Mediated Communication, Public Opinion and Society Section
Abstracts accepted for presentation at IAMCR 2015 in Montreal, Canada

Id: 9215

Title: EXPLORING THE ONLINE AND OFFLINE POLITICAL PARTICIPATION AMONG SOUTH AFRICAN YOUTH

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Abstract: This study is located between the contradiction that youth is politically disinterested and that youth is very much politically engaged. Some scholars have argued that youth political disinterest is a threat to the life of the traditional public sphere and democracy. Against the notion of the youth's disinterest and disaffection from politics, this study points out the deficit in exploratory studies that examine and explore the relationship between young people and their political participation both in the on/offline context. In light of the contradiction as well, this current study asked the following question: how does a group of South African youth use social media to participate in the virtual public sphere' Also, what are the views of a group of South African youth about political participation (via their use of traditional and new/social media)' Thus, through a qualitative research strategy, this mini-project examined the discursive practices within the African National Congress Youth League Facebook Group (ANCYLFG) as a case study and the researcher conducted five focus group sessions at the North West University (NWU), Mafikeng Campus to explore the participants' feelings, attitudes and their perspectives political participation through new/social media. Observation through an outsider's viewpoint on the ANCYLFG was carried out between March 2011 and March 2012. The focus group interviews at the NWU were carried out between the 5th and 20th of March 2012 among participants who were sampled from the institution. The main objective of this was to establish how two groups of South Africa youth use new/social media for political deliberation and political discourse in the virtual public sphere. Firstly, this study found in terms of these two groups of young people, political deliberation and discourse occurs in the offline context as much as it occurs online. Secondly, that as much as there is political activity in the traditional public sphere, there is also political activity in the virtual public sphere. Lastly, that these two groups of young people are establishing themselves not only as knowledgeable citizens through participatory and convergence culture, but also as active participants of the political process through on/offline political participation.

Id: 9268

Title: SOCIAL PENETRATION BY SOCIAL MEDIA USAGE A Case on Indonesian Women and the Interaction with Their Online Foreign Partners

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Abstract: In Indonesia, there are cultural values that emphasize that a woman was required to marry. Women who are not married, or are old enough to get married yet considered a disgrace, not only for herself but also for parents and extended family. Label that is attached on these women are "old maid", "not sold woman" and other labels that are not positive. To overcome, parents are usually working to find a mate for her daughter, known as "match" or "forced marriages" regardless of whether the child is willing or not. On the other hand, women who are looking for a mate through a dating agency also considered not good. Even when an attempt to find a mate through a dating service is publicly known, then the worse image. So in the end women like is sandwiched by a lot of effort in order to get out of social pressure.   Under these conditions, social media in Indonesia was very useful , in particular, in building interpersonal relationships. Characteristics of interactive social media, reaching infinite region, cheaper, more private and personal may actually not only have positive but also negative implications. The easiness of people build interpersonal relationships to the intimate relationship can jump or does the acceleration. So the intimacy that occurs is not followed by the maturity of relations. Similarly, the privacy factor directing the process of building a relationship becomes uncontrolled and loose from the observation of others. it leads a contra-productive effect, which appears in some severe cases such as kidnapping, rape, and even murder, especially in children and adolescents. Or cases of financial fraud under the guise of love in adult women. Fraud through social media like this happens in many countries, but more especially the case in Indonesia. In internet based media, it is called as scam, and people who do the scam are called scamers. This article describes a plus and minus of social media usage in building interpersonal relationships. Through analysis of the contents of the conversation, documentation and interviews with some key informants or participants, it can be seen that social media and the Internet mediated communication brings positive and negative consequences, and that especially is changing the way we communicate and build interpersonal relationships. It also changes the character of their own interpersonal relationships. Social penetration theory assumes that the development of interpersonal relationships that gradually forward or backward on a regular basis so predictable need to be revisited. Excess internet-based media that facilitate interaction and communication, and tend to be more personal and private make matters described in social penetration theory, in particular, and some theories in the area of interpersonal communication becomes irrelevant. In the context of intercultural communication, communication symbols are strongly bound by any culture

to be different, rather than inter-cultural relations based on conventional media.

