' He often notes the importance of media, public discussion, and participation rights that are constitutive of democratic political freedoms, and of equitable development. Although the CA literature values communication highly it does not analyze communication in any detail. Some authors have emphasized the importance of the process by which preferred capability sets are selected, and among these communication in the form of public dialog is implied if not always mentioned. Other authors have noted the relevance of democratic theory and the public sphere to the consideration of capabilities. And yet, while applied capabilities studies are common in relation to poverty, women, children, environmental sustainability and others, such studies are largely lacking with regard to media and communication. At the same time, the capabilities approach offers much to development communication research. Media development and participatory communication today tend to rely on liberal, and western, instincts that are largely unanalyzed theoretically on fully a national scale. And project level communication work inspired by Paulo Freire is largely naïve of large-scale democratic political theory and contemporary welfare economics. Both media development and project level communication work would usefully be informed by theory such as the capabilities approach that is pro-development while also being culturally sensitive, realistic about limitations as well as the opportunities of markets, that operates at multiple levels of analysis, and is also agency oriented. This paper will situate the idea of communication capabilities in relation to key concepts of Sen's capabilities approach such as capabilities and functionings, instrumental versus intrinsic freedoms, and opportunity versus process freedoms. It will provide detail on extant measures potentially suitable for treatment as communication capabilities indicators at both macro and meso/micro levels. Finally, it will employ the theory of communicative action to emphasize the key importance of communicative agency both at the level of national political dialog and the level of project level community dialog.



**Id:** 9744

**Title:** Quand des adolescents produisent des vidéos sur le thème de la cyberintimidation : entre résistance et participation à l'hégémonie du discours public

**Authors:**

Name: Mathieu Bégin

Email: mathieu.begin.\_@\_montreal.ca

Country: CA (Canada)

Affiliation: Université de Montréal

**Abstract:** La cyberintimidation est un construit qui désigne tout acte de production de contenus numériques et sa diffusion intentionnelle dans des canaux de communication privés ou publics, dans le but de nuire à la confiance ou à la réputation d'un individu ou d'un groupe (Tokunaga, 2010). Selon une récente enquête menée auprès de 8194 adolescents québécois, 18 % des garçons et 25 % des filles rapportent avoir déjà été victime d'un tel acte (Cénat et al., 2014). Comme la victimisation en lien avec la cyberintimidation a notamment comme conséquences la baisse du niveau d'estime de soi et la hausse du degré de détresse psychologique chez les jeunes victimes (Smith et al., 2008), de nombreux dispositifs de prévention et d'intervention ont été mis en place au cours des dernières années, dans l'ensemble des pays occidentaux, afin de contrer l'accroissement de ce phénomène (Slonje et al., 2013). En écho à ces initiatives, on retrouve, dans le média social YouTube, de nombreuses vidéos produites par des adolescents autour du thème de la cyberintimidation, qui participent à leur manière au discours public sur cet enjeu social. La question de recherche à laquelle nous répondrons dans le cadre de cette communication est la suivante : quand des adolescents produisent des vidéos sur le thème de la cyberintimidation, participent-ils à l'hégémonie du discours public ou y résistent-ils? Afin de répondre à cette question, nous avons analysé 10 messages d'intérêt public portant sur le phénomène de la cyberintimidation, qui ont été diffusés sur les principales chaînes télévisées québécoises, puis 50 vidéos produites par des adolescents québécois, qui ont attiré plusieurs visionnements dans YouTube. Notre grille d'analyse était de type mixte : elle visait à identifier à la fois les éléments de discours présents dans l'ensemble de notre corpus, tout en comptabilisant leur fréquence d'apparition (Johnson et al., 2007). Les résultats de notre analyse montrent que les discours des messages d'intérêt public commandés par les organisations privées, publiques ou sans but lucratif varient considérablement en fonction du rôle qu'elles occupent au sein de la société québécoise. Ils montrent également que les adolescents québécois tendent, dans leurs productions vidéo, à reproduire par moment certains éléments des discours publics, mais qu'ils articulent aussi des discours de résistance, de contestation (Hall, 2013), notamment par le recours à l'humour absurde ou à des formes dramatiques extrêmes. Au final, les résultats de notre analyse témoignent de la nécessité d'insister sur deux dimensions pédagogiques de l'éducation à la participation dans la sphère des médias numériques, une composante désormais incontournable des sociétés démocratiques (Carpentier, 2012) : premièrement, l'acquisition par les jeunes de compétences en lecture critique des messages d'intérêt public, et deuxièmement, la promotion, par les enseignants et les formateurs, de la mobilisation collective et de l'optimisme, au détriment de l'individualisme et du pessimisme présents dans les productions médiatiques des adolescents (Young, 2011). Dans un contexte où 33 % des jeunes canadiens affirment avoir déjà produit et publié en ligne une vidéo en format numérique (Steeves, 2014), ces changements éducatifs et

sociaux apparaissent prioritaires.

**Id:** 9756

**Title:** PANEL: Environnement et société: faire entendre sa voix' et être entendu

**Authors:**

Name: Stephanie Yates

Email: yates.stephani\_@\_qam.ca

Country: CA (Canada)

Affiliation: UQAM

Name: Myriam Arbour

Email: arbmy\_@\_mail.com

Country: CA (Canada)

Affiliation: UQAM

**Abstract:** PAPER TITLE: Contestations citoyennes dans le cas d'un projet de mine aurifère au Québec : Expertises, expression émotive et légitimité Les discussions autour de grands projets de développement sont propices à une lutte entre différents types de rationalité, auxquels on accorde des niveaux de légitimité variés. Nous nous intéressons ici au discours citoyen mis de l'avant en réaction à celui des acteurs économiques dominants dans le contexte du développement d'un projet de mine à ciel ouvert en plein cœur d'une municipalité se trouvant dans une région éloignée des grands centres urbains du Québec, soit le projet de mine aurifère de Malartic. Alors que plusieurs acteurs locaux adhèrent au discours économique du promoteur, soutenu par les gouvernements locaux et provinciaux et centré autour de la création d'emplois et des retombées économiques associés au projet, des voix citoyennes discordantes s'élèvent, d'abord en amont de ce développement. Celles-ci sont surtout portées par des groupes environnementaux régionaux et nationaux, soucieux des impacts du projet sur les sols et la nappe phréatique. Ces groupes mettent de l'avant un discours centré sur une contre-expertise appuyée par des experts bénévoles, contredisant la rationalité technique du projet telle que présentée par le promoteur. Or, la légitimité de la participation aux débats de ces acteurs n'habitant pas la municipalité, et donc peu sensibles à son contexte économique précaire, est rapidement remise en question. Des voix discordantes additionnelles se font entendre par la suite, émanant cette fois des citoyens directement touchés par l'exploitation de la mine. Ces résidents se plaignent ainsi des nuisances liées aux activités minières et des impacts de celles-ci sur leur santé, autant mentale que physique. Certains d'entre eux demandent d'ailleurs à ce que leur demeure soit relocalisée. Ils mettent ainsi de l'avant une « expression émotive » (Fischer, 2011) qui sera rapidement associée au syndrome NIMBY (not in my backyard) et donc discréditée, notamment par les autorités municipales. Enfin, les institutions consultatives officielles et le Bureau d'audiences publiques sur l'environnement en particulier ne seront pas en reste et porteront également flanc à la critique sur la base du caractère soi-disant partial des individus qui les incarnent. À partir d'une étude documentaire et d'entretiens avec quelques acteurs clés associés à ce cas, nous nous pencherons sur cette mise en tension des différents discours et sur le questionnement systématique de la légitimité de ceux qui en sont les porteurs, et réfléchirons sur les effets de ces dynamiques sur le développement de grands projets d'infrastructure.

**Id:** 9784

**Title:** Should international media assistance play a role in building democratic media systems in the Western Balkans' Advancing the view of local experts

**Authors:**

Name: Florencia Enghel

Email: florenghe\_@\_mail.com

Country: AR (Argentina)

Affiliation: Malmö University, Sweden. Guest lecturer and supervisor, Master's in Communication for Development, Malmö University, Sweden

**Abstract:** To date, the successor states to the former Yugoslavia that are still awaiting entry into the European Union (Albania, Bosnia and Herzegovina, Macedonia, Kosovo, Montenegro and Serbia) continue to grapple with the question of whether international media assistance between 1996 and 2006 facilitated or complicated efforts to democratize state broadcasting systems in order to render them public, ensure the independence of communication regulatory agencies, strengthen the news media's capacity to engage in quality investigative reporting and overall contribute to media pluralism. The question is especially important in light of the continued need to develop sustainable, professional and democratic media sectors supportive of democratization in the context of pressing socioeconomic conditions 'which is the case in Bosnia and Herzegovina- and the persistence of political nationalisms 'which is the case in Serbia. Attentive to well-documented recommendations that local actors must be included in future efforts towards democratizing, professionalizing and rendering sustainable the media sectors of the successor states (Kurspahic, 2003; Rhodes, 2007), this paper voices the viewpoints of relevant local actors in Serbia and Bosnia and Herzegovina regarding the past, present and future of European media assistance. Based on fieldwork-in-progress in Serbia and Bosnia and Herzegovina, the purpose of the paper project is twofold: 1) to render visible a variety of relevant local views (from media experts, communication regulators, representatives from state and private media outlets, professional journalists and/or representatives from journalists' unions, and staff from local NGOs and academic units that provide media training and education) regarding what type of international media assistance is needed at present, and how it should be implemented in order to redress the limited or negative consequences of earlier interventions; and 2) to analyze the avenues currently available for local actors to communicate with European bilateral and regional entities in order to solicit and/or negotiate specific types of international media assistance that in their view would help Bosnia and Herzegovina or Serbia meet the European Union's requirements for a democratic media sector. I argue that the participation of local actors is crucial for external media assistance to enable a meaningful dialogue. The purpose would not only be that citizens of the successor states can express their views and voice their claims, but crucially, that Europe listens (Balibar 2004; Stiks, 2014). The research project's ultimate goal is to inform the incorporation of dialogue with local actors as a steady and necessary feature in the planning and implementation of European media assistance in Western Balkans countries awaiting accession to the European Union.

**Id:** 9845

**Title:** Citizen Engagement in Peacebuilding. A communication for development approach to rebuilding peace from the bottom up

**Authors:**

Name: Valentina Bau

Email: v.ba\_@\_nsw.edu.au

Country: AU (Australia)

Affiliation: University of New South Wales

**Abstract:** This paper wants to bring together notions of peacebuilding, citizen engagement and communication for development (C4D), to demonstrate how C4D can offer citizens tools to become active participants in the reconstruction process that takes place after large-scale violence. At the same time, it aims to put forward some reflections on C4D contribution towards participatory governance. This will be achieved also through the discussion of practical examples implemented in the Global South. The disconnection between citizens and political leadership in the aftermath of conflict can be regarded as a concern in the peacebuilding process. In addition, the lack of communication and access to information, particularly for certain groups, that often characterises these fragile environments represents a major obstacle in the advancement towards a stable peace. This calls for the creation of a form of resistance to the mainstream process that allows citizens to have a say in rebuilding peace. Previous research has shown how communication mechanisms play an important role in the achievement of good governance, also in different political systems. These mechanisms can engage citizens in influencing attitude, behaviour and even policy, contributing to an improved governance. The implementation of top-down peacebuilding interventions in a large number of contexts has failed to attain long-lasting political and social stability. Hence, rather than focusing on external actors and centralised approaches, these experiences encourage us to start building peace with local capacities and through social structures that are already in place. Agencies such as the World Bank have recognised Local Participation & Community Empowerment as one of the entry points to good governance. This includes elements of participatory communication, deliberative decision-making, community media, community-level consultations and ICTs. Applying these to the peacebuilding design allows citizens to take an active part in the process, and opens the path towards a participatory type of governance. Citizen engagement forms a component of participatory governance, and it is key in reaching joint decision-making between government and civil society. In post-conflict contexts, this is crucial to introduce and also to amplify citizens' voices in the peacebuilding process. Through participatory communication and a tailored use of the media and technology, C4D can create new platforms and channels for citizens to be agents in the national reconstruction. By linking theory and practical examples, this paper demonstrates how a communication for development approach to peacebuilding 'almost as a form of resistance to the centrally established line of action' facilitates citizen engagement from the bottom up and contributes to the achievement of a more sustainable peace, while starting to lay the grounds for participatory governance.

**Id:** 9910

**Title:** Music Production as a Participatory Process of Communication: The Legacy of the Solentiname Community.

**Authors:**

Name: Mery Angeles Perez

Email: mpere\_@\_oguelph.ca

Country: CA (Canada)

Affiliation: University of Guelph

**Abstract:** Music is embedded in the lives of individuals and communities that create it in a most significant way (Juslin & Sloboda, 2002; Fridja et al., 1989; Clayton, 2003). It is a cultural expression which appeals to human emotions (Blacking, 1973) and has been used to communicate information, values and world views as well as to promote social movements throughout the world (Sweeny, 2001; Spencer, 1990; Tumas-Serna, 1992). I suggest that when music is at the heart of a community, it has the capacity to become a facilitator for participatory communication that challenges hegemonic powers by articulating the community's identity, concerns and hopes. In this paper, I would like to consider music as a vehicle for participatory communication taking a close look at the case of the peasant community which emerged on the Islands of Soletiname, Nicaragua in the 1960s and which left the musical legacy entitled Misa Campesina (Mejía Godoy, 1979). I begin by taking into account the definition of communication for development offered by Linje Manyozo (2012) who defines communication for development as a series of processes that 'do not necessarily rely on the media' (p. 152). These are processes of interpersonal communication that engage the community, provide an opportunity for exchange of knowledge and 'foster improved livelihoods, safe communities and sustainable environment' (p. 152). From this perspective, music production within communities can be considered to be a vehicle for participatory processes of communication. The Misa Campesina was born out of a participatory process facilitated by priest Ernesto Cardenal and composer Carlos Mejía Godoy (Cardenal, 2003). Its instrumentation, rhythms and lyrics were a concrete way to resist the well established political and religious institutions of the time while it strengthened the community's sense of identity and commitment (García Zeledón, 2001). This paper incorporates field research carried out in 2013 and 2014 among the surviving members of the Solentiname community. Semi-formal interviews were carried out where these individuals spoke about the role of music and participatory processes in their involvement in the Nicaraguan revolution. The paper also provides an analysis of some of the Mass' original texts as well as other documents. Even though this music emerged out of the participation of a particular community with specific concerns, it immediately became the Mass of choice in marginalized sectors of Nicaragua and Central America as other communities found that the values and concerns voiced in this music resonated with their own (Mejía Godoy, 2013). The Misa Campesina continues to speak today to audiences and communities of listeners and it is still played in circles of oppressed sectors throughout Latin America (Mejía Godoy, 2013). I suggest that the power of this music lies in the process out of which it was born, an intimate process of community engagement which articulated their concerns and empowered them to carry out concrete actions for social change. **Keywords:** music as communication, community participation, music and social change, Nicaraguan revolution.

**Id:** 9950

**Title:** Psychological diversity in participatory journalism: Understanding the role of personality in online commenting behaviour

**Authors:**

Name: Renee Barnes

Email: renee.barne\_@\_sc.edu.au

Country: AU (Australia)

Affiliation: University of the Sunshine Coast

Name: Doug Mahar

Email: d.maha\_@\_sc.edu.au

Country: AU (Australia)

Affiliation: University of the Sunshine Coast

**Abstract:** Reader comments following news stories have the potential to enhance deliberative processes by enabling greater plurality in public discourse. Central to this possibility is that reader comments will contain a diversity of voices from all social groups, representing all demographic factors, including age, education and socio-economic status. Taking this concept of diversity further, true plurality is only achieved if those contributing represent all personality dimensions. Based on McCrae and Costa's (1992) Five-Factor Model of personality, this study examines whether personality impacts upon commenting behaviour following online news stories. Drawing on a survey of nearly 650 Australian online news readers it examines the relationship between online participation and the five personality factors of extroversion, neuroticism, openness to experience, agreeableness and conscientiousness. Using bivariate correlations, the study reveals that participants who are more open to experience are more likely to comment on news. Further, when data from males and females are analysed separately, the study finds that male participants who comment on news are more likely to be extraverted and low in agreeableness, while female participants who comment are more likely to rate higher on openness to experience. These results suggest that participation online may afford the articulation of views and discussion by those with particular personality traits. People high in openness tend to have more liberal political views, whereas those who are low in openness tend to be more conservative, and are more likely to endorse prejudiced views. Extraversion tends to be manifested in outgoing, talkative, energetic behaviour and people scoring low on agreeableness are generally less concerned with others' well-being and report having less empathy. The study concludes by outlining the implications for broadening the diversity of personality types participating in comment threads following news stories. Given that moderation policies and user interfaces have been shown to have a significant impact on participatory behaviours of the audience, we contest that levels of moderation and specific characteristics of user interfaces will appeal to people with differing personality characteristics.



**Id:** 10014

**Title:** Research-action, communication and healthcare policy: empowering breast cancer advocates in Venezuela

**Authors:**

Name: Isaac Nahon-Serfaty

Email: inahons\_@\_ottawa.ca

Country: CA (Canada)

Affiliation: Department of Communication, University of Ottawa

Name: Mahmoud Eid

Email: mei\_@\_Ottawa.ca

Country: CA (Canada)

Affiliation: University of Ottawa

**Abstract:** The main objective of this paper is to illustrate how a research-action strategy was developed to empower breast cancer (BC) activists in order to enhance their advocacy capabilities and their ability to influence the drafting of a national response against the disease in Venezuela. We conducted a participatory research program from 2009 to 2013 in partnership with SenosAyuda, a national NGO that supports patients, promotes early detection of BC, and advocates for better access to healthcare services. Based on the principles of research-action, the participatory approach aimed at developing a critical perspectives among the different actors, focused on achieving change in relationship to BC policy, integrated the 'non professional' researchers' points of view, and combined different type of knowledge and capacities of the community partners to positively impact their roles as spokespersons and advocates of their cause. The project was implemented in a highly polarized political and social environment since the arrival to power of Hugo Chávez in 1999. The regime has put a strong emphasis on social programs in order to help the poor and expand access to healthcare. Nevertheless, the overall performance of these programs is far from the positive results announced by the government. Collaborators of this action-oriented research project - including community activists, patients, cancer survivors, physicians, public officials, journalists and researchers - engaged in discussions and different self-reflexive evaluations in workshops and meetings throughout a five-year period. One of the main results of the program was the drafting and diffusion of the declaration 'Towards a Consensus Vision for the formulation and implementation of a National Response against Breast Cancer in Venezuela'. We will discuss the empowering effects of such participatory approach of health communication among traditionally marginalized groups, particularly women and cancer survivors from small towns from the Venezuelan provinces who face several barriers and challenges to make their voices heard in the debates about healthcare policy. We will also show how this research-action questioned traditional social roles (i.e. doctor ' patient, health official ' citizen), and promoted a more horizontal communication among stakeholders and a more egalitarian participation in the decision making process.