Id: 9331

Title: Unpacking ISIS Mediatised religiosity: Islamic Fundamentalism Is the Haven of Immigrants

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Abstract: The preposterous war on humanity by Dagish (ISIS), reflected in the burning and killing of Maaz. This terrorist and criminal act is a sign of the socioeconomic and intellectual regression during dark ages. Religion remains a significant aspect of contemporary social, political and cultural life, and continues to be an object of media scrutiny. Religions are represented in documentaries, serial dramas, comedies, soap operas and on Reality TV.The recent killing in Al-Arish, or to be more specific the terrorist attacks in Egypt by Islamic fundamentalists is indeed a new round of terror. Such events have further disclosed their apocalyptic vision of a disease that was accuses the whole world, which called it "Jahilliyah"(a state of barbarous ignorance). Those Islamist criminals claim that people (the whole world) are not aware that they were infected, though they believe that they were free, and that their politicians were taking them forward to a new world. But in fact, they were regressing to a barbarous age. Taqiyah under these circumstances are used as a way of fighting the enemy and is justified and legitimate, and in fact has a kind of existential weight, because somehow it's doing God's will on earth. Most people are aware of some cultural differences and sensitivities when it comes to media narratives. Race and citizenship are extremely complex concepts. In post-revolution Egypt, one finds expression on many different levels, including identity, conflict, nationalism, history, politics and inter-personal relationships. Religious discourse occupies a spectrum ranging from everyday practices and interactions, to formal political and macro-economic forces.Politicians' utilization of religious rhetoric could merely be a veneer to gain public sympathy, without representing a certain depth or ideology. But it could also reflect a belief and a conviction that religion must play a prominent role in public life.The research empirical findings project that these groups share common interest in scrutinizing 'otherness' in thought, ideology and religion. Such groups operate in volatile settings, where there is collective frustration over economic disparities and a loss of faith in political systems. The non-Arab media lives in a bubble of political polarization that welcomes terrorist groups into the Pentagon. Inside, we have mostly a group of uneducated media anchors, who are superficial in their approach and only serve as pleasers to the authorities without investigation. There is also a group of

brain washed media personnel and scholars who are on payroll of terrorist groups, or channels and are blindly keeping their jobs at the cost of reporting reality.The dilemma remains in absence of culture of difference that stained the whole matter.Al-Sissi spoke before Al-Azhar and the Awqaf Ministry on New Year's Day, 2015, and in connection to Prophet Muhammad's upcoming birthday, Egyptian President Abdel Fattah al-Sisi, a vocal supporter for a renewed vision of Islam, made what must be his most forceful and impassioned plea to date on the subject.Sisi said that the 'corpus of [Islamic] texts and ideas that we have sacralized over the years' are 'antagonizing the entire world'; that it is not 'possible that 1.6 billion people [reference to the world's Muslims] should want to kill the rest of the world's inhabitants'that is 7 billion'so that they themselves may live'; and that Egypt (or the Islamic world in its entirety) 'is being torn, it is being destroyed, it is being lost'and it is being lost by our own hands.'Against this backdrop, religion has a strong presence in the political rhetoric of the Egyptian President Abdel Fattah al-Sisi. He almost always mentions a verse from the Quran or a hadith to support his political stance, or to highlight his views regarding a certain issue. But Sisi's evocation of religion in his speech and quotes echoes the faint echoing of a religious 'project' (with an ideological tendency) which Sisi might try to apply or impose on society as president (Al-Anini, 2014).The news coverage and the mediated representations of religious and cultural issues is always problematic, because the 'hard news' we receive is deficient in information about the background and context of news event.A probing question: Will the new mediatised religion with its words, metaphors and rhetoric materialize into actual policies' In other words, is Sisi going to become an 'Islamist' president imposing his vision and views on the state, society, and citizens'

Id: 9390

Title: The truth about the lie. Investigation of the adequacy of media coverage of deceptive electronic word-of-mouth.

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Abstract: Deception is an ultimate nuisance to the communication quality. The topic is as old as time and has always attracted attention of philosophers, academics, and legislators: indeed, it is complex and implying different questions about human nature. Due to the growing role of Internet in everyday life as well as in crucial decision making its importance can no longer be ignored. Thus, the recent development of Internet communication platforms has brought up an alternative peer mean of communication, independent from official press or corporate institutions: electronic word-of-mouth (eWOM). This new source of information has become increasingly important to consumers (Cheung, Lee, & Rabjohn, 2008) and to businesses (Chen & Xie, 2008). Previous research shows that online reviews impact social capital and reflexivity (Hung & Li, 2007), intentions (Park, Lee, & Han, 2007), and choices (Senecal & Nantel 2004). The empirically confirmed impact of online posts on people's attitudes and behaviors, the anonymity of individuals online, and the consumers' difficulties in identifying the source of the messages have led companies and other interested third-party organizations to maliciously benefit from these characteristics of public online environments (Xiao & Benbasat, 2011). These corporate practices to manipulate opinions by posting deceptive content are referred to as deceptive communication online or fake reviews and have become alarmingly widespread (Mayzlin, Dover, & Chevalier, 2012).The issue of deceptive eWOM is recent and although it emerges in the academia (e.g. Yoo & Gretzel, 2009) it remains understudied (Stech et al., 2011). Its societal and individual relevance makes us wonder whether the ordinary users of information are well informed and can manage the implied risks. In this study we investigate whether the problem of online deception via eWOM is sufficiently covered in the media and whether it responds to the

expectations and needs of the readers. In this aim we contraposition the results of a content analysis of online press articles on deceptive eWOM with a netnography of readers' opinions on the topic. We analyze the focus, the scope, and the approach of 600 online articles accessible via Factiva press database and compare these findings with a 1500 readers' comments on these articles. Our findings contribute to the growing field of deception research by pointing out perspective topics for further investigation that would help to detect the deceit and overcome its negative effect on users' attitudes and convictions. The direct managerial implication consists in the demonstration of the lack of an adapted media coverage, including in-depth analysis and small-business stake on the topic.

Id: 9436

Title: PANEL: Cultural Consecration and Digital Gatekeeping

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Abstract: PAPER TITLE: Watermark Tools and the Study of Digital Content CirculationThis paper addresses the social uses of digital images and the circulation of art online. Since the 1990s, the development of the Internet has profoundly transformed the ways in which cultural property is shared and circulated within this new digital landscape (Beer and Burrows, 2013). Digital formats extend the reproducibility of images and create platforms that enable new forms of public appropriation (remixing, republication on blogs and social networks) that tend to disrupt traditional business models and copyright systems (Peitz and Waelbroeck, 2006). As such, established authorities in the field of media and culture (image banks, museums, and heritage institutions) have been forced to adapt their business models and services amid these vast contextual transformations. Their responsive strategies contend with two, sometimes contradictory, imperatives: to widely disseminate their content in an effort to enhance online presence, and secondly, to control circulation in an effort to preserve symbolic (recognition, popularity, legitimacy) and commercial (compensation under copyright) benefits. The ease with which copying and sharing content online is achieved however leads to widespread disregard of copyright restrictions (Gillespie, 2007). Similarly, image identification data (author, source, date, etc.) is lost in the process of copying and reposting images across various sites in the stream of digital drift. Using a case study of five images, published online, of works by artist Michel de Broin, this paper will trace their trajectories of circulation on the Internet. Where were the images republished, by whom, when and within which contexts' Which online publication venues catalyze an increased visibility of these images' What are the effects of economies of virality' Which are the most influential websites, with regard to symbolic capital, that afford their published images an aura of sustained attention' What kinds of images lend themselves to being shared and circulated online' Using a system of digital watermarks and a web crawling service, the movement of these images online can be observed. This, combined with a consideration of the circulation of these images outside of digital environments'publication in books, public signage and the original exhibition of works in museums'will provide a compelling comparison, one that will illuminate the correlation between an artwork's visibility in non-digital territories and it's media presence online.