**Id:** 10067

**Title:** ¡Vivos se los llevaron, vivos los queremos!: Un grito global para el reclamo de justicia social en México

**Authors:**

Name: Claudia Magallanes-Blanco

Email: clausmagallane\_@\_ahoo.com.mx

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Puebla

Name: Isabel Lozano-Maurer

Email: chiabel\_@\_mail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Puebla

**Abstract:** La madrugada del 26 de septiembre de 2014 en la comunidad de Iguala, Guerrero, en el suroriente de México, un grupo de estudiantes de la escuela normal rural (formadora de maestros) 'Isidro Burgos' de la comunidad vecina de Ayotzinapa fueron atacados por las fuerzas policiales locales resultando en la muerte de 7 personas (alumnos y ciudadanos) y en la desaparición forzada de 43 estudiantes. La respuesta inicial del gobierno tanto local, como estatal y federal fue tardía y omisa. Sin embargo, los hechos fueron dados a conocer rápidamente por las redes sociales y algunos medios informativos críticos (por ejemplo, MVS noticias, Aristegui.com, Sin Embargo o Proceso). La desaparición forzada de los 43 estudiantes de Ayotzinapa ha sido un parteaguas en el descontento social de la población mexicana, la cual se ha visto sometida a altos índices de violencia, corrupción estructural e impunidad en los últimos años. A partir de los hechos de Iguala, Ayotzinapa se convirtió en un espacio simbólico de resistencia y lucha social. En esta ponencia analizamos formas participativas de comunicación a través de las redes sociales digitales, movilizaciones, marchas, y acciones simbólicas (como pase de lista de los 43 alumnos desaparecidos, entre otras) en torno al reclamo de justicia por Ayotzinapa. Examinamos específicamente las acciones llevadas a cabo en tres de las universidades del Sistema Universitario Jesuita de México: La Universidad Iberoamericana de la Ciudad de México, la Universidad Iberoamericana Puebla y el Instituto Tecnológico de Estudios Superiores de Occidente (ITESO) en Guadalajara. A partir de entrevistas con miembros de las tres comunidades universitarias y del análisis tanto de los productos digitales (videos, fotos, carteles) como de las acciones 'en vivo' (foros, mesas de análisis, debates con normalistas de Ayotzinapa [alumnos, maestros y padres de los normalistas desaparecidos] conciertos musicales, tomas de espacios abiertos del campus, lecturas de poesía, colectas monetarias, etc.) tanto en los campus como en las calles de las tres ciudades y sus repercusiones en medios internacionales y redes sociales globales, consideramos que las iniciativas participativas, reales y virtuales, de estas tres instituciones contribuyeron a la convocatoria para la movilización global de reclamo de justicia social en México, en torno a los 43 alumnos de Ayotzinapa.

**Id:** 10091

**Title:** Political empowerment through social media' An analysis of Facebook's performance as a platform for the political participation of citizens and minorities in Austria.

**Authors:**

Name: Ricard Parrilla Guix

Email: ricardo.parrill\_@\_bg.ac.at

Country: AT (Austria)

Affiliation: Universität Salzburg

Name: Stefan Gadringer

Email: stefan.gadringer\_@\_bg.ac.at

Country: AT (Austria)

Affiliation: Universität Salzburg

Name: Philip Sinner

Email: philip.sinne\_@\_bg.ac.at

Country:

Affiliation: Universität Salzburg

**Abstract:** Social media are often referred to as platforms enabling the empowerment of citizens through deliberation (e.g., Bertot et al., 2010). However, only a minority makes use of the possibilities provided by them; additionally, expedient political participation via social media requires more than just a 'like' (Schmidt, 2013). Thus, further theoretically sound research considering the communication framework enabled through social media is needed. This paper theoretically and empirically addresses the research question: How far are social media in Austria an effective platform for the political empowerment of citizens? We draw on McQuail's (2010) model according to which structural conditionings affect the conduct and the performance of media. The understanding of political empowerment grounds on Habermas' (1992) concept of autochthonous public sphere. In order to comprehensively analyze medial acting in social media, we draw on Paus-Hasebrink's concept of 'Gebrauch' of the media (2013), based on Wittgenstein's 'Gebrauchstheorie' (1969). The concept enables an analysis of the levels of social media activity ('Gebrauchsmodi'): consumption, participation and production. The research objectives are: (i) To assess how far social media are externally and internally defined as platforms where the voice of citizens and of cultural and social minorities is heard; (ii) to assess whether the political agenda-setting process is plurally led within social media by citizens and civil society organizations, leading to an autochthonous public sphere, or by institutionalized media and political organizations; and (iii) to assess the ways in which social media users engage in political participation. Research objective (i) is addressed through a qualitative content analysis of EU and Austrian legislation, as well as of Facebook's terms of service, in order to identify normative ideas committing to both content and claims-maker pluralism. Furthermore, a quantitative agenda and claims-making analysis is applied where the most salient political issues and the corresponding social media users in Facebook Austria within 15 days in 2015 are measured (ii). Last, the 'Gebrauchsmodi' of those social media users when engaging in political participation are analyzed (iii). By focusing on the

structural conditions and the specific communicative aspects of social media, this paper offers a new theoretical framework for analyzing political participation and emancipation within social media platforms and provides empirical evidence for the Austrian case.

References

Bertot, J.C., Jaeger, P.T. & Grimes, J.M. (2010). Using ICTs to create a culture of transparency: E-government and social media as openness and anti-corruption tools for societies. *Government Information Quarterly*, 27(3), 264-271.

Habermas, J. (1992). *Faktizität und Geltung. Beiträge zur Diskurstheorie des Rechts und des demokratischen Rechtsstaats*. Frankfurt am Main: Suhrkamp.

McQuail, Dennis (2010): *McQuail's Mass Communication Theory*. London: SAGE.

Paus-Hasebrink, I. (2013). Audiovisuelle und Online-Kommunikation ' Theoretische Wege zur Analyse der komplexen Zusammenhänge von Produktions-, Angebots- und Aneignungsweisen. In I. Paus-Hasebrink, S. Trültzsch, A. Pluschkowitz & C. Wijnen (Eds.): *Integrative AV- und Online-Kommunikationsforschung. Perspektiven ' Positionen ' Projekte* (pp. 63-81). Baden-Baden: Nomos.

Schmidt, J. (2013): *Social Media*. Wiesbaden: Springer VS.

Wittgenstein, L. (1969): *Philosophische Untersuchungen (PU)*. Frankfurt am Main: Suhrkamp.

**Id:** 10163

**Title:** Regards méditerranéens croisés autour du pouvoir ambigu du Web social dans un contexte de militantisme citoyen

**Authors:**

Name: Zouari Khaled Sedda Paola

Email: khaled.zouar\_@\_aposte.net

Country: FR (France)

Affiliation: Clermont Université

**Abstract:** Regards méditerranéens croisés autour du pouvoir ambigu du Web social dans un contexte de militantisme citoyen Khaled Zouari : Maître de conférences en SIC, Communication et solidarité EA 4647 Clermont Université. Paola Sedda : Docteur qualifié en SIC, Professeur Contractuel au département InfoCom de l'Université Lille 3, membre associé du Laboratoire GERIICO EA 4073. En sciences de l'information et de la communication, le débat scientifique autour du rôle joué par le Web social (blogs, réseaux sociaux) dans le développement de nouvelles pratiques de militantisme citoyen est loin d'être tranché (Ion 1997). Certains travaux marqués par le courant du déterminisme technologique défendent l'idée de l'utopie de la communication (Breton, 2004) et du pouvoir absolu d'Internet en tant qu'outil déclencheur des transformations socio politiques (Morozov, 2011). D'autres recherches examinent cette question en remettant en cause les approches déterministes et en reconnaissant la nécessité de situer les processus de changement actuels dans le cadre large de la modernité et dans une temporalité longue (Zouari, 2013, Sedda, 2013; 2015). Afin de relever le caractère ambigu qui traverse les usages sociaux de la technologie, nous proposons alors une approche interdisciplinaire et comparative qui associe analyse théorique et travail empirique et qui s'interroge autour de l'usage militant d'Internet dans deux pays méditerranéens : la Tunisie (le pays initiateur du Printemps arabe) et l'Italie. Notre problématique gravite autour des questions suivantes : quels sont les principaux usages du Web social dans un contexte de militantisme en Tunisie et en Italie ? Peut-on considérer Internet comme un outil favorisant des processus de changement transitoires ? De quelles formes de résistance ou d'hégémonie parle-t-on lorsqu'on observe le phénomène du cyber-militantisme dans les pays méditerranéens ? Au niveau méthodologique, nous privilégions une approche comparative autour de deux cas d'étude portant sur le cyber-militantisme en Italie et en Tunisie. Ce double travail balayant deux aires géographiques méditerranéennes nous permettra de porter un regard multiple sur le rôle effectif d'Internet dans l'évolution des pratiques militantes citoyennes. Bibliographie Breton, PH., (2004), L'utopie de la communication : Le mythe du « village planétaire », série Essai la découverte. Ion J., (1997), La fin des militants ', Paris, Éditions de l'Atelier. Sedda P. (2015), « La politisation de l'ordinaire : enjeux et limites de la mobilisation numérique », Sciences de la Société, numéro Médias, Engagements et mouvements sociaux, (à paraître en février 2015). Sedda P., (2013), « Débat public et mobilisation dans la blogosphère italienne : le phénomène Grillo », in Vacher B, Le Moëne C. et Kiyindou A. (eds), Communication et Transformation du débat public : les réseaux numériques au service de la démocratie ', Paris, L'Harmattan, p. 453-462. Morozov, E., (2011), The net delusion. The Dark side of internet. Public affairs. Zouari, K., (2013), « Le rôle et l'impact des technologies de l'information et de la communication (TIC) dans la révolution tunisienne », revue Hermès, n°64 CNRS Editions.

**Id:** 10239

**Title:** El video participativo como herramienta de auto-representación y empoderamiento de la comunidad sorda en Puebla, México

**Authors:**

Name: Julieta Cuevas Parra

Email: july180\_@\_mail.com

Country: MX (Mexico)

Affiliation: Universidad Iberoamericana Puebla

**Abstract:** El video participativo es un conjunto de ejercicios que busca la contribución de un grupo de personas o una comunidad en el diseño y la creación de un producto audiovisual. Al asumir el control de los medios, los participantes deciden cómo quieren ser representados en la imagen y pueden tomar medidas para resolver sus propios problemas o comunicar sus ideas entre ellos y hacia el resto de la sociedad (Lunch & Lunch, 2006). De esta forma, el video participativo propicia la auto-representación y el empoderamiento de los sujetos. La ponencia discute el caso de estudio del trabajo en La Casa del Sordo (Puebla, México) para el diseño y la implementación de talleres de video participativo. En México, existen 720,000 personas con sordera o pérdida auditiva según cifras oficiales (INEGI, 2013) aunque expertos estiman que el número podría ser más alto. De estos, sólo algunos están organizados entre ellos y conviven con sus pares utilizando la Lengua de Señas Mexicana (LSM). Ellos se asumen como una comunidad lingüística minoritaria que expresa su cultura y su forma de ver el mundo a través de su idioma. Sin embargo, son otros quienes hablan de ellos y por ellos, fomentando estereotipos y asumiendo falacias respecto a su lengua y su cultura. Los sordos son considerados por el Estado mexicano como discapacitados y son constantemente víctimas de discriminación. La Casa del Sordo en Puebla es una asociación cuyo objetivo principal es capacitar a sordos de todas las edades a través de talleres de alfabetización y formación para el trabajo que les permitan acceder a la instrucción básica, a un empleo digno y de su interés, servicios médicos, jurídicos y sociales; y en última instancia, evitar la discriminación y violencia de la que son objeto. En este sentido, los talleres de video participativo en La Casa del Sordo buscan propiciar la auto-representación, reforzar el sentido de comunidad y ser un mecanismo de empoderamiento al presentarse como alternativa a la discriminación lingüística que enfrentan. El video participativo, tanto en la producción como en la difusión, es particularmente pertinente para trabajar con la comunidad sorda en México dados los bajos índices de alfabetización entre sus miembros y a la naturaleza viso gestual de la LSM. El relato de una persona a través de sus propias palabras y códigos, para el caso de los sordos, implica reconocer el valor de su lengua, de forma íntima pero también hacia el exterior del grupo. La posibilidad de hacer un uso representacional de los medios audiovisuales puede contribuir a su empoderamiento y la consecuente transformación de su realidad social y cultural.

**Id:** 10277

**Title:** #YoSoy132: A Technopolitical, Contra-hegemonic and Democratizing Social Movement

**Authors:**

Name: César Alan Ruiz Galicia

Email: alanruizgalici\_@\_mail.com

Country: MX (Mexico)

Affiliation: #YoSoy132

**Abstract:** In 2012 a social movement without precedent emerged in Mexico: '#YoSoy132.' It was the largest wave of youth participation in at least four decades, whose clarity is rooted in that hundreds of thousands of youth took democratization of media systems to be their central demand in order to begin to dismantle the sophisticated pillars of a social order that perpetrates inequality. As 94% of Mexican television frequencies are concentrated in two companies and these corporations are protagonists in forming the public opinion of millions of people, the youth movement posited the plurality and democratization of media systems as indispensable to achieving political democracy. In this logic, Mexican youth used social networks as a space for organization, publicity, innovation and aesthetic production. The very name #YoSoy132 was a hashtag used in Twitter to contrast the official version publicized by mainstream media about an incident between presidential candidate 'now current president' Enrique Peña Nieto, and 131 students that protested him at a conference. The hashtag helped to build a network of support in favor of the youth which thousands of others joined in by tweeting, '#YoSoy132.' Technopolitics is the tactical and strategic use of information technology and communication as a tool to mobilize data and people in both physical and virtual spaces. It is a turn towards the creation of organization using decentralized leadership, horizontality, disintermediation, the use of emotions as a catalyst for collective actions and synchronized online and offline political life. It is, then, a revolution in the theory and practice of social movements that shares patterns and has generated links to 15M, student movements in Chile or the Arab Spring. This clash between traditional media and social networks is representative of current dilemmas in communication: a tool that serves to consolidate hegemony or resistance, sustain the status quo or bring it to crisis, maintain concentrated power or distribute it for the empowerment of an expanded citizenship. The knot of these contradictions prolongs itself for years, as both spaces will be disputed by opposite proclamations: while the traditional media positions itself better each time in social networks, civil society has demanded the division of the use of radio frequencies and television in three equal parts: 33% for private use, 33% for state use and 33% for civil society. Given that the communications war will be the narrator in all wars to come, my research will share experiences, innovations, interventions and revolutions in the use of communication that has emerged in Mexico since 2012 and is currently used in movements in resistance to the hegemonic model.

**Id:** 10283

**Title:** Dynamic Axes of Participation: contributions to an assessment model between hegemony and resistance

**Authors:**

Name: Ana Duarte Melo

Email: anamel\_@\_cs.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

**Abstract:** Between hegemony and resistance ' IAMCR 2015 conference theme ', consumer participation in advertising plays a frequently invisible and unnoticed role in the dynamic balance of communication power. Although the concept of citizenship, activism and resistance, on one hand, and advertising strategies, commercial and persuasive communication, on the other hand, are commonly associated with diverse if not opposite universes, we defend that they walk a common path through participation. To assess that alternative route is at the core of our work. The present paper will therefore elaborate on the effort to evaluate and understand participatory communication in advertising and proposes the discussion of a model of analysis based on a specific approach to advertising ' hereby understood as the whole sphere of commercial and social marketing communication of corporations, brands and products ' as one of the most pervasive, omnipresent, influential and active platforms of interaction in contemporary societies. This platform, we argue, offers common ground both to the global corporative hegemony and to the consumer's capacity to withstand it by participating in the communication flux, especially enabled and upgraded by the new media ecology. In order to obtain a more holistic view of this participatory process and its perceptions we developed a methodology mix. Contributions from insights of advertising actor's interviews on the issue, multiple case study analysis, observation and debugging evidence of typified participatory examples were taken into consideration. State of the art literature approaches, in particular the more specific about participation in the media and through the media (Bakardjieva, 2009; Barsky, 2011; Carpentier, 2011; Dahlgren, 1995; Fainstein, 2011; Midgley et al., 1986; Mohan, 2006; Rahnema, 1992; Zúñiga et al., 2012), helped to structure a theoretical framework. Through the evidence provided we have drawn up an analysis grid rooted in six observable criteria. Nevertheless, these are not static concepts. On the contrary, we consider that participation implies a negotiation of power, a balance of forces permanently called into question. Being this dialectic a feature of the essence of participation, an integral element of its praxis, we argue that it must be taken into account both in the definition of the concept, in its structural characterization and in the configuration of its modalities as well. As a consequence we propose a dynamic scope of analysis crafted on the basis of what we denominate tensional dynamic axes of participation. We will discuss further application of this analytical grid as well as limitations and possible developments of the model, in order to a deeper characterization



**Id:** 10286

**Title:** Panel: Mediation and Participatory Dramas: Phenomenologies of Youth Culture and Globalization

**Authors:**

Name: Stuart R Poyntz

Email: spoynt\_@\_fu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

**Abstract:** Phenomenology is concerned with the ways subjects orient to worlds through an array of symbolic articulations, including electronic and digital communications, art artifacts, literary expressions and face-to-face encounters. A philosophical tradition rooted in early twentieth century European thought, phenomenology is currently being reinvigorated across a diverse range of disciplines as a crucial approach for tackling complex questions of participation, lived experience, meaning-making and subjectivity. Where globalization references the ever-accelerating interconnections of diverse human lives at the political, economic, social and cultural levels, in this panel, we bring together a range of papers that have sought to draw from phenomenology in order to specify how globalization is unfolding amongst young people living in various regions and under diverse conditions around the world. In so doing, we contend that phenomenology and phenomenologically-imbued modes of analysis can help us to better diagnose the present and future by 'thickening up' our understanding of the sense-making practices deployed by young people across a range of participatory media moments and practices. As referenced here, participatory media are understood to refer to local formations and practices and the media translations which young people and their allies are deploying to engage, contest and respond to the current period of asymmetrical globalization. While questions of youth experience are central to this panel, none of the work included here aims to privilege youth voice as a medium of truth. Rather, the questions we ask are: 'What can phenomenology offer to help develop a participatory youth media studies?' 'How can drama methods and performance, undertaken by young people as forms of communication and resistance, be understood and theorized using phenomenology and affect theory?' 'How can phenomenology deepen our understanding of global research encounters, including moments of participatory communication that existed between one researcher and youth involved in a research project in Guinea?' 'How can a pluri-vocal exploration of the Eifel Tower, as a globally distributed sign, help to de-centre Western epistemological frames and move research towards an inter-cultural and inter-epistemic imaginary where we can see otherwise.'