Id: 9439

Title: Capital Channel: A strategy of Communication Resistance and Counter-hegemony

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Abstract: While communication media is nowadays understood within the scope in which strategies of power are deployed, and many visions, values, stereotypes and superficial and homogenous life representations are diffused worldwide, along with more particular and selective frames of thinking; some television projects of public nature emerge in a creative and strategic manner to structure a communicative proposal beyond the solely diffusion, and to integrate expression, interaction and social action as main elements that bring new meaning (redefine) to the public, strategic and hegemonic notions. Such is the case of Capital Channel, the local television channel of Bogota, Colombia. This dissertation makes part of the research project 'Capital Channel: A strategy of Communication Resistance and Counter-hegemony, 2012-2013' and it poses the existence of a public television channel that has become an example of communication resistance and that promotes the defense of human rights and the culture of peace as its social and political banner. The theoretical frame of the research was developed based on three discursive matrices: communicational resistance, strategic communication, and public television. However, in this particular case, this dissertation will emphasize the findings on communicational resistance, because while there are several studies on counter-information, counter-hegemony, a critique to the media dimension, there are very few theoretical and practical studies, at least in Colombia, related to this concept, even more at a strategic and public level. The methodology was developed from a phenomenological qualitative perspective that used as a reference the proposal of discourse analysis done by the Brazilian Julieta Haidar, and it was adapted by the cores below: a) practices of discourse, b) analysis of production conditions and, c) practical matters and discursive operation, particularly, the way in which discourses are produced. Both, the commutative proposal of Capital Channel and its media's agenda, break the model of transmission nature that is a pattern in traditional media, and it brings another vision of communication more established in the process of meaning-negotiation and meaning-building. From there, new discursive and media practices are configured, and they overpass the current models of hegemonic television. This is the case of the programming of the analysis segment, a segment to proactively build on the country's issues and affairs that incorporates collective debate and the opinion of different social agents, increasing the human right to freedom of expression, opinion and information. There is a place explicitly proposed for the 'subordinates' and the diverse senses of the reality of the country, from a different political rationality: the dissent. From this perspective, Capital Channel, as a public television channel, reconfigures a counter-hegemonic action from the Estate, which means that it participates in the power game,

but within that game, it also resists.Maria Isabel Cortes Cortes, B.A in Mass Communications and Journalism, Masters in Strategic Communications from University Andina Simon Bolivar of Bolivia. Director Academic Department of Communication from Universidad Politécnico Grancolombiano. Professor of lecture hour in the department of Communication and Language of Javeriana University. Contact information: micorte @ oligran.edu.co and marita404 @ mail.com

Id: 9527

Title: Mediated Self-presentation, Mediated Dating Landscape' Looking at Self-presentation in Online Dating through Perspectives of Social Psychology and Medium Theory

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Abstract: Online dating is a mediated process where users can initiate and develop romantic relationships. The platforms, such as dating websites and dating apps, provide a significantly different context of communication comparing with traditional dating process. It draws attention from not only the public as evidenced by a booming number of users in recent years but also communication scholars who are particularly interested in strategic self-presentation and self-disclosure activities during the process. Communication studies following social psychological tradition advance our understanding not only on this emerging communication context but also extend existing theories of computer-mediated-communication, especially Social information Processing theory and Hyperpersonal Model. The basic assumption of this line of research is that users will adapt their behaviours in cue-limited communication situation and social psychological factors such as relational goals will influence the process. However, channel characteristics may influence the activities as well as psychological conditions. Whether the communication channel has the power to change users' attitudes and how it shapes users' values and attitudes remain undiscovered by the academia. Considering this research gap and underdeveloped area of medium theories for new media, this paper explores possibilities of integrating medium perspective and social psychological perspective of communication studies by reviewing existing studies. Further, this paper compares the two perspectives in terms of their assumptions, methodology, existing findings, merits and weaknesses aiming at providing a solid ground of understanding for future online dating research. Interestingly, lots of arguments are made based on empirical findings regarding how online dating environments and medium characteristics influence human behaviours and values from studies adopting social psychological perspective. By reviewing these findings, this article extends Joshua Meyrowitz's arguments on blurred boundaries between front regions and back regions explaining characteristics of online dating platform and their influence on dating culture and romantic relationship initiation.