**Id:** 10287

**Title:** Panel: Phenomenology of Youth Cultures and Globalization: Lifeworlds and Surplus Meaning in Changing Times

**Authors:**

Name: Jacqueline Kennelly

Email: jacqueline\_kennell\_@\_arleton.ca

Country: CA (Canada)

Affiliation: Carleton University

Name: Stuart R Poyntz

Email: spoynt\_@\_fu.ca

Country: CA (Canada)

Affiliation: Simon Fraser University

**Abstract:** This paper sets the theoretical and conceptual framework for the panel, Mediation and Participatory Dramas: Phenomenologies of Youth Culture and Globalization. Globalization is one of the central philosophemes of our era, a focal objectification of lived experience in space and time, and a concept that continues to help explain the fundamental dynamics of human experience today. If at times the very ubiquity of the term can appear to leave the concept barren of meaning, we contend that it remains a fundamental resource for orienting ourselves in contemporary life. It is with this in mind that we have turned to phenomenology as a crucial approach for tackling complex questions regarding participation, lived experience, meaning-making processes, and subjectivity. Phenomenology is concerned with the ways subjects orient to worlds through an array of symbolic articulations. In this paper, we present the over-arching conceptual contribution of the book, making the argument that phenomenology has always resided close to the heart of youth cultural studies ' even if it has often been disavowed or denounced as an influence. Tracing some of the key youth theorists and their connections to phenomenology ' including Stuart Hall, Paulo Freire, and Raymond Williams, as well as feminist influences on the field -- the paper provides a brief 'history of the present' through an analysis of the centrality of phenomenological themes in youth studies, and the potential for phenomenology to make a more explicit contribution to both youth media studies and to the social sciences more broadly. The paper identifies the core phenomenological themes as intersubjectivity, embodiment, meaning-making, temporality, and experience, and sketches the ways in which these themes are of particular relevance for youth studies that intersect with communications. Several of the contributors to the volume make innovative use of youth media practices as the core of their phenomenological investigations, and we suggest that this is no coincidence. Phenomenology is a highly productive conceptual approach to communication studies, with its focus on the perspectives of those who are participating in the research, the emphasis on relationships between oneself and another (which could be viewer and viewed or could be researcher and researched), and its interest in temporality as an uneven passage of time where the past intersects with the present in ways that are sometimes unpredictable and certainly not linear. The paper concludes by calling for a return to phenomenology as a means of generating some hopefulness in the face of asymmetrical globalization, and also as a way to honour our commitments as social scientists to provide not only explanation, but also understanding.

**Id:** 10291

**Title:** Panel: Performing Patriarchy: Indian girls (en)gender a social imaginary

**Authors:**

Name: Kathleen Gallagher

Email: kathleen.gallaghe\_@\_toronto.ca

Country: CA (Canada)

Affiliation: Ontario Institute of Education at the University of Toronto

**Abstract:** To the panel, Mediation and Participatory Dramas: Phenomenologies of Youth Culture and Globalization, this paper contributes an account of the productive relationship between a phenomenological approach in qualitative empirical research and drama/theatre engagement, as discovered in a school for girls in Lucknow, India. The dramatic encounters created by the young women for the visiting researchers from Canada opened up the possibility of deepening an understanding of patriarchy, its embodied, material, symbolic and felt presence, in their lives. These unique and performative research experiences also provoked broader, critical questions about the place of dramaturgical performance in qualitative research and the ethical responsibilities we have as researcher-witnesses in times of intensified and distorted processes of globalization. This presentation aims to make two contributions to the panel discussion. The first speaks to how drama methods and performance, undertaken by young people as forms of communication and resistance, can be understood and richly theorized by phenomenology and affect theory (Ratcliff, 2012; Ahmed, 2004). The second contribution attempts to account for how the researcher/audience might respond to such performances and what resources phenomenology and affect theory can offer to help us do so ethically. The premise of the presentation, then, speaks to how experiences that were communicated to a research team through performance revealed aspects of the lives of the young women we worked with that might otherwise have been inaccessible to us. Considering communication as a performative act, and taking in the abundance of meanings (literal, abstract, symbolic, metaphoric, contextual, subtextual) always present in performance, the presentation leans on phenomenology to understand both how and why theatrical representations of lived lives always say more than they mean and often provoke new and unanticipated responses in an audience. Without romanticizing either the drama methods or the interpretative lenses, this presentation will outline how the researcher came to know the young women's experiences in raw and candid ways that demanded a kind of political astuteness about the many guises of globalization. These performative, communicative acts also demanded an ethical reflexivity about the roles of reception and interpretation in research (Arendt 1958/1998; 1982). The exploration of theatre methods and the subsequent discussion of researcher reflexivity will make an important methodological contribution to the subject of the panel.

REFERENCES  
Ahmed, Sara. *The Cultural Politics of Emotion*. New York: Routledge, 2004.  
Appiah, Anthony Kwame. *Cosmopolitanism: Ethics in a World of Strangers*. New York: W. W Norton and Company Inc., 2007.  
Arendt, Hannah. *The Human Condition*. Second Edition. Chicago: The University of Toronto Press, 1958/1998.  
Arendt, Hannah. *Lectures on Kant's Political Philosophy*, Edited by Ronald Beiner. Chicago: University of Chicago Press, 1982.  
Ratcliffe, Matthew. 'Phenomenology as a Form of Empathy.' *Inquiry: An Interdisciplinary Journal of Philosophy* 55, no. 5 (2012), 473-495.

**Id:** 10292

**Title:** Panel: Researching Street Corners as Sites of Youth Sociability in Guinea: Participatory Visual Methods, Relational Phenomenology and the Global 'Politics of Encounter'

**Authors:**

Name: Clovis Bergere

Email: clovis.berger\_@\_utgers.edu

Country: US (United States)

Affiliation: Rutgers University - Camden

**Abstract:** This paper contributes to the panel on Mediation and Participatory Dramas: Phenomenologies of Youth Culture and Globalization by drawing on a recent visual research project that used participatory image-making and digital photography to explore the significance of informal meetings spaces among youth on street corners in two cities: Labe and Conakry in Guinea, West Africa. Phenomenology is mobilized in the paper to deepen our understanding of global research encounters 'moments of communication and lived experiences themselves' including those that occurred between the author and youth involved in the project in Guinea. Thinking phenomenologically about research encounters (Merleau-Ponty, 1962; Kleinberg-Levin, 2009) with youth works as a series of invitations that shift our academic senses in incremental rather than prescriptive ways. In phenomenology, meaning occurs 'in the middle,' in the meeting of consciousness and its object. As such, it draws attention to the centrality of perception and the experience of the research encounter itself. Between October 2010 and May 2011, the author worked with youth in Guinea, and found the visual dimension of a photo-elicitation project particularly apt at foregrounding aspects of youths' experiences of urban environments that escaped the youth themselves. Project photographs yielded many surprises and where seemingly 'failed' images offered meaningful moments of research, they revealed a range of complex changes at play in urban Guinea. Unequal power flows were not surprisingly a feature of the research encounter in multiple and complex ways. When research takes place with young participants in urban contexts characterized by extreme poverty, failed amenities, and disconnected institutional settings, these power asymmetries are inescapable and sharply felt. Again phenomenology acts a particularly rich theoretical resource that highlights researchers' role as not solely 'experts' engaged in the field nor merely as vessels through which to uncritically 'give voice' to young people. Instead, researchers are engaged inter-relationally (Schrag, 1994), with both the field and the participants within it, and are thus positioned to comment on the social realities that shape young people's lives and to participate in changing unjust social conditions. By presenting specific examples of participatory visual research with urban youth in Guinea, this paper shows that by emphasizing the relational nature of experience, phenomenology invites academic researchers to work with others, including artists, activists, religious leaders and most crucially the youth themselves. REFERENCES Kleinberg-Levin, David Michael. 'Tracework.' In Merleau-Ponty and the Possibilities of Philosophy, eds Vallier, Robert; Bernard, Flynn and Wayne J. Froman, 79-115, Albany, NY: SUNY Press, 2009. Merleau-Ponty, Maurice. Phenomenology of Perception. London, England: Routledge & Kegan Paul, 1962. Schrag, Calvin O. 'Transversal Rationality.' In The Question of Hermeneutics: Essays in Honor of Joseph J. Kockelmans, ed T.J. Stapleton. Springer Publishing Company, 1994.

**Id:** 10293

**Title:** Panel: Phenomenological communication: 'what is this funny thing'

**Authors:**

Name: Leslie Robinson

Email: lrobin\_@\_alberta.ca

Country: CA (Canada)

Affiliation: University of Alberta

Name: Maria-Carolina Cambre

Email: carolina.cambr\_@\_alberta.ca

Country: CA (Canada)

Affiliation: King's University College, Western University

**Abstract:** This paper is a contribution to the panel, Mediation and Participatory Dramas: Phenomenologies of Youth Culture and Globalization. The paper directly addresses the two issues of communication between community members and other stakeholders, and the challenges of incorporating participation in an intrinsic way, by following a phenomenological process to excavate assumptions that influence the communicative process. Following Jean-Francois Lyotard's (1991) understanding that consciousness is 'interwoven with the world' (p. 34), we offer reflections on the context of asymmetrical globalization in relation to the intersecting experiences of Ugandan, Canadian and Argentine researchers who travelled to Paris to present at a conference together. Engaging hermeneutic phenomenology guided by the Dutch phenomenological school of thought (Van Manen, 1997) and Africana phenomenology (Henry, 2006) we open up expressive potentials through phenomenological explorations where 'youth' co-author a collaborative meaning-making process. The phenomenological reflections allowed for a degree of democratization within the research process by revealing the stark, and sometimes jarring, differences in our memories of our trip to Paris. We were made to question the very notion of globality and the conundrum of its impossibility if it is meant to include everyone, if everyone can include pluriversal ways of knowing, doing and being. Our specific case explores the differences in how researchers with preconceived notions of the Eiffel Tower (and its globally distributed sign) experience it, as well as how those without any idea of the existence of the icon Roland Barthes assumed was 'present to the entire world' might experience it. As a result of the participatory communicative process we engage, we were able to ask questions about which subjectivities are dis/allowed to make claims about the human condition. As a result, we improvise a relational ethics for knowledge generation and sharing in the context of Western globalization and its modern/colonial structure. By placing emphasis on the agency of Ugandan youth perspectives and our/their entry into engaged/implicated scholarship, and by calling for the de-centering of Western epistemological frames, we move towards an inter-cultural and inter-epistemic imaginary where we can see otherwise. REFERENCES Van Manen, M. (1997). *Researching lived experience : Human science for an action sensitive pedagogy* (2nd ed.). London, Ont: Althouse Press. Henry, P. (2006). *Africana Phenomenology: Its philosophical implications*. *Worlds and knowledges otherwise*, 1(3), 1-23. Maldonado-Torres, N. (2007). *On the coloniality of being: Contributions to the development of a concept*. *Cultural Studies*, 21(2-3), 240-270. Mignolo, W. (2011). *The darker side of western modernity:*

Global futures, decolonial options. Durham: Duke University Press. Sandoval, C. (2000). Methodology of the oppressed. Minneapolis, MN: University of Minnesota Press. Thiong'o, N. W. (2009). Re-membering Africa. East African Educational Publishers Ltd: Nairobi.

**Id:** 10369

**Title:** Participatory Processes in Kenyan Community Radio ' A Case Study

**Authors:**

Name: Rose Nyakio Kimani

Email: rose.nyaki\_@\_mail.com

Country: DE (Germany)

Affiliation: University of Bayreuth

**Abstract:** Community radio initiatives are viewed as a site of participatory communication for communities; as a 'location where citizens can voice their opinions and experiences and interact with other voices' (Carpentier). Participation in community radio may be broadly delineated as either being in terms of content generation on one hand, or in terms of decision making in the running of the radio station on the other hand. In the Kenyan context, the more apparent form of community participation in community radio stations is in content generation. Participation is either on an individual basis or in the form of membership in fan groups affiliated to the radio station . The station ideologies and day to day running do not seem to explicitly encourage community participation in management of the stations, although station staff state that the community is involved in the life of the station. This raises the question as to whether, in this context, 'the concept of participation bolster(s) the administrative position of the dominant paradigm' (Huesca). Nevertheless, community members see these stations as important to their community, and especially value the opportunity to be heard through their contributions to radio programming. The participatory processes around community radio stations seem to be directly impacted by the ownership and management structure of the station, while these processes also impact the relationships between the station staff and other community members. This paper seeks to outline the nuanced nature of participatory communication in two selected community radio stations in Kenya, through highlighting data gathered via interviews with radio station staff and community members at these stations, as well as observations during field visits. It seeks to examine the extent to which the community radio initiatives are focused on the processes of making meaning, which Servaes recommends as one of the hallmarks of participatory communication, rather than a focus on solely transmitting information top-down.

**Id:** 10374

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: Karin Wilkins

Email: kwilkin\_@\_ail.utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

**Abstract:** Panel Description: Inspired by Emile McAnany's valued contribution to the field of development communication, we propose an informed discussion of the historical conditions that structured and inspired institutional strategic communication in the name of development. Given McAnany's critical perspective and dedication to accountability, we will consider how political, economic, and institutional conditions in particular historical moments contributed to development communication approaches, and to their evaluations. Building on a framework of structural participation, we consider which actors and agencies contributed to research focus, implementation, and subsequent distribution, in order to chronicle ways in which constructed knowledge about social change has created, shared, and influenced the field of practice. Three of our participants look at central agents, including bilateral donors, community organizations, and research programs. Others consider historical moments in the 1960s-70s, 1980s, and then 1990s when different fields of research, such as popular culture, became integrated with approaches to development. These discussions focus on the role of programs and evaluations produced in Latin America, and then circulated more broadly within the development industry. Understanding the production and circulation of manufactured knowledge is critical in our assessment of the history of our field, particularly in understanding who has power to participate. Moderator: Karin Gwinn Wilkins, University of Texas at Austin Discussants: Emile McAnany, Santa Clara University Participant: Karin Gwinn Wilkins, University of Texas at Austin Panel: Overview of accountability and power in participatory development My paper will offer a brief overview of the historical moments being considered by fellow participants, along with a theoretical overview considering how critical approaches to participatory communication maintain the ethical tenor of the participatory approaches by foregrounding dignity, human rights, and access to decision making, but considering how in practice these goals are challenged. Power dynamics are key in these discussions. I will propose alternative ways of considering accountability through broadening scopes of assessment in ways that address social justice. Note: Other participants include Sergio Mattos, Thomas Tufte, Antonio LaPastina, Joe Straubhaar, Doug Storey, and Stuart Davis Their abstracts for this panel are submitted separately.

**Id:** 10377

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: Sérgio Mattos

Email: sasmatto\_@\_mail.com

Country: US (United States)

Affiliation: Development

**Abstract:** Panel: Development communication in historical contextThis paper will consider how the institutional, economic and social policies have influenced, historically, directly and indirectly, approaches to communication development. Here we consider the early years of the field. This discussion is informed through the reflections of a development professional, experiencing and assessing programs in decades past.



**Id:** 10379

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: Thomas Tufte

Email: ttuft\_@\_uc.dk

Country: DK (Denmark)

Affiliation: Roskilde University

**Abstract:** Panel Description: Inspired by Emile McAnany's valued contribution to the field of development communication, we propose an informed discussion of the historical conditions that structured and inspired institutional strategic communication in the name of development. Given McAnany's critical perspective and dedication to accountability, we will consider how political, economic, and institutional conditions in particular historical moments contributed to development communication approaches, and to their evaluations. Building on a framework of structural participation, we consider which actors and agencies contributed to research focus, implementation, and subsequent distribution, in order to chronicle ways in which constructed knowledge about social change has created, shared, and influenced the field of practice. Three of our participants look at central agents, including bilateral donors, community organizations, and research programs. Others consider historical moments in the 1960s-70s, 1980s, and then 1990s when different fields of research, such as popular culture, became integrated with approaches to development. These discussions focus on the role of programs and evaluations produced in Latin America, and then circulated more broadly within the development industry. Understanding the production and circulation of manufactured knowledge is critical in our assessment of the history of our field, particularly in understanding who has power to participate. Panel: Popular culture and development communication in Latin America in the 1980s This period represents an important set of links between studies of popular culture and development communication. This discussion describes how these fields became integrated, shaping what became known as an entertainment education approach. As a way of constructing knowledge, this shaping inevitably foregrounded some considerations of who and how participants could be involved in social change, while excluding others.

**Id:** 10380

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: ANtonio La Pastina

Email: alapastin\_@\_amu.edu

Country: US (United States)

Affiliation: Texas A&M University

**Abstract:** Panel Description: Inspired by Emile McAnany's valued contribution to the field of development communication, we propose an informed discussion of the historical conditions that structured and inspired institutional strategic communication in the name of development. Given McAnany's critical perspective and dedication to accountability, we will consider how political, economic, and institutional conditions in particular historical moments contributed to development communication approaches, and to their evaluations. Building on a framework of structural participation, we consider which actors and agencies contributed to research focus, implementation, and subsequent distribution, in order to chronicle ways in which constructed knowledge about social change has created, shared, and influenced the field of practice. Three of our participants look at central agents, including bilateral donors, community organizations, and research programs. Others consider historical moments in the 1960s-70s, 1980s, and then 1990s when different fields of research, such as popular culture, became integrated with approaches to development. These discussions focus on the role of programs and evaluations produced in Latin America, and then circulated more broadly within the development industry. Understanding the production and circulation of manufactured knowledge is critical in our assessment of the history of our field, particularly in understanding who has power to participate. Panel: Popular culture and development communication in Latin America in the 1990s This paper will explore the field of research exploring evaluations of telenovela programs in Latin America during the 1990s. This work will offer broad assessments of knowledge distribution, as well as what has been lost in the translation of program evaluation conducted in Latin America and then shared across cultural contexts.

**Id:** 10383

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: Joe Straubhaar

Email: jdstraubhaar@ustin.utexas.edu

Country: US (United States)

Affiliation: University of Texas at Austin

**Abstract:** Panel Description: Inspired by Emile McAnany's valued contribution to the field of development communication, we propose an informed discussion of the historical conditions that structured and inspired institutional strategic communication in the name of development. Given McAnany's critical perspective and dedication to accountability, we will consider how political, economic, and institutional conditions in particular historical moments contributed to development communication approaches, and to their evaluations. Building on a framework of structural participation, we consider which actors and agencies contributed to research focus, implementation, and subsequent distribution, in order to chronicle ways in which constructed knowledge about social change has created, shared, and influenced the field of practice. Three of our participants look at central agents, including bilateral donors, community organizations, and research programs. Others consider historical moments in the 1960s-70s, 1980s, and then 1990s when different fields of research, such as popular culture, became integrated with approaches to development. These discussions focus on the role of programs and evaluations produced in Latin America, and then circulated more broadly within the development industry. Understanding the production and circulation of manufactured knowledge is critical in our assessment of the history of our field, particularly in understanding who has power to participate. Panel: Research agents as cultural intermediaries This presentation foregrounds the role of researchers and research institutions as central agents in cultural mediation. This discussion specifically proposes research agents as cultural intermediaries. The examples used focus on research produced within development work in Latin America.

**Id:** 10385

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: Doug Storey

Email: dstore\_@\_hu.edu

Country: US (United States)

Affiliation: Johns Hopkins University

**Abstract:** Panel Description: Inspired by Emile McAnany's valued contribution to the field of development communication, we propose an informed discussion of the historical conditions that structured and inspired institutional strategic communication in the name of development. Given McAnany's critical perspective and dedication to accountability, we will consider how political, economic, and institutional conditions in particular historical moments contributed to development communication approaches, and to their evaluations. Building on a framework of structural participation, we consider which actors and agencies contributed to research focus, implementation, and subsequent distribution, in order to chronicle ways in which constructed knowledge about social change has created, shared, and influenced the field of practice. Three of our participants look at central agents, including bilateral donors, community organizations, and research programs. Others consider historical moments in the 1960s-70s, 1980s, and then 1990s when different fields of research, such as popular culture, became integrated with approaches to development. These discussions focus on the role of programs and evaluations produced in Latin America, and then circulated more broadly within the development industry. Understanding the production and circulation of manufactured knowledge is critical in our assessment of the history of our field, particularly in understanding who has power to participate. Panel: Bilateral donors in development This paper looks specifically at the role of USAID in development communication, focusing on work conducted by McAnany, Hornik, Mayo and others during the Stanford years in the 1970s. USAID has continued to be one of the largest investors in communication for development, particularly in health, but also in education, democracy & governance and gender equity. Storey will trace how USAID's definitions of and perspectives on a field that they helped catalyze have intersected historically with other definitions and approaches (SBCC, C4D), building on, reinforcing and sometimes complicating, undermining or running counter to them.

**Id:** 10387

**Title:** PANEL: Development communication & accountability in historical perspective: Critical analyses of structural participation through research

**Authors:**

Name: Stuart Davis

Email: stuart.davi\_@\_texas.edu

Country: US (United States)

Affiliation: Texas A&M, Laredo

**Abstract:** Panel Description: Inspired by Emile McAnany's valued contribution to the field of development communication, we propose an informed discussion of the historical conditions that structured and inspired institutional strategic communication in the name of development. Given McAnany's critical perspective and dedication to accountability, we will consider how political, economic, and institutional conditions in particular historical moments contributed to development communication approaches, and to their evaluations. Building on a framework of structural participation, we consider which actors and agencies contributed to research focus, implementation, and subsequent distribution, in order to chronicle ways in which constructed knowledge about social change has created, shared, and influenced the field of practice. Three of our participants look at central agents, including bilateral donors, community organizations, and research programs. Others consider historical moments in the 1960s-70s, 1980s, and then 1990s when different fields of research, such as popular culture, became integrated with approaches to development. These discussions focus on the role of programs and evaluations produced in Latin America, and then circulated more broadly within the development industry. Understanding the production and circulation of manufactured knowledge is critical in our assessment of the history of our field, particularly in understanding who has power to participate. Panel: Community organizations in development Participatory communication recognizes the importance of communities as central actors in decision making about development. This contribution explores the complex context through which decisions have been made in implementation of projects in Latin America. The specific case involves organizations working in Brazil, but broader patterns of research creation and distribution are discussed in relation to programs working with considerably fewer resources than those of bilateral donors.

**Id:** 10440

**Title:** Water Resource Management in Rural Communities: a study of ICTs mediated Neerjaal Project in Rajasthan, India

**Authors:**

Name: Ishita Rampal

Email: ishita.rampal0\_@\_mail.com

Country: IN (India)

Affiliation: University of Delhi

Name: Dr. Archana Kumar

Email: archna\_@\_otmail.com

Country: IN (India)

Affiliation: University of Delhi

**Abstract:** Availability of portable water remains a key challenge for communities in the desert state of Rajasthan, India. Community Water Resource Management is an approach that is an amalgamation of environmental elements and appropriate social practices. The present study was undertaken to gain insights about the water resource management practices across rural communities with the help of Information and Communication Technology (ICTs) mediated project ' Neerjaal. The study explored issues of drinking water management and the perception of different stakeholders in sustaining water resources in influencing community based water management practices. Using a mixed method approach the study analyzed the water resource management practices of people across three villages of Silora Block in Ajmer District and also the changes in the perceptions and practices of the people. Participatory Learning and Action (PLA) technique was conducted in each village so as to develop an understanding about the sources of water available to the villagers and also to mark the quality and usage of these sources. Semi Structured Questionnaires were used for analysing the water scenario, focusing on the activities of the Neerjaal initiative. The Most Significant Change technique, a story based participatory technique, was also used to gain in-depth insights of the villagers about the impact and process of change due to the Neerjaal Project as perceived by them. The findings of the study provided an overview about the various aspects related to water resource management. PLA technique reflected improved water availability since the past fifteen years, and a gradual shift in the water usage pattern was noted. Another significant feature that came forward was that the portable water sources were now stated to be within the reach of people. Women's lives were the most positively influenced by the availability and proximity of water sources. Enhanced participatory communication and having people with credible information within communities were the key factors influencing Water Resource Management. Stories of significant change identified several benefits that people perceived because of the Neerjaal project, namely reduced water borne diseases, revival of water sources and enhanced people's participation in water management bodies. The project significantly contributed to people's sensitivity towards the ownership and management of community water sources. By building the capacities and competencies of the villagers the project facilitated empowerment, both at individual and community level. The project's ICT component has immense potential for creating vertical interfaces between government officials, policy makers and communities for water resource management.

Therefore, Neerjaal is an initiative that focuses on innovation as an agent of behaviour change. Theoretically it has been argued that innovations are evaluated more 'through the subjective valuations of near peers' (Rogers 2003: 36). Thus close interpersonal communications play a key role in triggering change. ICTs prove to have immense reach potential for mediating among different stakeholders especially communities, policy makers and bureaucrats. The combination of ICTs and IPCs in the Neerjaal project created horizontal and vertical communications contributing to change. The project demonstrates the potential of structuring communications in rural ICT mediated environments.

**Id:** 10451

**Title:** A Cycle of Misperception: A Participatory Analysis of Smallholder Farmer Perceptions of Climate Variability and Change in the Communal Areas of Zimbabwe and Implications for Extension and Non-Governmental Policy and Programming

**Authors:**

Name: Gareth David Horsfield

Email: g.d.horsfiel\_@\_gr.reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

**Abstract:** Some of the most significant impacts of climate change are expected to be felt amongst the populations referred to as 'smallholder' farmers, predominantly reliant on rain-fed agriculture in the developing world. Smallholder farmers can be broadly defined as households that derive a substantial and indispensable part of their income and/or food from agriculture, the remainder of which is supplemented by off-farm activities. The manner in which these farmers perceive changes in their climate is inextricably linked to the livelihood and adaptive decisions that they make. However, research has shown that smallholder farmers' experiences and interpretations of climate variability and change do not translate into perceptions that accurately align with the climate record. The permeation of climate change into policy, development and extension projects and the media has been argued to have over-sensitized local people to the threat of climate change, to the extent that it has begun to obscure a host of factors that may be affecting smallholder livelihoods. The study draws on a range of participatory tools (N=72), a survey (N=400) and in-depth interviews with smallholder farmers in the Communal Areas of two agro-ecological zones of Zimbabwe. Additionally, the study employs a gendered lens and a conceptual framework that accounts for historical context, multiple stressors of agricultural production and rule-based factors that lead to differential access to climate-related information and experiences, in an attempt to explain the misalignment of farmer perceptions and the historical climate record. The paper critically examines farmers' perceptions of climate variability and change, eliciting, not only the factors that shape perceptions, but the drivers of misperception. In-depth interviews with development and extension actors (N=32) compliment the farmer-focused methods, helping to explore the relationship that exists between farmers' perceptions and those of extension and development actors that operate in the context of agricultural livelihoods and climate change programming. The paper demonstrates that the (mis)perceptions of smallholder farmers and development and extension actors are interconnected, and examines the manner in which both bottom-up and top-down communication processes of climate information and a strong reliance on farmer participation lead to 'cycles of misperception' that exist within these relationships. These cycles reinforce farmer and actor (mis)perceptions, resulting in incongruous extension and development policy and programming that overlooks multiple stressors of agricultural livelihoods, historical context and gendered experiences that may lead to heightened and/or distorted climate risk perception. The study aids in revealing the stressors that are responsible for reduced agricultural production and stagnating livelihoods in Sub-Saharan Africa and highlights the importance of communicating analysis-based climate information to farmers, development and extension actors, ensuring more effective farmer decision-making and the design of policies and interventions that support resource-poor farmers



in coping and adapting to climate variability and change.

**Id:** 10463

**Title:** Can participatory communication be taught' Finding your inner Phronesis

**Authors:**

Name: Ricardo Ramirez

Email: ramirez219\_@\_ympatico.ca

Country: CA (Canada)

Affiliation: independent

Name: Wendy Quarry

Email: quarrywend\_@\_mail.com

Country: CA (Canada)

Affiliation: independent

**Abstract:** This paper pulls together current lessons, and past mistakes, in building capacity in the art and science of participatory communication. The science is the easy part. It is straightforward and tangible. It can be taught in a classroom or through a textbook or manual. But sadly, the science without the art often falls flat on its face. It is uni-dimensional and hollow and needs the ballast that comes from something much more ephemeral. We think of these as the 'intangibles.' Welcome the notion of practical wisdom, or Phronesis as Aristotle called it. Practical wisdom 'is the ability to do the right thing, at the right time, for the right reason.' (Bradshaw, 2009). It is a term that refers to the acquired skill of 'knowing what to do when facing unique circumstances' (Schwartz & Sharpe, 2010). Practical wisdom gives a name to the capacity development outcomes we so often seek: practitioners who are able to adjust methods, media and strategy to ever-changing contexts. We seek to train practitioners who can find solutions from a menu of options, without having to follow a checklist. Practical wisdom emerges over time. All these years we were actually seeking to develop practitioners' own Phronesis, but we lacked a name for it. Some of our lessons emerge from an ongoing global project that provides researchers with capacity development in Research Communication and in Utilization-Focused Evaluation (see DECI-2 project details in: [evaluationandcommunicationinpractice.net](http://evaluationandcommunicationinpractice.net)). To our knowledge there are few precedents in mentoring in communication and evaluation jointly, although some authors have mentioned elements of this overlap (Lennie & Tacchi, 2013). Our action research project provides the capacity development through mentoring at a pace and schedule defined by the partner (we refer to it as just in time mentoring). Through our mentoring, partners experiment and learn from both successes and mistakes. In other fields, this approach to learning has long been incorporated as 'problem based learning' (medicine) or 'co-op programs' (engineering). In international development, especially under the weight of impatient funders, a quick-fix culture of predictable results has dominated everything, including the capacity development field. Our experience exposes the weakness of this mind-set. The notion of 'practical wisdom' is far from the notion of 'best practices' that some bureaucracies cherish. Best practices are akin to recipes, where there is the assumption that many factors are known and predictable to the extent that similar decisions will be warranted (Courtright, 2004). Best practices suggest replication, while practical wisdom suggests uniqueness and tailoring to each moment; which 'if you reflect for minute- is central to the skill-set the communication practitioners need to acquire. We

propose this paper under the participatory communication theme because this is the nature of our work. We signal that our work is empirical as we are in the midst of learning from this applied research project and other consultancies. We look forward to exchanging lessons with attention to Phronesis: how to develop one's practical wisdom.

**Id:** 10469

**Title:** Digital Storytelling to empower Refugees: potential and limitations of the European project 'IntegrArt'

**Authors:**

Name: simona bonini baldini

Email: bonini.simon\_@\_mail.com

Country: IT (Italy)

Affiliation: University of Rome "La Sapienza"

**Abstract:** Global interest in refugees has perhaps never been so great as it is today. The main responsibility for bringing images of refugees into our homes lies almost entirely with the focus of media attention. In this study I will consider the role of digital storytelling in the empowerment of refugees and asylum seekers, through the analysis of a two-year European program called 'IntegrArt' which involved five NGO's from Italy, Germany, United Kingdom, Turkey and Hungary in leading workshops in digital storytelling with refugees. I intend to highlight the current situation regarding media representation of refugees and the challenging workshop experienced by the refugees there. I will then describe the 'IntegrArt' project and key lessons learned which suggest innovative tools and practices that may support broader adoption of digital storytelling programs for refugees and asylum seekers in diverse global settings. A number of authors have produced various definitions of digital storytelling (DST) that embed DST in both emancipatory strands of new media applications, and the community media movement (Lambert; Burges; Lundby; Carpentier). The main aim of the workshops is 'to empower the workshop participants, who are mainly socially marginalized people whose situation should be improved' (McWilliam 2009: 60). The stories produced are small-scale, centering on the narrator's own personal life and experiences and usually told in his or her own voice. As DST offers a specific combination of 'micro- and macro participation' (Carpentier 2009), the study seeks to investigate the intensity of the participatory process. The research is based on a three-part empirical study: I conducted a participatory observation in the workshop, qualitative interviews with eight participants, and a film analysis of the digital stories. This empirical material was analysed using the Grounded Theory approach (Strauss and Corbin 1996). It is important to stress that I am not making an evaluation of the workshops; instead I am interested in the meanings that the participants constructed regarding digital storytelling and the workshop in reference to empowerment and the participatory process. My study has two aims. On the one hand, the idea is to move from the 'media' representation of refugees to the process of the 'mediations' in which they are involved. 'Mediations' refer to 'the articulation between communication practices and social contexts and the articulation of different tempos of development with the plurality of cultural matrices' (Martin-Barbero 1993 : 187). The second aim is to approach digital storytelling as a significant phenomenon in itself, to be understood from its location in relation to time and space, agency and structure (Lundby 2009). The analysis will follow three contextual dimensions: tools/competences; institutions/economy; culture/hegemony.

**Id:** 10505

**Title:** Bar Camps and Unconferences: Ideologies of Participatory Knowledge Production

**Authors:**

Name: Cayley Erin Sorochan

Email: cayley.sorocha\_@\_ail.mcgill.ca

Country: CA (Canada)

Affiliation: McGill University

**Abstract:** In close association with online cultures based on the ideals of non-propriety sharing, a series of experiments in face-to-face participatory knowledge production have emerged under the name of 'bar camps.' Also referred to as unconferences, bar camps are 'user-generated' conferences or workshops modeled on the participatory structures used in Free/Open Source Software (F/OSS) production. Bar camps began in the IT industry in 2005 and focused on themes around digital technology but have since been adopted as a model for ad hoc gatherings around many diverse topics. Bar camps have been used within organizations as a method of employee self-training, knowledge sharing, and event organizing. They have also been used to bring together knowledge workers, managers, and entrepreneurs to exchange ideas and have even been applied as a new conference model within a number of academic disciplines including library science, history, digital humanities and art. In this presentation I will critically examine the ideology of participation that serves as the rationale for the bar camp approach to knowledge production. Through an analysis of bar camp online organizational materials and discussions I map out some of the values that inhere in this ideal of participation. The 'participatory complex,' as I define it, may include: a valuation of activity over passivity; the privileging of procedure or structure over ends; a desire for immediacy and anti-representational attitudes; the privileging of face-to-face encounters or bodily co-presence; an orientation towards inclusiveness and pluralism; a will to consensus; and discourses of empowerment through personalization. Whenever participation is proffered or demanded some combination of these values are invoked to galvanize desire. The primary focus of my analysis of bar camps will be to relate the value of activity in participation to that of capitalist productivity in a context of generalized entrepreneurialism and the expansion of market logic into previously non-market institutions. I will explore the contradictions that ensue when participation in this context continues to be understood as a liberating concept. Bar camps tend to be experienced as enjoyable events due to the comparative informality and greater investment demanded of participants. Passion, skill, self-development, personal responsibility, and enthusiasm are some of the values that are central to participatory structures. While often presented as subversive of hierarchical and traditional institutions, these values also overlap significantly with those of participative management techniques that have become a regular feature of workplace restructuring since the 1980s. Drawing on Luc Boltanski and Eve Chiapello's theorization of a participatory model of exploitation, I situate bar camps within the context of participative management in order to examine the contradictions of participation as a discourse of worker and knowledge emancipation. The participatory ethos of bar camps reflects the contradictions of participation as ideology in so far as it contains both the promise of individual empowerment as well as the incorporation of energy, creativity and labour into the reproduction of existing institutions and power structures.