Id: 9548

Title: DIGITAL ACTIVISM: SHRINKING CONTROL SPACES OR EXPANDING BEHAVIOUR DESIGN'

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Abstract: This paper examines a dual contrast of competition that exists as a consequence of digital activism. This contrast of competition is between the shrinking spaces that Governments worldwide have in manipulating/controlling what the public can consume as news viz-a-viz how digital companies are equally manipulating/controlling consumers through behavior controlling apps that relay news. The paper will illustrate, using the case of Kenya, how social media tools are combined with street level organization to push for social or political agenda. The success or otherwise of campaigns such as #mydressmychoice, #KOT, both on Twitter and campaigns such as Dead-beat-dads and 'Kilimani-mums' on Facebook attract a large following which certainly impacts greatly on the general depictions of our society. Since words matter and depictions in mass media matter, it behooves any Government to take interest. For instance, when a certain group of people or section of society is persistently referred to in derogatory terms or images on social media, it has accumulative effect on the public's regard for the lives of those people. Consequently, the Government will find itself entangled if it doesn't take interest. The fundamental question that this paper poses and which the contrast is premised on is, who between the Government that craves for control of media and the digital firms that create behavior designer apps is poised to best harness the interest of the public' The theoretical base of this paper is wrought from critical discourse analysis, an approach that views language as a form of social practice aggregating how societal power relations are established and reinforced through language use. References Benkler, Y. (2006). The Wealth of Networks: How Social Production Transforms Markets and Freedoms. Yale University Press: New Haven.Brinkerhoff, J. M. (2009). Digital Diasporas: Identity and Transnational Engagement. Cambridge University Press: Cambridge.Castells, M. (2011). Communication Power. Oxford University Press: Oxford.Fairclough, N. (1995). Media Discourse. Edward Arnold: LondonFairclough, N. (2003). Analysing Discourse: Textual Analysis for Social Research. Routledge: London. Hindman, M. (2009). The Myth of Digital Democracy. Princeton University Press: New JerseyTeun A. Van Dijk. (2008). Discourse and Power. Houndsmills: Palgrave.Wodak, R. & Meyer, M. (Eds.) (2009). Methods of Critical Discourse Analysis (2nd revised edition). Sage Publications: London.Zuckerman, E. & LeJeune, L. (2014). Global Dimensions of Digital Activism. MIT Centre for Civic Media: Massachusetts.

Id: 9673

Title: Panel: Methodologies for studying the double helix of social media and mainstream media

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Abstract: Development of digital media has compelled research to reconsider perceptions on media logic(s), participation and connectivity (cf. Fuchs 2014). The rise of new practices reorganize human communication and form new cultures of circulation (Lee and LiPuma 2002, Gaonkar and Povinelli 2003). These changes have been described with different new concepts such as the culture of connectivity (van Dijck 2012), connective action (Bennett and Segerberg 2013) and hybrid media system (Chadwick 2013). The changing formation processes of publics and shifting logics of value production have also challenges traditional methodologies of social sciences and media studies. There is a continuing demand for methodological development and new methods that would adequately grapple with the relationship between social media and mainstream media. Nick Couldry (2012) observes that social media and mainstream media are intertwined ina kind of double helix. It is in the circulation in this double helix that much of alternative publicity or resistance to hegemony either gains visibility or is discarded. The challenge for research is to find ways to study the constantly fluctuating, changing and evolving flow of media representations, texts, images, meanings, comments and sharing. It is no longer feasible to collect a stable body of empirical material and analyse that thoroughly. In the contemporary media environment, the key to research validity becomes more a question of (transparently, reflectively and purposively) creating an empirical sample rather than collecting it (blindly, randomly, and representatively).