**Id:** 10524

**Title:** 'Answers in the Air:' A short film about a Canada-Sri Lanka partnership development project using participatory research to promote inclusive innovation with low cost ICTs in agricultural communities

**Authors:**

Name: Gordon Gow

Email: ggo\_@\_alberta.ca

Country: CA (Canada)

Affiliation: University of Alberta

Name: Waidyanatha Nuwan

Email: waidyanath\_@\_irneasia.net

Country: LK (Sri Lanka)

Affiliation: Senior Research Fellow, LIRNEasia

**Abstract:** Mobilization of scientific and indigenous knowledge in support of sustainable agriculture has been identified as a vital activity that faces numerous challenges today, yet constraints and limitations on traditional agricultural extension methods as well as high costs of information provision have been cited as barriers to improving the livelihood of farmers in developing countries, particularly those residing in the lowest socio-economic category known as 'base of the pyramid'. Information and communication technologies (ICTs) have long been regarded as forces for positive change in agriculture and rural development despite a track record of modest success with many initiatives. At this session we will debut a short film documentary called 'Answers in the Air' that describes the approach and initial results of an ongoing initiative involving researchers from Sri Lanka and Canada to create an community-university partnership intended to establish local capacity for inclusive innovation using low cost ICTs that can support knowledge mobilization within agricultural communities of practice. The Sri-Lankan produced documentary runs approximately 7 minutes and includes footage from participants involved in field work in Sri Lanka, as well as members of the research team discussing the objectives of the project, the participatory research methodology, and interim results from a set of ongoing communication campaigns based on a technology stewardship model to introduce and promote innovative uses of text messaging for knowledge mobilization among rural farming communities. A member of the research team will be in attendance to introduce the film, to answer questions, and to facilitate discussion with the audience about the challenges of conducting participatory research in community-university partnership projects that involve new communication technologies. This session will require a data projector and sound system for the screening. A room is that can be darkened for the screening would be preferred.

**Id:** 10577

**Title:** Can Social Networks Help to Foster Participatory Democracy? A Comparative Analysis in 15 European Countries

**Authors:**

Name: Maren Beaufort

Email: maren.beaufort@\_eaw.ac.at

Country: AT (Austria)

Affiliation: Austrian Academy of Sciences

Name: Josef Seethaler

Email: josef.seethaler@\_eaw.ac.at

Country: AT (Austria)

Affiliation: Austrian Academy of Sciences

**Abstract:** Despite the consensus that online media are changing communication, no such consensus exists when it comes to assessing the effects that the emerging social network services may have on political participation. While optimistic assumptions point toward increased interest and the fostering of social engagement through the use of online social networks, the more skeptical view expects an exacerbation of the trend toward dwindling political interest and increasing political apathy, as manifested, for example, in declining voter participation and party membership. The paper argues that the contradictory assessments are due to different definitions of participation, which themselves reflect changing notions of democracy. While liberal approaches in democracy theory consider as acts of participation only those activities aimed at influencing the government and, thus, ensuring system performance (Verna et al., 1995), participatory approaches interpret every voluntary activity focused on solving social problems and undertaken alone or in concert with others to affect change, as a sign of support for the system (Zukin et al., 2006). To test this assumption in a cross-national design, Eurobarometer data are used to analyze the relationship between media use and different forms of political participation. The analysis draws on Bennett and Segerberg's (2012) concept of 'connective action.' As a new social dynamic, connectivity is fundamentally different from the traditional dynamics of 'collective' action (Olson, 1965), and means a move away from the established political structures, with its group-based identities and interests and its institutionalized forms of political participation, toward a wider repertoire of activities of civic participation. The latter are intrinsically motivated by individually formulated problems and concerns, which are shared through media-based interactions, in flexible conditions (i.e. anytime, anywhere), and with dramatically reduced communication costs. Online social networks are not only used to create politically relevant interactions; they also function as key organizational units and guarantee the desired connectivity. Trust in the organizational power of social network services thus takes the place of the previous driving force, trust in conventional institutions and organizations. This also means changes in the function of the traditional mass media, which are gradually superseded as sources of political information. When examining the relations between media use, different forms of political participation, and trust in collective and connective structures, possible effects were controlled for the most important general predictors of political participation (such as efficacy, political knowledge, and knowledgeable ability), and sociodemographic

factors (such as age, sex, education, and socio-economic status). Results indicate a notable switch from 'collective' to 'connective' action, particularly among people under 40. As assumed, this switch is accompanied by a broadening of the understanding of political participation, which is related to participatory democracy theory.

References

Bennett, W.L., & Segerberg, A. (2012). The logic of connective action. *Information, Communication & Society*, 15(5), 739-768.

Olson, M. (1965). *The logic of collective action*. Cambridge: Harvard University-Press.

Verba, S. et al. (1995). *Voice and equality: Civic volunteerism in American politics*. Cambridge: Harvard University-Press.

Zukin, C. et al. (2006). *A new engagement! Political participation, civic life, and the changing American citizen*. New York: Oxford University-Press.



**Id:** 10582

**Title:** PANEL: Exploring a Rural Communication Working Group within IAMCR

**Authors:**

Name: Elske van de Fliert

Email: e.vandeflier\_@\_q.edu.au

Country: AU (Australia)

Affiliation: Centre for Communication and Social Change, The University of Queensland

Name: Satarupa Dasgupta

Email: satarupadasgupt\_@\_mail.com

Country: US (United States)

Affiliation:

Name: Florencia Enghel

Email: florenghe\_@\_mail.com

Country: SE (Sweden)

Affiliation: Malmö University

**Abstract:** The UN's Food and Agriculture Organisation (FAO) convened the Forum on Communication for Development and Community Media for Family Farming (FCCM) in October 2014 in Rome, Italy. One of the objectives of the Forum was to establish collaborative initiatives among academics, practitioners, community organisations and policy makers to enhance efforts and models through which Communication for Development can more effectively support Family Farming. One of the proposed initiatives was to establish a platform for learning and exchange through the IAMCR, being a major international body where academics and practitioners come together at annual conferences and through collaborative research initiatives. The Participatory Communication Research (PCR) Section of the IAMCR has typically hosted the bulk of presentations on topics covered under the field of communication for rural development in the past, but the Section's mandate covers many more areas of application of participatory communication, while on the other hand it has not accommodated less participatory approaches to communication that support rural development. It is therefore proposed to establish a new Working Group within IAMCR that specifically deals with Rural Communication and is strongly linked to and supported by the FAO's Communication for Development Group. This panel aims at presenting the areas that could potentially be covered under a Rural Communication Working Group, as a basis for a debate with the IAMCR membership on whether the establishment of such a Working Group is warranted, what the pros and cons are, and how its mandate should be defined.

**Id:** 10583

**Title:** PANEL: Exploring a Rural Communication Working Group within IAMCR

**Authors:**

Name: Rico Lie

Email: rico.ki\_@\_ur.nl

Country: NL (Netherlands)

Affiliation: Wageningen University

**Abstract:** Paper title: Future Imperatives of Communication for Rural Development We have come a long way in mainstreaming communication for development and social change. The field has nurtured its own disciplinary groundings and thematic embeddings, has become more or less coherent, is recognized and acknowledged within the wider community of scholars and professionals, and is establishing its own historical roots in theory and practice. The field remains dynamic and has not settled down in a static way, but on a solid ground it progresses and expands in critical and creative ways. Still there are future imperatives to be identified. This contribution will address these imperatives in the field of Communication for Rural Development by discussing key issues that came out of a review project on the current state of the field. Some of the key issues are: the need to recognize the wickedness of development problems; the need to adopt socio-cultural approaches besides political-economic approaches; the need to address human and environmental sustainability in an integrated way; the need to build resilient communities, and; the need to work in a transdisciplinary way. There is an urgent demand for building knowledge and communication networks and to attach importance to stakeholder interactions and knowledge system approaches. In such approaches, we can more explicitly aim to connect communication to learning, education and knowledge exchange. With a focus on transdisciplinary learning in communication networks and interactions for rural development we can meet the future challenges.

**Id:** 10628

**Title:** Voice, Deliberation, Resistance and Persuasion Through Networked Journalism

**Authors:**

Name: Debra Anne Adams

Email: adams\_@\_pg.com.au

Country: AU (Australia)

Affiliation: Queensland University of Technology

**Abstract:** The pervasive use of the World Wide Web by the general population has created a cultural shift in 'our living world'. It has enabled more people to share more information about more events and issues in the world than was possible before its general use. As a consequence, it has transformed traditional news media's approach to almost every aspect of journalism, with many organisations restructuring their philosophy and practice to include a variety of participatory spaces/forums where people are free to engage in deliberative dialogue about matters of public importance. Moreover, while news media were the traditional gatekeepers of information, today many organisations allow, to different degrees, the general public and other independent journalism entities to participate in the news production process, which may include agenda setting and content production. This paper draws from an international collective case study that showcases various approaches to networked online news journalism. It examines the ways in which different traditional news media models use digital tools and technologies for participatory communication of information about matters of public interest. The research finds differences between the ways in which public service, commercial and independent news media give voice to the public and ultimately their approach to journalism's role as the Fourth Estate"one of the key institutions of democracy. The work is framed by the notion that journalism in democratic societies has a key role in ensuring citizens are informed and engaged with public affairs. An examination of four media models, the British Broadcasting Corporation (BBC), the Guardian, News Limited and OhmyNews, showcases the various approaches to networked online news journalism and how each provides different avenues for citizen empowerment. The cases are described and analysed in the context of their own social, political and economic setting. Semi-structured in-depth interviews with key senior journalists and editors provide specific information on comparisons between the distinctive practices of their own organisation. In particular these show how the ideal of democracy can be used as a tool of persuasion as much as a method of deliberation.

**Id:** 10682

**Title:** Participatory Communication for Development and the Mythology of 'Local Participation': A case for a change of perspective from Nairobi

**Authors:**

Name: Eleanor R Marchant

Email: emarchan\_@\_sc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication, University of Pennsylvania

**Abstract:** Discourse about the importance of 'local participation' proliferates in contemporary international development projects focused on Africa, including those using new information communication technologies (ICTs) to facilitate such development. This largely originated from the participatory development model that gained popularity among development practitioners and communication for development scholars alike in the 1990s in opposition to the unidirectional distribution of knowledge advocated by diffusion theorists at the time. Participatory proponents instead argued that the transfer of knowledge should be reciprocal, with the integration of local views and opinions into the design and objectives of development projects implemented by international organizations. Using the case study of Africa's first technology business innovation hub, the iHub, and the urban environment of Kenya's capital Nairobi in which it is situated, this paper will demonstrate how the existing theories about local participation in development within the field of communication for development and the broader field of ICT for development (ICTD) and are largely over-simplistic, particularly for urban African cities like Nairobi where transnationalism that has long influenced the values, behaviors and practices, of ostensibly 'local' actors. The iHub has been praised for the local initiative that brought it about and the local technology innovation and entrepreneurship that it tries to foster. But it is more aptly described as a space for the multi-directional exchange of knowledge and collaboration between actors of varying degrees of localism and internationalism than as a solely local entity. Similarly, in Nairobi, transnational impressions left on and by both 'local' and 'international' actors have overlapped to such an extent that extracting an authentically indigenous voice is at best unproductive. Grounded in Vincent Mosco's argument in *The Digital Sublime* about the mythology of the internet, I will argue that participatory development has similarly become mythologized to the point where it is more of a utopian vision than reflective of lived reality in places like Nairobi. Mosco argued that 'when technologies...cease to be sublime icons of mythology and enter the prosaic world of banality...they become important forces for social and economic change' (Mosco, 2004, p.6). Similarly, I will make the case that 'local participation' will be the force for social change its proponents hope only when local participation in development becomes banal and everyday. Instead of essentializing some mythical untouched 'local' to participate in a development project, I make the case that multi-directional knowledge exchange and collaboration between actors distinguished not only by their place of origin but also by their knowledge, experience, and goals should be the focus.

**Id:** 10765

**Title:** Comprendre les obstacles à l'innovation sociale que rencontrent les acteurs de l'économie solidaire : Une approche communicationnelle

**Authors:**

Name: Nicolas Duracka

Email: nicolasdurack\_@\_mail.com

Country: FR (France)

Affiliation: Université Blaise Pascal de Clermont Ferrand (France)

**Abstract:** L'idée de « révolution » a été véhiculée par certains acteurs historiques comme une rupture radicale avec le monde actuel. Or, aujourd'hui la majorité des mouvements sociaux portent en eux une nécessité de rupture comme un cheminement progressif. Voilà pourquoi nous questionnons l'approche des sciences de la communication pour comprendre quels sont les obstacles à la transformation sociale incrémentale. Afin d'éclairer cette conception nous voudrions mobiliser les théories du changement institutionnel et notamment le regard de Thorstein Veblen qui considère l'institution comme « des habitudes mentales prédominantes, des façons très répandues de penser les rapports particuliers et les fonctions particulières de l'individu et la société » (Veblen 1970). Ainsi, dans une société contemporaine très largement enchâssée dans une logique institutionnelle dominée par l'économie libérale, les propositions faites par l'économie sociale et solidaire se proposent de modifier ces habitudes et ces actions collectives qui régulent l'individu. Ainsi elle propose une vision plurielle afin de sortir du sophisme économiste (Polanyi 2007) et de redonner une place aux pratiques réciprocatrices et redistributives (Polanyi 1983), mais elle propose aussi de « démocratiser l'économie par un engagement citoyen » (Laville 1994). Ces caractéristiques non exhaustives font de l'économie sociale et solidaire un « terreau fertile à l'innovation sociale » (Bouchard 2007; Lévesque 2007). Plus précisément elles font appel à une approche institutionnaliste de l'innovation sociale faisant référence à des « façons de faire », des actions et des pratiques (Cloutier 2003) porteuses de changement institutionnel et s'inscrivant en rupture par rapport aux pratiques habituelles dans un milieu donné (Besançon 2014). Nous voudrions suivre une hypothèse selon laquelle « il n'existe pas d'innovation réussie sans co-construction de connaissances partagées par l'ensemble des acteurs intéressés au sein d'un espace public » (Delaforge & Moinet 2008). Pour cette étude nous adoptons une approche de communication politique, (Ollivier 2012; Wolton 1997) vue comme une proposition de la définition de la situation faite par les acteurs dans un espace public vécu, ou « espace public de proximité » (Eme & Laville 1992), comme espace d'expression de points de vue contradictoires (Habermas 1978). Pour aller plus loin, nous optons pour une approche « praxéologique » (Quéré 1991) de la communication qui devient alors une affaire de « modelage mutuel d'un monde commun au moyen d'une action conjuguée » (Quéré, 1991) remplaçant la nécessité d'agir « ici et maintenant » au cœur des dynamiques sociales (Frère 2006). Enfin, nous voudrions éclairer les réseaux sociotechniques au niveau des interactions dynamiques entre acteurs à partir de l'étude des opérations de traduction (Callon 1986; Akrich et al. 2006). Du point de vue méthodologique nous sommes dans une situation d'acteur-chercheur dans laquelle nous avons opté pour une démarche réflexive (Burawoy 2003; Corcuff 2011) et expérimentale qui repose sur trois études de cas.



**Id:** 10769

**Title:** Memory for Development : Amnesia, xenophobia and participatory communication in a South African context

**Authors:**

Name: Oscar Hemer

Email: oscar.heme\_@\_ah.se

Country: SE (Sweden)

Affiliation: Malmö University, School of Arts and Communication (K3)

**Abstract:** Memory work, understood as the making public of memory, has not been a priority for Communication for Development, in spite of the fact that 'conflict resolution' has lately become one of the most important areas of ComDev practice. The mediation of social and political conflict is largely about the mediation of public memory 'mediation understood as both literal peace broking and what Roger Silverstone (2008) defines as 'actively creating a symbolic and cultural space in which meanings are created and communicated beyond the constraints of the face to face'. The prevailing conception of development implies a notion of progress, but this very idea is refuted by the dual impossibility of both continued economic growth and its reversal, 'degrowth' (Eriksen, in Hansen, Hemer and Tufte, 2015). If structural amnesia is a distinct feature of global modernity, then memory work may become not only a resourceful and future-posing activity but the very processor of social transformation. The paper forms part of a pre-study for a larger research project which attempts to develop a meta-theory of Communication for Development. Such meta-theory ought to accomplish two things: (1) conceptualise the history and field of ComDev research; (2) contextualise ComDev in the social sciences and humanities. The purpose of (1) is to integrate ComDev as a research field in its own right. The purpose of (2) is to define and refine the theoretical context of ComDev, with regard to specific concepts like agency, memory, justice, hope and social change' themes discussed during the four Ørecomm Festivals (2010-2014)' and thereby also systematise its connections with related research fields. The subtheme of Memory has specific relevance for participatory communication by exploring memory work as 'communication for reconciliation', looking at different cultural interventions' role in conflict or post-conflict processes of mediation, with special regard to the concepts of postmemory and transitional justice. This paper will have a focus on South Africa and the possible correlation between the 'Truth and Reconciliation' process after apartheid and the current outbursts of xenophobic violence against migrants from other South African countries.

References  
Adam, H. and K. Moodley (2013). Imagined Liberation. Xenophobia, Citizenship and Identity in South Africa, Germany and Canada. Stellenbosch: Sun Press  
Bird, S. E. and F. M. Ottanelli (eds): (2015). The Performance of Memory as Transitional Justice. Cambridge; Antwerpen: Intersentia  
Hansen, A. H., Hemer, O. and T. Tufte (eds.) (2015). Memory on Trial : Media, Citizenship and Social Justice. Berlin: Lit Verlag  
Hemer, O. (2012). Fiction and Truth in Transition : Writing the present past in South Africa and Argentina. Berlin: Lit Verlag  
Silverstone, R. 2008. 'Media and Communication in a Globalised World'. In C. Barnett, J. Robinson and G. Rose (eds.) Geographies of globalisation: a demanding world. London: Sage

**Id:** 10776

**Title:** Exploring the concept of public participation in the context of making radio dramas for change - experience from Sri Lanka

**Authors:**

Name: Mohammadu Careem Rasmin

Email: mcrazmi\_@\_mail.com

Country: LK (Sri Lanka)

Affiliation: Sri Lanka Development Journalist Forum

Name: Abdul Wahid Asjain Wahid

Email: mcrazmi\_@\_mail.com

Country: LK (Sri Lanka)

Affiliation: Sri Lanka Development Journalist Forum

Name: Mary christabel Dalima

Email: mcrazmi\_@\_mail.com

Country: LK (Sri Lanka)

Affiliation: MBC Network, Sri Lanka

**Abstract:** Radio dramas can be used as one of the tools that has the most potential in communication that promotes positive social change. It has traditionally been the work of a single writer, or group of writers, with a limited number of people involved from the process of writing, to production. For the first time in the history of Sri Lanka, Sri Lanka Development Journalist Forum (SDJF) introduced an innovative radio drama model that allows hundreds of community members to participate in the process of identifying social issues, (in this case, identifying issues affecting religious pluralism and freedom of religion) creating real world characters, writing scripts, reviewing scripts, and discussing the drama. SDJF introduced four innovative models such as story hunting, story fair, community storyboard meetings and community storytelling to make sure that a wider space is being created for the civil community to participate in understanding an issue, developing stories around it, reviewing stories, producing stories and reflecting on the stories. The story hunting visit involves a weeks' stay of the writers and the producers in the target community, where they try to merge the real life of the target community by closely associating with diverse segments of the society, where they hunt for real world characters, conflicts, attitudinal challenges, and other ingredients needed for their scripts. The concept of story fair is that a system of different writers and producers deposit and sell their characters, plots, conflicts and other ingredients in their story that was hunted in the society. The community story board meeting was a process in which groups of community members were involved in commenting, debating and discussing the scripts brought produced by the groups of writers. Community storytelling is a process where a huge number of community members are invited to relate and reflect on the stories hunted and written out. This paper examines how the above four models allowed a wider community to participate in making the story, what happened to the substances of the story as a result of public participation, how the community participation helped in breaking the subjectivity of writer/s, and producer/s, and what changes were noticed in the society. This analytical effort would help in theorizing

community participation in the context of making radio dramas that is no longer just a traditional medium of community communication.



**Id:** 10837

**Title:** Let's transform! Twitter as a tool for social empowerment

**Authors:**

Name: Frederic Guerrero-Solé

Email: frederic.guerrer\_@\_pf.edu

Country: ES (Spain)

Affiliation: Universitat Pompeu Fabra

**Abstract:** In recent years, Twitter has become one of the most popular Social Network Sites to spread political, social and promotional messages. In particular, social and civic movements in Spain such as 15-M and Indignados (Fernández-Planells, Figueras-Maz & Feixa, 2014; Anduiza, Cristancho, & Sabucedo, 2013; Micó & Casero-Ripollés, 2013; Theocharis, Lowe, van Deth & García-Albacete, 2014) have used this microblogging site to denounce the systemic corruption that affects the country and people's political disaffection, and to make citizenship aware about the urgency of a change in the relationship between politicians and the people. At the same time, Twitter has also been used by the newcomers to the Spanish political landscape, such as Ciudadanos (di Bonito & Guerrero-Solé, 2015) and Podemos. However, Twitter can be used to denounce generalized corruption, but also administration carelessness about people's ordinary life. This paper analyzes the use of Twitter by a Catalan organization in Barcelona, Transformem (transformem.com), that claims for the dismantling of an old and obsolete electrical substation placed in the core of one most modernized neighborhoods in Barcelona, Poblenou and 22@. By means of participant observation and network analysis, this work will show how the members of Transformem organized their online and offline actions, and used Twitter to spread their protests and to force the commitment of the candidates for local elections in Barcelona to dismantle the substation straightaway.

**Id:** 10974

**Title:** Discussing power dynamics of audience participation in television productions

**Authors:**

Name: Marleen te Walvaart

Email: marleen.tewalvaar\_@\_antwerpen.be

Country: BE (Belgium)

Affiliation: University of Antwerp

**Abstract:** This contribution analyses the current academic discussion about shifting power dynamics with the integration of audience participation in television productions. Participation of audience members entails a potential shift in power to the construction of meaning. Several scholars claim audience participation is changing the media ecology, by providing more possibilities to audience members to present their own perspectives on an issue (Jenkins 2014; Deuze 2011). Other scholars, however, claim that audience participation has not shifted any power towards the audience, but merely confirms the perspectives of producers (Hermes 2013; Andrejevic 2009). To better understand and evaluate the variety of these conflicting claims, it seems more empirical work is needed. In particular, it appears that much of these claims and assumptions are based in audience studies or content analysis. In this presentation I will argue there is a need for ethnographical research from a production perspective as thorough empirical data from an insider's perspective is missing. Analysing their production processes will enable an understanding and provide insight into the ideas, values, habits, and meanings that producers hold to shape discourses about their audience and it can denaturalize the choices they make regarding audience participation. This provides insight in power dynamics between producers and audience members to construct meanings and represent others in certain ways. Andrejevic, M. (2009). *Critical Media Studies 2.0: An Interactive Upgrade*. *Interactions: Studies in Communication and Culture*, 1 (1), 35-51. Deuze, M. (2011). *Media Life*. *Media, Culture and Society*, 33 (1), 137-148. Hermes, J. (2013). *Caught: Critical Versus Everyday Perspectives on Television*. In M. de Valck, & J. Teurlings, *After the Break: Television Theory Today* (pp. 35-50). Amsterdam: Amsterdam University Press. Jenkins, H. (2014). *Rethinking 'Rethinking Convergence/Culture'*. *Cultural Studies*, 28 (2), 267-297.

**Id:** 10978

**Title:** PANEL: Exploring a Rural Communication Working Group within IAMCR

**Authors:**

Name: Sarah Cardey

Email: s.p.carde\_@\_eading.ac.uk

Country: AU (Australia)

Affiliation: University of Reading

**Abstract:** Paper title: Rural Communication ' Research to inform practice Understanding what is effective in rural communication practice has been challenging both communication researchers and practitioners over many decades. One challenge is to understand the concept of 'effective' within the context of a plethora of communication theories, methodologies, frameworks and planning processes. Another challenge inherent in this is to understand what communication processes lie at the heart of communication interventions, and how best to document change processes, and the multi-dimensional elements that support, and hinder, pro-social change. Thus evidence-driven communication practice has been seen as an increasingly urgent area for concern, with numerous meetings, international forums, partnerships and initiatives aimed at understanding the research/practice intersect. This paper focuses on this relationship between research and practice. It will first draw upon experiences from research conducted by teams at the University of Reading that tries to unpack what is meant by 'effectiveness' in relation to communication interventions. It will use this as a point to engage in a dialogue about the relationship that research can have with practice, considering both opportunities and challenges. It will consider how evidence can be generated, considering both formal research settings and practice-driven research. The discussion will highlight how this can deepen communication practice, while reflecting on the challenges in research into use in rural communication.

**Id:** 10986

**Title:** PANEL: Exploring a Rural Communication Working Group within IAMCR

**Authors:**

Name: Helen Hambly

Email: hhambly\_@\_oguelph.ca

Country: CA (Canada)

Affiliation: Capacity Development and Extension, School of Environmental Design and Rural Development, University of Guelph

Name: Loes Witteveen

Email: loes.witteveen\_@\_ur.nl

Country: NL (Netherlands)

Affiliation: International Development Studies, Van Hall Larenstein University of Applied Sciences, Knowledge Technology and Innovation, Wageningen University

**Abstract:** Paper title: Practice What You Preach: experiences in rural communication graduate teaching and learning  
This paper examines formal and non-formal educational opportunities in rural communication graduate studies. Experiences from universities around the world, including Van Hall Larenstein of Applied Sciences and Wageningen University (The Netherlands) and University of Guelph (Canada) are highlighted. We reflect on the formal course environment, on student projects within courses and 'in the field' such as internships research projects and on the more recent 'hybrid' educational opportunities involving distance education. The paper focuses on learning strategies and processes that prepare university graduates to work in the reality of rural communities and related organizations. The challenge in the design of learning environments is to achieve composite learning outcomes; graduates build individual and professional competences derived from learning strategies, which combine theory and practice in a reflective learning and development process. Using the operative concepts of engaged learning, experiential learning and capacity development, the paper emphasizes learning for social and environmental change across individual, organization and system levels. The goal of our andragogy is to enable graduate students to develop themselves as individuals, to interact and strengthen organizations and ultimately, to engage as engaged professionals within knowledge systems and community development for transformation and change. A primary strategy for enabling competence development among university students is to engage them to the 'real world', recognizing complexity and systemic challenges in the collaboration within communities, partner organizations and other stakeholders involved. Such focus addresses the recognition of wicked realities in communities and articulates accountability of the graduates for the processes and activities they are dealing with. Departing from the realities and communities the graduates will encounter in their career may differ from common academic approaches where lecturers have the certainty of mastering the knowledge to be acquired by their students. Designing learning with this approach has many challenges. As the learning space itself is the first sphere where collaboration and transformative processes occur the ethical and cross-cultural implications of the student group itself also needs to be articulated. The universities also have to search strategies for settings of direct experience; dealing with communities can no longer be a remote or distanced topic. A critical view on the performance of

organizations also requires considerations for logistical (time), financial and other scarce resources of all actors involved whereby ideal models become obsolete and have to be replaced by discussing optimization, policy dilemmas and creativity to name a few. Reflections discussed also include positive outcomes of capacity development and knowledge generation. The presentation concludes with considerations for teaching, and for the scholarship of rural communication teaching evaluations, particularly when community-based engaged learning and graduate student mentoring moves from face to face teaching into mediated education.

**Id:** 10988

**Title:** PANEL: Exploring a Rural Communication Working Group within IAMCR

**Authors:**

Name: Cleofe S. Torres

Email: cleofe.torre\_@\_ahoo.com

Country: PH (Philippines)

Affiliation: College for Development Communication, University of the Philippines Los Banos

**Abstract:** Paper title: Engaging Academics and Practitioners in Information Sharing and Learning: The CCComdev Experience The Collaborative Change Communication web portal (CCComdev) is a global platform for capacity building and collaboration among academicians and practitioners engaged in communication for rural development. Initiated jointly in 2011 by FAO and the College of Development Communication, University of the Philippines Los Baños, the steps taken in setting it up includes a conscious process of abiding with the principles of being demand-driven, socially inclusive and participatory. It features a world map of training opportunities in rural communication, library of learning resources, news, gallery of multimedia materials, links to regional platforms (Asia, Africa and Latin America), social media and on-line community, and a policy monitor. Among its learning resources is the Communication for Rural Development Sourcebook which compiles a full set of guidelines, methodologies and tips for applying communication to initiatives in natural resource management, food security, climate change adaptation, and disaster risk management. Recent activity in the portal involves the conduct of regional virtual consultations on the contribution of rural communication, community media and ICTs to family farming; main trends, challenges and priorities for rural communication services; and a common agenda to promote and enhance collaboration in communication for rural development at the regional and global level. Participants included development professionals, communication and community media practitioners, civil society organizations, rural development agencies, government representatives, scholars and representatives from private sector. A number of resource persons, academicians and media practitioners also participated in the consultations. Results have been compiled into a compendium that could help guide policy and program direction for family farming. Key results were also presented during the international Forum on Communication for Development, Community Media and ICTs (FCCM) for family farming in Rome, Italy last year. These served basis for formulating a program of action for advancing family farming in the succeeding years. As a mediated platform, CCComdev faces a number of challenges in facilitating information and knowledge exchange between and among academicians and practitioners. These are: locating and identifying relevant content; mining voluminous knowledge sources; levelling off on terms and definitions; motivating and sustaining participants' interest; maintaining a fresh look; overcoming information overload and fatigue; linking with social media; and regularity of access to internet. Despite these challenges, the prospect of bringing together academicians and practitioners to a common platform where experience informs learning and vice versa remains very encouraging.

**Id:** 10993

**Title:** PANEL: Exploring a Rural Communication Working Group within IAMCR

**Authors:**

Name: Mario Acunzo

Email: Mario.Acunz\_@\_ao.org

Country: IT (Italy)

Affiliation: Communication for Development Group, Office for Partnerships, Advocacy and Capacity Development, Food and Agriculture Organization

**Abstract:** Paper Title: Building evidences and policy dialogue for inclusive Rural Communication Services International research shows that today family farming is characterized as being increasingly knowledge-intensive. Nevertheless, rural population is often not only resource poor, but also information poor. Communication lies at the core of the continuous process of change that involves family farming. Over the past years, participatory communication processes and community media have proven to be essential for the livelihoods of millions of family farmers worldwide. Different modalities have been put in place to assist farming communities (e.g. advisory services, farmer field schools, communication networks, etc.) with little results. The challenge today is to promote institutional and policy frameworks that will allow equitable access to communication services in rural areas while ensuring the active participation of small-holder farmers in development processes. The Forum on Communication for Development and Community Media for Family Farming ' FCCM (Rome 23-24 October 2014) organized by the UN's Food and Agriculture Organization provided the opportunity to share experiences and showcase evidence of the contribution of Communication for Development (ComDev) to family farming as driver for innovation and social change in rural areas. It addressed opportunities for promoting rural communication services as sustained, inclusive and demand-led communication processes involving family farmers and the rural population. Within this framework, there is a need to intensify the research on policy options and institutional frameworks to plan and implement rural communication services to ensure that family farmers can access information and appropriate ICT and media application that can benefit their production and economic activities while enabling participation in decision-making. The paper for the proposed IAMCR session will focus on ComDev activities that can advance family farming and rural development policies in an integrated and sustained manner contributing to compelling issues such as food security, natural resource management, resilient rural livelihoods, agricultural innovation, and self-determined development. Special attention will be given to the concept 'rural communication services' (RCS), a working definition which seeks to provide a framework to facilitating equitable access to knowledge and information ' understood as public goods ' along with social inclusion in decision-making and stronger links between rural institutions and local communities. The RCS should provide a new framework for mainstream and institutionalize ComDev activities as part of existing agricultural policies and in connection with other relevant public policies, bringing together to agree different players such as ministries of agriculture, media regulators, telecommunication operators, farmers' organizations, rural institutions, among others. Ultimately, the proposed paper will help visualizing key issues to be addressed through communication research in order to orient governments, institutions and organizations in establishing inclusive RCS as part of national agricultural of policies. In particular, the

following issues will be considered: policy trends and enabling environments for the uptake of rural communication services in the agricultural sector; framework for demand driven and efficient rural communication services; the need for research on evidence based approaches for rural communication services; local appropriation of communication processes and media and farmer lead RCS; institutional and funding arrangements for RCS; promoting policy dialogue and ensuring ownership and accountability of RCS.



**Id:** 11138

**Title:** PANEL: Biens communs et Publicité : Réflexions autour des luttes de légitimité dans les arènes publiques environnementales

**Authors:**

Name: Oumar Kane

Email: kane.ouma\_@\_qam.ca

Country: CA (Canada)

Affiliation: -- Département de communication sociale et publique Université du Québec à Montréal (UQÀM) Montréal, Québec, Canada Université du Québec à Montréal (UQÀM) Montréal, Québec, Canada

**Abstract:** Cox (2010, p. 2) considère qu'il est « impossible de séparer notre connaissance de l'environnement des questions de communication ». Il s'agit là d'une manière de relier environnement et communication sur la base de la prémisse selon laquelle la manière dont nous faisons l'expérience de l'environnement est indissolublement liée à la manière dont nous en parlons. Au-delà de cette structure langagière fondamentale, on peut élargir les facteurs communicationnels à l'ensemble des pratiques, des interactions et des technologies à portée communicationnelle qui influencent la perception que les acteurs sociaux se font de l'environnement. En raison de la diversité de ces formes qui structurent l'interrelation entre communication et environnement, il est important de voir que c'est à travers les processus communicationnels que les réponses aux problèmes environnementaux sont perçus, construits, débattus et légitimés. Cela est vrai autant pour la perception individuelle que pour les enjeux à portée macrosociale qui sont débattus au sein des espaces publics. Se pose dès lors l'importante question de l'interprétation de la nature. Du fait que la nature est silencieuse, qu'elle ne peut pas produire un discours articulé dans l'espace social, le problème de la légitimité des acteurs sociaux fondés à produire une interprétation de la nature se pose avec acuité. Différentes catégories d'acteurs, porteurs d'intérêts spécifiques, produisent dans l'espace public une profusion de discours parfois contradictoires entre eux et souvent porteurs de visions du monde naturel et social souvent difficiles à concilier. Au cours des 30 dernières années ont émergé de nouvelles formes d'encadrement du débat public qui ont acquis une importance particulière pour ce qui est de la gouvernance des questions environnementales. Dans ce cadre se pose la question de l'implication des citoyens dans la définition des politiques publiques et l'encadrement du recueil cette parole citoyenne. Un des effets de cette ouverture à la parole citoyenne des mécanismes de prise de décision est tout à fait inédit : il tend à permettre une remise en cause de deux formes de légitimité jusque là incontestées : la légitimité politique (acquise à travers les élections) et la légitimité scientifique (garantie par l'expertise). Dans le cadre de notre communication, nous tenterons d'éclairer cette conjoncture discursive à la lueur de réflexions sur la place qu'y tiennent des conceptions divergentes du bien commun et la construction de formes inédites de légitimité qui s'affrontent dans ce qu'on peut qualifier d' 'arènes publiques'.

**Id:** 11325

**Title:** PANEL: Environnement et société: faire entendre sa voix' et être entendu

**Authors:**

Name: Oumar Kane

Email: kane.ouma\_@\_qam.ca

Country: CA (Canada)

Affiliation: UQAM

Name: Henri Assogba

Email: henri.assogb\_@\_om.ulaval.ca

Country: CA (Canada)

Affiliation: Université Laval

Name: Johanne Saint-Charles

Email: saint-charles.johann\_@\_qam.ca

Country: CA (Canada)

Affiliation: UQAM

Name: Stéphanie Yates

Email: yates.stephani\_@\_qam.ca

Country: CA (Canada)

Affiliation: UQAM

**Abstract:** Quand les acteurs de la société civile s'approprient les médias'Les préoccupations environnementales figurent parmi les thématiques où les acteurs sociaux ont été très tôt producteurs de leur propre médiatisation. Cette tendance s'est accélérée avec l'avènement du Web 2.0 et le développement de la numérisation des contenus informationnels. De plus en plus d'acteurs de la société civile s'approprient les « arts de faire » des journalistes et se posent, grâce aux opportunités qu'offrent les nouvelles technologies, en médiateurs de leur propre réalité. Ces médias dits de « source » n'intéressent-ils qu'une poignée de citoyens plus ou moins déjà informés et conscientisés ' Sont-ils reconnus et relayés dans les médias dits de référence ' Quels sont les rapports qu'entretiennent les journalistes spécialisés en environnement et ces « médias de source » lors des débats publics ' Ce sont là quelques-unes des interrogations que nous proposons de débattre dans ce panel en lien avec les conditions identifiées par Lascoumes (2005). Ce dernier en liant directement l'information des citoyens et la participation à la prise de décision constate que la période actuelle correspond à celle de la démocratie délibérative avant de souligner les limites d'un tel modèle dont la mise en ½uvre concrète suppose au moins quatre conditions. Il s'agit d'abord de la reconnaissance d'une pluralité des savoirs et des compétences. Ensuite, ces savoirs et compétences aux origines diversifiées doivent pouvoir mener des investigations croisées afin de construire des mondes partagés. Puis, ces moments coopératifs n'ont de portée véritable que s'ils permettent un apprentissage entre les acteurs impliqués. Enfin, le processus ne serait réellement productif que s'il est accompagné de temps de formation importants et de durée suffisante.

**Id:** 11372

**Title:** PANEL: Environnement et société : faire entendre sa voix' et être entendu

**Authors:**

Name: Johanne Saint-Charles

Email: saint-charles.johann\_@\_qam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal

**Abstract:** Dans le contexte de la discussion de grands projets ou enjeux de développement économique, la rhétorique justificative dominante est régulièrement remise en cause par des actrices et acteurs de la société civile, soucieux des impacts environnementaux et sociaux de ces entreprises. Cette voix citoyenne se fait entendre dans les arènes politiques officielles et institutionnalisées, mais également au sein de nouveaux espaces publics initiés par ces acteurs, lesquels offrent ainsi des lieux de participation alternatifs, que l'on pense aux forums citoyens, aux manifestations diverses ou à la prise de parole par l'entremise de l'art ou du documentaire, par exemple. Or, la légitimité de ces formes alternatives de participation et des acteurs qui les incarnent est couramment mise en doute. D'une part, on questionne le savoir « profane » ' issu des citoyennes et citoyens ' ainsi mis de l'avant, qu'on oppose au savoir « expert », également débattu dans une perspective où le savoir scientifique est désormais pluriel. D'autre part, sur le plan de la légitimité démocratique et procédurale, on reconnaît que les dynamiques en présence s'éloignent d'un idéal d'équité, et que des enjeux de pouvoir et de dominance forts se profilent derrière les interventions qui prennent place dans ces espaces. Le tout favorise une certaine catégorisation des actrices et acteurs en présence, ce qui n'est pas sans effet sur la légitimité qu'on leur accorde et, en l'occurrence, sur l'influence concrète de ces formes de participation dans la prise de décision. Ce panel propose une réflexion sur ces thèmes, éclairée à la fois par des considérations théoriques et des études empiriques. **Panélistes:** Stéphanie Yates et Myriam Arbour - Contestations citoyennes dans le cas d'un projet de mine aurifère au Québec: Expertises, expression émotive et légitimité Oumar Kane - Biens communs et Publicité : Réflexions autour des luttes de légitimité dans les arènes publiques environnementales Henri Assogba - Quand les acteurs de la société civile s'approprient les médias' Johanne Saint-Charles - Réseaux de relations et de discours ' quelle place pour différentes voix' Diane Lamoureux - Valoriser la figure de l'amateur **Présidence de séance :** Stéphanie Yates **Commentaires :** Pierre Mongeau

**Id:** 11398

**Title:** PANEL: Environnement et société : faire entendre sa voix' et être entendu

**Authors:**

Name: Johanne Saint-Charles

Email: saint-charles.johann\_@\_qam.ca

Country: CA (Canada)

Affiliation: Université du Québec à Montréal

**Abstract:** Paper Title: Réseaux de relations et de discours ' quelle place pour différentes voix'Dans les cinquante dernières années, des approches écosystémiques de la santé ont émergé dans l'univers de la recherche pour proposer des « réponses complexes » aux problèmes pernicious émergents à l'intersection santé, société et environnement. Ces approches se targuent notamment de favoriser l'équité sociale et de genre, la participation et la transdisciplinarité (Charron, 2012; Saint-Charles, 2014; Webb, 2010) ' en d'autres mots de favoriser l'écoute et la prise en compte de « multiples voix ».En nous appuyant sur des études de cas de deux regroupements visant à promouvoir les approches écosystémiques de la santé et à offrir des formations dans le domaine (au Canada et en Amérique latine et dans les Caraïbes), nous nous interrogerons sur les influences des différentes voix (personnes des milieux académiques, de la pratique ou politiques, etc.) et sur la manière dont elles se font entendre (ou non) au sein même de ces regroupements. Nous chercherons à répondre à cette « question de communication » en nous attardant particulièrement au développement de différents types de relations (de collaboration, de confiance, de partage cognitif ou émotif) entre des personnes porteuses de différents « styles de pensées » (Pohl, 2011) et de différents discours.

**Id:** 11433

**Title:** The Juvenile Lifers Project: Life narratives as forms of resistance in Pennsylvania prisons

**Authors:**

Name: J. Michael Lyons

Email: jlyon\_@\_ju.edu

Country: US (United States)

Affiliation: Saint Joseph's University

**Abstract:** The United States incarcerates far more people than any country in the world - a gap that is more easily measured in multiples than in percentages points. Incarcerated individuals are largely silenced. Their communication with people outside the prison is strictly monitored ' letters are read and phone calls monitored. They often have little, if any, access to modern tools of digital communication. Their voices and stories are mostly absent in the national conversation about mass incarceration, law enforcement, criminal justice, all issues that impact them more than anyone else. This paper describes and analyzes the 'Juvenile Lifers Project,' a collaborative multimedia project that aims to help give a small segment of the incarcerated population - those who are serving life without parole for crimes they committed as juveniles ' some standing in the conversation about life sentences for juveniles, which the Supreme Court ruled unconstitutional in 2012. The United States is the only country in the world that has regularly incarcerated children to terms of life without parole. Some 2,200 people are currently serving life sentences for crimes they committed as juveniles. Many of these were incarcerated under laws that mandated the sentence without taking into account mitigating factors, such as their person's age, their role in the murder, their family circumstances or education. Using a theoretical framework of 'narrative capital,' the paper includes interviews with incarcerated individuals who have participated in the project as a way to better understand the power of personal narrative. Many of these men and women, who remain in prison despite the Supreme Court ruling, see their narratives as acts of resistance. Narrative capital, which builds on Bourdieu's concepts of social and cultural capital, is the power derived from the ability to tell one's story, precisely the power that is often out of reach for most who are incarcerated (Goodson, 2008). A goal of this project is for incarcerated individuals to collaboratively build narrative capital that would allow them to gain entry to a larger communicative power structure that values compelling and technologically competent narratives. The project also heeds Servaes and Malikhao's call to reimagine how we think about 'communicators' and even 'experts' (Servaes and Malikhao, 2005). The voices of incarcerated individuals participating in the project are rarely heard, even within the courtroom much less on the floors of legislature or in the hallways of policymakers. The incarcerated individuals see the project as a way to contribute to the social movement forming around mass incarceration. Goodson, Ivor. *Developing Narrative Theory: Life Histories and Personal Representation* (New York: Routledge, 2013). Malikhao, Patchanee and Servaes, Jan. 'Participatory Communication: the new paradigm" in *Media and Glocal Change: Rethinking Communication for Development* edited by Oscar Hemer and Thomas Tufte (Buenos Aires, CLACSO, 2005).

**Id:** 11440

**Title:** Title: How to improve the effectiveness for 'participatory communication approach' based projects of UNICEF: a case study of Pakistan

**Authors:**

Name: Hina Ayaz

Email: hina.ayaz\_@\_mail.com

Country: DE (Germany)

Affiliation: Humboldt University of Berlin, Germany.

**Abstract:** Abstract:Over the past three decades, theorists and practitioners have come to agree upon the role of communication for development to bring social change. However, in the ongoing debate in the discourse of quality management of C4d particularly in case of participatory communication approach; a number of scholars, theorists and practitioners have questioned the notions of 'development', 'community', 'participation', and 'sustainable social change' on the one hand and have analyzed as well as proposed improved evaluation criteria for 'participatory development approach' based programs to assess and increase the effectiveness of the approach on the other hand. Though it has often been argued in a number of case studies that 'communication' in a participatory communication approach based program should not be seen as a one-time activity; it is a continuous process which determines a program's success (Figueroa et al. 2002) and also presented integrated models of communication; yet somehow it fails to address the need for improved interpersonal communication between the two or more separate programs. This research paper documents a case study (UNICEF, Pakistan) which addresses the repercussions of the lack of interpersonal communication among 'participatory communication approaches' based programs. Along with the case study, I will also profile all relevant programs/ interventions of UNICEF, Pakistan which are based on c4d approach for creating awareness to increase literacy (2005-2014), using a write-up of the evaluations of the selected programs, as well as thematic evaluations, mid-term review reports, and the annual review report. These reports are a significant part of any development program; monitoring and evaluation reports define a way forward for the strategic direction of the program and the overview of annual reports helps identify communication approaches and program strategies and their progress. Based on the findings, certain recommendations will be made which suggest future direction for policies.

**Id:** 11442

**Title:** Innovation and 'uptake': implications for smallholder farmer innovation and rural communication services in East Africa

**Authors:**

Name: Sarah Cardey

Email: s.p.cardey@reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Graham Clarkson

Email: g.clarkso@reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Peter Dorward

Email: p.t.dorward@reading.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Reading

Name: Chris Garforth

Email: c.j.garforth@reading.ac.uk

Country:

Affiliation: University of Reading

**Abstract:** Smallholder and family farming is one of the dominant forms of agriculture around the world. Its importance has been globally recognized, such as through the FAO's designation of 2014 as International Year of Family Farming. Supporting and enhancing family farming around the world has significant implications for global crises in food security, climate change, economic instability, and the ability to address livelihood needs therefore means understanding and responding to the needs of smallholder farmers. Farmers have innovated for centuries, yet formal efforts to support smallholder farmers have not proven particularly effective. This paper will reflect on selected key findings from a study conducted in Uganda, Kenya and Sudan that explored smallholder farmer innovation systems. The study was conducted using participatory research techniques (agricultural timelines, innovation histories, communication maps, participatory budgeting, cause and effect diagrams, and participatory value chain analysis) as well as a quantitative survey. It will explore, and deconstruct, the notion of 'uptake', as it is important to be able to understand the actual processes that are involved in change processes at the farm level. It will explore one of the key findings that how farmers 'uptake' innovation and technologies within their realities is very different from the institutional perspective that usually guides interventions that are meant to support farmer livelihoods. While key informants and literature refer to 'uptake' as a linear process, this paper will contrast this with the perspective of farmers, in which 'uptake' is a more nuanced set of processes. Farmers, rather than being passive actors and recipients of technology, are actively looking to improve their livelihoods and individual

circumstances. Men and women smallholders innovate through different processes of innovation, using different technologies (some by choice, and some due to the policy or operational environment), and are influenced by factors of social differentiation such as age, marital status, and community standing. The main constraints to innovation, from this investigation, are input and output markets, lack of reliable information, and lack of support systems. Given debates in the agricultural sector, and in relation to rural communication services, about 'big agriculture' vs. 'small agriculture', this has significant implications for what services are provided, how they are provided, whose voice is heard in their design and delivery, and the nature of these services. Given the findings from this study that will be presented, this paper will conclude by highlighting key implications for rural communication services for smallholder farmers, particularly how to design better support structures for smallholder farmer innovation.



**Id:** 11556

**Title:** Who speaks on behalf of whom? Questioning Participatory Approaches through the Witoto Ethnic Safeguarding Plan in the Colombian Amazon.

**Authors:**

Name: Alvaro Diego Herrera

Email: alvaro.diego.herrera.arang\_@\_montreal.ca

Country: CA (Canada)

Affiliation: University of Montreal

**Abstract:** The participatory development approach conceives development as "socially inclusive, equitable, human in form and scale, sustainable in terms of both the environment and livelihoods and above all, predicated on community popular participation' (Parpart and Veltmeyer, 2011, p. 7). Through culturally situated dialogue, participant groups share and produce knowledge crucial for collective action and social change in order to strengthen cultural identity, trust, commitment, voice, ownership, community engagement, and empowerment (Gumucio and Tufte, 2006, p. xx). Critics of this paradigm highlight its uncritical emphasis on participation. Wilkins (2000) and Huesca (2002) suggest that the centrality of participation in this paradigm may not only hide but also intensify already existing local inequalities. A second critique of this paradigm focuses on its lack of strategies for challenging power structures (Huesca, 2002, p. 508). As a product related to my PhD dissertation, this presentation introduces some limits of the participatory development approach through the case study of the Witoto Ethnic Safeguarding Plan (ESP) in the Amazonian city of Leticia, Colombia. The Leticia Witoto ESP is one of the 73 plans that the Colombian State has implemented since 2009 to follow the Constitutional Court's Order 004 of 2009. This Order impelled the State to create 'with the authorities of each ethnic beneficiary group,' plans to prevent the cultural and physical extinction of indigenous peoples threatened by forced displacement (Colombia, 2009, my translation). My ethnographic research analyzes multiple forms of inequality and disempowerment that have emerged from participatory dialogues in this Plan. Drawing on Spivak's interrogation of the conditions under which the subaltern can speak and be heard, I ask: How can 'participatory' dialogues influence scales and structures of power broader than the community such as the regional or the State? Who speaks on behalf of whom in participatory and intercultural dialogues on human rights and development such as the ESP? These questions allow me to introduce the new inequalities of gender, generation, and ethnicity produced through a Constitutional Court's focused on the displaced indigenous people in general and through participatory dialogues restricted to the community scale. I argue that, to produce effective changes, participatory processes require a multi-scalar character. At the community scale, participatory processes need methods to recognizing multiple forms of marginality already existing within communities. At the local, regional, and national scales, participatory dialogues must include challenging negotiations with political and economic structures and agents (e.g., the State and landowners) that have historically undermined indigenous people's structural exclusion ' such as access to land. My case study outlines strategies to make more efficient participatory dialogues that are necessary but currently insufficient to ensure structural transformations of marginality according to community and local specificities.

**Id:** 11565

**Title:** Enabling trust: Physical and private communication in the dawn of Chile's 2011 mobilisation

**Authors:**

Name: JORGE ANTONIO SAAVEDRA

Email: j.saavedr\_@\_mail.com

Country: CL (Chile)

Affiliation: Goldsmiths College, University of London

**Abstract:** In 2011, Chilean students' movement expressed its will towards the end of an unequal, privatized and market driven education system implemented during Chilean military dictatorship (1973-1990) and deepened by the hand of successive social democrats and right wing administrations (1990-2011). This mobilization was held in a country with a formal representative democracy ruled by technocratic political parties prone to neoliberal policies (Garretón, 2007; Feres, 2009; Guerrero, 2006). On this context, political participation outside mainstream instances was increasingly discouraged by political parties and by a media system owned by few pro neoliberal corporations who consistently criminalized social mobilization (Cuadra, 2012). Nonetheless, students managed to gain voice (Couldry, 2010) holding a massive mobilization that lasted nine months, due to a set of practices involving intimate webs of trust; public performances; a collective and connective (Bennett and Segerberg, 2012) way of organization; and a strategic relation towards mainstream media. This presentation deeps in the first of these features that allowed the movement to gain voice: knitted webs of trust and hope, including intimate conversations at home, around a dinner table or a barbecue; in occupied buildings with classmates; and in local and national assemblies, between students and students' representatives. Studied through interviews, focus groups and archive revision, the emergence of this web of trust and intimacy was spread all over the country as a purposeful way to seize the local realm in the dawn of 2011 mobilization. Its agentic condition was double. On one hand to question and debate the hegemonic normality of Chilean education, and on the other hand to think and work collectively in possible actions to overcome the current state of things at that moment. In sum, in this presentation I identify, describe and assess the relevance of this set of practices, observing its consequences regarding the role of activists as trust sources for local environments; and the practical difficulties and eventual success of long standing instances of dialogue, debate and conversation. Finally, I point out some contributions that this insight could provide to the relation between media and social movements studies, specifically on the idea that in this type of practices might be found the emergence of a commons beyond private and public spheres. References: Bennett, W.L. and Segerberg, A. (2012). The logic of connective action. *Digital media and the personalization of contentious politics. Information, Communication & Society*, 15(5) 739-768. Cuadra, A. (2012). Manifestaciones estudiantiles en Chile. *América Latina en Movimiento*, 477, 6-8. Couldry, N. (2010). Why voice matters: culture and politics after neoliberalism. London: Sage. Feres, M. (2009). Progresismo y movimiento sindical en Chile. In Quiroga, Y. and Ensignia, J. (eds.) *Chile en la Concertación (1990-2010) Balance crítico y perspectivas*. Santiago: Friedrich-Ebert-Stiftung. Garretón, M. (2007). *Movimiento estudiantil, crisis de la educación y solución política: ¿hacia una refundación del sistema educacional chileno?* Available at [http://www.manuelantoniogarreton.cl/documentos/07\\_08\\_06/revista.pdf](http://www.manuelantoniogarreton.cl/documentos/07_08_06/revista.pdf). Guerrero, M. (2006). El

conjuro de los movimientos sociales en el Chile neoliberal. Revista Venezolana de Economía y Ciencias Sociales, 12 (2),147-156.

**Id:** 11613

**Title:** Engaging Africans: Exploring Social Media and the Occupy Ghana Movement to Achieve Responsible Governance in Ghana

**Authors:**

Name: Enyonam Osei-Hwere

Email: eosei-hwer\_@\_tamu.edu

Country: US (United States)

Affiliation: West Texas A & M University

**Abstract:** Recent events around the world have generated interest in how social media can facilitate collective action and resistance to authoritarian governments. Studies have examined and documented how social media facilitated the goals of Arab spring and the occupy movements around the world. There are still empirical studies to be done in Ghana to understand how social media facilitates the work of advocacy groups in a developing African country. In the summer of 2014 hundreds of Ghanaians from different economic; social classes and political affiliation gathered on a rainy Tuesday to protest bad governance and government corruption. Occupy Ghana managed to mobilize Ghanaian citizens in Ghana and abroad to stand up against corruption and demand government accountability on July 1st which trended on social media with the hash tags #occupyghana; #redfriday and #ghanawillworkagain. Occupy Ghana is a non-partisan resistance social group for the people and by the people working to pressure the government to devise measures to improve the economy and standard of living for all Ghanaians. It is a movement to mobilize support for political and social change believing that the people of Ghana are the source of all power. Occupy Ghana represents a new model of citizen resistance for change in Ghana. The social movement uses media to organize mass protests and forums to compel government to meet the movement's demands. Occupy Ghana at this point has won many small victories that are a step in the right direction including the way the government of Ghana goes about its business. To understand the extent to which social media can facilitate political change through collective action it is important to assess how social media are being used by advocacy groups and social movements like Occupy Ghana to accomplish political goals and social change. This study attempts to provide answers by studying how an advocacy group in Ghana uses social media technologies to achieve its goals. The group is not without its critics, something the study also examines by looking at the extent to which social media provides a unifying or dissenting forum to the movement's messages and activities. Although studies have addressed the use of radio for advocacy; social and political change in Ghana there is a lack of empirical studies on how advocacy groups are using social media for political change in Ghana. This is a case study to assess the extent to which social media are relevant to achieving the goals of advocacy and social groups in Ghana.

**Id:** 11626

**Title:** The interplay of narratives about women on South Sudanese community radio

**Authors:**

Name: Emily LeRoux-Rutledge

Email: emily.leroux.rutledg\_@\_mail.com

Country: GB (United Kingdom)

Affiliation: London School of Economics

**Abstract:** "When girls are educated it will reduce poverty ' and how' Let's say your daughter gets married for thirty cows, but an educated one gets married for 150 cows. That means [the educated girl] really helped reduce her family's poverty." So says a male teacher speaking on community radio about the importance of girls' education in South Sudan. The international development community is strongly committed to gender equality in developing countries. It seeks, among other things, to increase women's enrolment in education, to promote women's participation in the formal economy, and to improve women's representation in politics (United Nations General Assembly, 2000). South Sudan has a particularly poor record on gender equality (Human Rights Watch, 2013; IRIN, 2013; J. Scott et al., 2013). Women are treated, in many respects, like property, because men pay bride price for them, and expect them to work and bear children (Bubenzer & Stern, 2012). It is estimated that only 16% of women are literate, compared to 40% of men (World Bank, 2012), and only 37% of those enrolled in primary school are girls (UNDP, 2009). The average woman has 5 children in her lifetime (WHO, 2013), and faces a 1 in 7 chance of dying in pregnancy or childbirth, giving South Sudan the highest maternal mortality rate in the world (IRIN, 2012). For most of the last 60 years, South Sudan has been embroiled in armed conflict; however, there was a moment of peace in 2005, and a flurry of development activity. This included the establishment of community radio stations in a number of remote South Sudanese communities. Media had been all but inaccessible to the communities, because the few radio stations that had existed broadcast in English and Arabic ' languages most community members did not understand. In setting up local language stations, the NGO Internews made mass media accessible to most community members for the first time. Community radio is often assumed to be inherently 'empowering' by the international development community. It is radio by the community and for the community. It is not-for-profit, located within the community it serves, and owned by the community. Community members trained in radio production produce the content, and audience participation is a key feature (Myers, 2011). Yet, whose interests does community radio actually serve? Does it have the power to challenge hegemonic narratives in South Sudan about who women are, and who they can be? If so, does it merely replace them with different hegemonic narratives, as per the international development agenda? Using three remote South Sudanese communities as case studies, and drawing on a content analysis of women's programmes on community radio, as well as field notes about the production context, this paper demonstrates the complex interplay of narratives about women on South Sudanese community radio. Findings indicate that although topline messages are often pro-development (e.g. educate girls, stop early marriage), a deeper analysis reveals pro-development messages are often subverted by entrenched narratives about women, which paradoxically coexist with newer development narratives.

**Id:** 11680

**Title:** Social Media in Indian Politics: Promises and Implications

**Authors:**

Name: Awais Saleem

Email: as13a\_@\_y.fsu.edu

Country: US (United States)

Affiliation: School of Communication, Florida State University, Tallahassee

Name: Stephen McDowell

Email: steve.mcdowel\_@\_ci.fsu.edu

Country: US (United States)

Affiliation: School of Communication, Florida State University, Tallahassee

**Abstract:** This paper looks at the use of two main social networking sites, Facebook and Twitter, during Indian general elections 2014. Facebook and Twitter are the two top most social networking sites in terms of the number of users across the world (eBiz, 2014). The use of social networking for political purposes in western countries has been studied in detail after the 2008 U.S. presidential elections but the communication scholars have not yet focused on the penetration and effectiveness of social networking sites in South Asia. Asur and Huberman (2010) have argued that social media content could be used to predict real-world outcomes. Looking at the social media use during Indian general elections 2008, this study analyses the coverage given to this new trend in the Indian and international media to find out whether the political parties candidates used it primarily for networking with their allies and supporters or to promote political participation among the youth and other marginalized segments of society who had previously been alienated in the mainstream media. Ali (2014) discussed the role of Facebook and Twitter in the Indian elections 2014 and how, Narendra Modi, who eventually became the Prime Minister of India after these elections, had exploited the potential of social media to take a lead over his opponents. Bierschbach (2014) pointed towards the increasing trend among politicians to use Facebook and Twitter for things like organizing the supporters and to reach out to them with instant messages. The role of social media in political information seeking, political interest, political efficacy and political participation has also been discussed. Zúñiga, Jung and Valenzuela (2012) conducted an online survey with a sample comprising of Americans. They found that social media use for news consumption was a significant predictor of increase in social capital, civic engagement and online and offline political participation. Enjolras, Steen-Johnsen and Wollebæk (2013) looked at the socioeconomic status of social media users who were taking part in protests. They found that the youngsters and those having low socioeconomic status were using social media more compared to those who relied on traditional means of communication. Christensen (2011) had emphasized that online activity had the potential to increase offline political participation as well. Rahimi (2011) found that the supporters of both presidential candidates in Iran had used Facebook extensively to mobilize support for their respective candidate in 2009. These available data point towards the enormous potential of social media use for political purposes in India. Poushter (2014) had surveyed online presence and social media use of Indian public before the general election 2014. He found that only 51 percent of the Internet users had a social media presence. This

study also discusses the limitations of social media use in developing countries like India and highlights areas that might be of interest to future researchers studying social media use for political communication in South Asian countries.

**Id:** 11720

**Title:** PANEL: Environnement et société: faire entendre sa voix' et être entendu

**Authors:**

Name: Diane Lamoureux

Email: Diane.Lamoureu\_@\_ol.ulaval.ca

Country: CA (Canada)

Affiliation: Université Laval

**Abstract:** PAPER TITLE: Valoriser la figure de l'amateur Nous avons eu trop souvent tendance à valoriser la figure du professionnel dans les débats publics touchant aux questions environnementales et sociales et à faire de la maîtrise technique des enjeux la condition nécessaire de la participation, ce qui tend à transformer les débats sociaux en polémique entre les experts. Contre une telle expertise, je compte défendre la position de la citoyenne concernée. Cette figure politique implique un rapport nouveau tant au savoir qu'à l'action politique. Il s'inspire des mobilisations collectives des dernières années qui ont montré la force des pratiques politiques instituant collectives, comme les mouvements d'occupation des places ou le printemps étudiant. Trois traits semblent se dégager pour nourrir cette figure de la citoyenne concernée: une responsabilité personnelle pour le monde et pour l'action, un savoir politique qui découle de l'implication politique directe, le fait d'agir et de penser de façon concertée avec d'autres. Le premier trait fait en sorte que la base de la mobilisation n'est pas la défense d'une identité, mais le refus des catégorisations. Le deuxième que savoir et pouvoir doivent être dissociés et qu'on ne peut accrédi-ter la distinction entre « savoirs profanes » et « savoirs experts » mais plutôt miser sur des savoirs expé-rientiels où se mêlent raison et émotions, expérience et réflexions. Le troisième trait fait en sorte que le savoir émerge de la délibération à plusieurs, sur un pied d'égalité et non de la théorie pure ou de la réflexion individuelle. Ceci s'inscrit dans un mouvement de dé-professionnalisation de la politique qui cherche à répandre le pouvoir plutôt qu'à se l'approprier.



**Id:** 11721

**Title:** At the cross roads of desire : A case of Community Radio resisting the moral police

**Authors:**

Name: Venu Arora

Email: varor\_@\_deosyncmedia.org

Country: IN (India)

Affiliation: Ideosync Media Combine, NGO IndiaRMIT Australia (Student on leave)

Name: Ramakrishnan Nagarajan

Email: nra\_@\_deosyncmedia.org

Country:

Affiliation: Ideosync Media Combine

Name: Himabindu Chintakunta

Email: hchintakunt\_@\_deosyncmedia.org

Country:

Affiliation:

Name: Nitesh Anand

Email: nanan\_@\_deosyncmedia.org

Country:

Affiliation:

**Abstract:** The last decade India has seen rising tensions with right wing hardliners undertaking moral policing and enhancing social pressure through various tactics to control women's sexuality. Traditional cultural practices have ensured that young people, in South Asia have over the last two decades and more been brought up from childhood to remain ignorant in all respects as far as sexuality is concerned thus creating generations of young girls and boys who get married with almost no understanding of their own desires, sexual relationships and even basics around pregnancy and the body. Gender bias has further widened this schism where any conversation around sexuality is a taboo. In a culture where procreation continues to be the only legitimate reason for sexual engagement, this lack of openness around sexuality results in an absolute absence of conversation between married couples and a fearful void for young girls regarding their own bodies. Chahat Chowk ( At the cross roads of desire) was a community learning program spear headed by a local community radio station operating in the National Capital Region of Delhi. The program worked in close partnership with women and young girls in the community exploring their experiences around sexuality, marriage and childbirth. The narratives emerging out of the Chahat Chowk radio program unveil cultural hegemonies and distorted understanding of gender and feminism. The radio program offered anonymity to women sharing their stories thus enabling them to share their most intimate fears and troubling family practices. While the program was designed under an international health initiative, research methodologies used enabled the emergence of the subaltern narratives of women creating a different approach to health and well being for the community engaged with the radio program. The participatory research undertaken further

enabled men's involvement and revealed concerns that men tend to hide behind masculine portraits of themselves. This paper discusses the research methodology that enabled the community radio station to understand their community's aspirations and enabled the articulation of a different narrative of women's and men's sexuality that resists being boxed into traditional moralized and glorified gender constructs. The paper also discusses ideas of participation, power and agency as operationalized through the research methodologies used in the Community learning Initiative. Key Words: Community learning Program, health, women, sexuality, participation Bibliography: Michel Foucault, Nico Carpentier, Stuart Hall,

**Id:** 11723

**Title:** La participation des acteurs à une procédure de communication engageante: aspects épistémologiques et méthodologiques d'une recherche-intervention

**Authors:**

Name: Thomas Maxwell

Email: t.maxwel\_@\_ideotron.ca

Country: CA (Canada)

Affiliation: UQAM

**Abstract:** Nous proposons de discuter des aspects épistémologique et méthodologique soulevés par la recherche-intervention à travers le comportement des acteurs en situation de communication (Bernard et Joule, 2004) où le chercheur « intervien[t physiquement], directement et volontairement dans le cadre d'une relation particulière avec les acteurs de l'organisation étudiée [''] » (David, 2000, p.3). Nous nous interrogeons sur ces deux aspects, au prisme d'une recherche-intervention que nous avons réalisée (Maxwell, 2013) et qui mobilisait le « paradigme de la communication engageante » (Girandola et Joule, 2008). Ce paradigme convoque deux disciplines de la psychologie sociale - l'engagement et la persuasion- et propose au champ de la communication de s'ouvrir à la pluridisciplinarité en « pensant les relations entre communication, sens et action » (Bernard, 2004). Sur le plan épistémologique, notre posture est celle d'un chercheur/consultant privilégiant par l'action et dans l'action sur le terrain, la production de connaissance mais aussi l'accompagnement des acteurs de l'organisation face au changement (changement de culture éthique dans notre cas). Les considérations épistémologiques sous-tendant cette posture se révèlent parfois difficilement réconciliable. En effet, si la plupart des recherches en communication dont la nôtre, associe sujet et objet et postule la réalité comme construite (approche constructiviste), la procédure d'engagement à laquelle les participants se sont librement soumis relevait elle, d'une logique quasi-expérimentale de type hypothético-déductif (approche positiviste), démarche qu'impliquait naturellement la discipline que nous convoquions en psychologie sociale; l'engagement. Ce « constructivisme limité » (Bernard et Joule, 2005) dont se réclamait notre recherche celle du chercheur, mais également le présupposé constructiviste conférant aux participants de la recherche un statut « autonome dans leurs pensées, leurs pratiques et leurs comportements » (Ibid., p.187) traduit une ambiguïté que nous avons vécue sur le terrain, en tentant de continuellement réconcilier l'intervention linéaire du processus à certains « interstices » non-linéaires, nous permettant de faire émerger du sens dans l'action. Un processus dans le processus donc, puisque nous avons fait émerger ce sens par la participation des acteurs, caractéristique propre à la recherche action participative, dans laquelle chercheur et participants s'engagent afin de comprendre et d'améliorer les pratiques auxquelles ils participent et les situations dans lesquelles ils se trouvent (Minkler et Wallerstein, 2003 ; Grbich, 1999). Sur le plan méthodologique, nous nous sommes appropriés le mode de recherche-intervention le plus adapté pour penser de manière innovante l'intervention menée sur le terrain en opérant une forme de « bricolage » consistant à faire une recherche-action de type linéaire à tendance interventionniste de type non-linéaire, c'est-à-dire, une forme hybride d'intervention. L'objectif est donc ici de discuter des enjeux épistémologique et méthodologique de la recherche-intervention reliés à l'utilisation du paradigme innovant de la communication engageante, tout en relevant les limites d'une telle entreprise face à la complexité des contextes d'action dans lesquels évoluent les acteurs,



IAMCR2015

nous obligeant parfois à (re)penser la nature ontologique de leur « engagement ».

**Id:** 11724

**Title:** Social Media Metrics for Understanding Stakeholder's Engagement

**Authors:**

Name: Ataharul Chowdhury

Email: chowdhu\_@\_oguelph.ca

Country: CA (Canada)

Affiliation: School of Environmental Design and Rural Development, University of Guelph, Ontario, Canada

Name: Helen Hambly Odame

Email: hhambly\_@\_oguelph.ca

Country: CA (Canada)

Affiliation: University of Guelph, Ontario

**Abstract:** Global and local forces such as, changing client demographics, dwindle resources, competition with new and emerging service providers are compelling extension professional to transform their roles in communication for agricultural innovation. In the new landscape of extension services, agricultural innovation underlies interactive and multi-stakeholder approach that mobilizes ideas, and resources in both public and private realms (Chowdhury et al., 2014; World Bank, 2012). Increasingly, digital communication tools broadly referred to as Web 2.0 technologies, and in particular, social media such as Facebook, Twitter, blogs and webinars are expected to enable conversations among different stakeholders leading to collective action and solution of development problems (Ashley et al., 2009; Smith, 2010). Social media is increasingly considered as potential means of enhancing the ability of agricultural and extension professionals for reaching out to new audiences, providing professional guidance and direction, and encouraging peer-to-peer interactions. However, there is anecdotal evidence that existing practices of social media support a dialogical and interactive process of innovation (Chowdhury & Hambly Odame, 2013). It is necessary to focus on existing capacity challenges that different agricultural stakeholders face when they use social media. What are the implications for engagement with other stakeholders through social media? How can we assess the impacts of our efforts to communicate through social media? The paper draws on process oriented agricultural innovation (Roling, 2009) which requires communication strategies and services such as, developing networks, creating spaces for dialogues, and reflective learning that bring different actors together and enable coherent actions. Kietzmann et al (2011) proposed a model for functional building blocks of social media that identifies potential strategies for interaction among innovation actors often through virtual spaces. Drawing on this model and findings of our ongoing research (see Chowdhury & Hambly Odame, 2013) about current practices of social media by different stakeholders (producers, government agencies, and non-profits) in Ontario we intend to discuss indicator for assessing reach and engagement of individuals through social media. We argue that engagement for innovation through social media depends not only access and use of tools but also users who express themselves and listen to others. Quantity as well as quality of interaction matter for engaging stakeholders through social media and enabling innovation. Therefore, we need to include indicators that capture both extent of reach and conversations through social media. The quantitative indicators of social media data mining

toolkit may be useful to understand the reach of the audience, but may not provide sufficient insights into interactions among different stakeholders. How do we understand that individuals create socially-distributed meanings, or definitions while interacting on the social media? It is necessary to consider other methods such as, content analysis of online conversations and data about off-line conversations using interviews and group discussion. It is recommended that extension professionals consider indicators that capture connectivity, diversity, interactivity and how individuals create new frames through social media.

**Id:** 11860

**Title:** ICTs and Technologies of Scale: Knowledge Translation, Agricultural Extension and the Adoption of Innovations

**Authors:**

Name: Heather Gilberds

Email: hgilberd\_@\_armradio.org

Country: CA (Canada)

Affiliation: Farm Radio International

Name: Mark Leclair

Email: mleclai\_@\_armradio.org

Country: CA (Canada)

Affiliation: Farm Radio International

**Abstract:** Information and communication have always mattered in agriculture. Ever since people have grown crops, raised livestock, and caught fish, they have sought information from one another. What is the most effective planting strategy on steep slopes? Where can I buy the improved seed or feed this year? How can I acquire a land title? Who is paying the highest price at the market? How can I participate in the government's credit program? Producers rarely find it easy to obtain answers to such questions, even if similar ones arise season after season. Farmers in a village may have planted the 'same' crop for centuries, but over time, weather patterns and soil conditions change and epidemics of pests and diseases come and go. Updated scientific research can allow farmers to cope with and even benefit from these changes. However, providing such knowledge, and translating knowledge into practice can be challenging because the highly localized nature of agriculture means that information must be tailored specifically to distinct conditions. Further, smallholder farmers are risk adverse, skeptical and, in an information landscape where there are conflicting perspectives and motives, they are uncertain which information is trustworthy. There is an enormous amount of information services available to smallholder farmers in sub-Saharan Africa, and recent trends that emphasize participatory rural development processes and local stakeholder engagement have put information and communication technologies (ICTs) at the forefront as tools that can be used to facilitate adoption uptake and scale. However, many of the models developed to understand the impact of communication processes on rural development stress the importance of attending to the ways people use information and the importance of dialogue, but do not have a useful way of understanding how these processes actually happen in praxis. Further, theorists in this area tend to rely heavily on linear understandings of innovation adoption and information transfer, despite the numerous scholars and practitioners that have criticized this approach and have emphasized the need to pay attention to the multitude of actors and influences that exist simultaneously in any information network and development space. Our presentation will interrogate these questions by drawing attention to programs Farm Radio International has implemented in Ethiopia, Uganda, Tanzania and Malawi. Specifically, the presentation will highlight the processes for farmer engagement and participation that have demonstrated the greatest potential to facilitate uptake of new practices, and will answer questions related to attribution, participatory communication processes, and the contribution of ICTs to taking agricultural innovations

and practices to scale in East Africa.