New methods for studying the circulation in mainstream media and social media are forming: Tracing the circulation of messages between social media and mainstream media and identifying related practices must be done by creating different materials and combining several methods of analysis. The papers in this panel contribute to the understanding of the new public space and emerging cultures of circulation in the mainstream-social media double helix by focusing on methodologies used in studying the relationship between social media and mainstream media. The papers provide both quantitative and qualitative approaches and explore multi-sited methods and data.

Id: 9715

Title: Panel: Methodologies for studying the double helix of social media and mainstream media

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Abstract: Development of digital media has compelled research to reconsider perceptions on media logic(s), participation and connectivity (cf. Fuchs 2014). The rise of new practices reorganize human communication and form new cultures of circulation (Lee and LiPuma 2002, Gaonkar and Povinelli 2003). These changes have been described with different new concepts such as the culture of connectivity (van Dijck 2012), connective action (Bennett and Segerberg 2013) and hybrid media system (Chadwick 2013). The changing formation processes of publics and shifting logics of value production have also challenges traditional methodologies of social sciences and media studies. There is a continuing demand for methodological development and new methods that would adequately grapple with the relationship between social media and mainstream media. Nick Couldry (2012) observes that social media and mainstream media are intertwined ina kind of double helix. It is in the circulation in this double helix that much of alternative publicity or resistance to hegemony either gains visibility or is discarded. The challenge for research is to find ways to study the constantly fluctuating, changing and evolving flow of media representations, texts, images, meanings, comments and sharing. It is no longer feasible to collect a stable body of empirical material and analyse that thoroughly. In the contemporary media environment, the key to research validity becomes more a question of (transparently, reflectively and purposively) creating an empirical sample rather than collecting it (blindly, randomly, and representatively). New methods for studying the circulation in mainstream media and social media are forming: Tracing the circulation of messages between social media and mainstream media and identifying related practices must be done by creating different materials and combining several methods of analysis. The papers in this panel contribute to the understanding of the new public space and emerging cultures of circulation in the mainstream-social media double helix by focusing on methodologies used in studying the relationship between social media and mainstream media. The papers provide both quantitative and qualitative approaches and explore multi-sited methods and data. Panelists and titles: 1) Professor Mikihito Tanaka, Graduate School of Journalism, Waseda Univesity, JapanSocial media production of public scientific capital in the aftermath of Fukushima2) Researcher Anna Rantasila, Senior Research Fellow, Dr. Katja Valaskivi and Professor Risto Kunelius, School of Communication, Media and Theatre, University of Tampere, Finland: Tracing emotional systems in a hybrid media system ' A take on methodologyKone Foundation Senior Fellow, Dr. Johanna Sumiala, Helsinki

Collegium for Advanced Studies, University of Helsinki, Finland "Je suis Charlie" - Digital ethnography in the study of global media eventsPost-Doctoral Researcher, Dr. Dmitry Yagodin, Tampere Research Centre for Journalism, Media and Communication (COMET), University of Tampere, Finland and Assistant Professor Matthew Tegelberg, Department of Social Science, York University, Canada.   Actor-network methodology in studies of online news flows and intermedia agenda setting. Examples from Canada and Russia. Panel chair and discussant: Professor Lewis A. Friedland, School of Journalism & Mass Communication, University of Wisconsin-Madison, USA.

Id: 9768

Title: PANEL Panel title: Methodologies for studying the double helix of social media and mainstream media

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Abstract: Paper title: Tracing emotional systems in a hybrid media system ' A take on methodologyTraditional media institutions and newer web based media form together a complex structure of interdependency that could be described as a hybrid media system (Chadwick 2013). This system, which comprises of different mediums such as newspapers, television channels, blogs, activist Facebook groups, Twitter hashtags, imageboard threads and so on, operates on media logics that resemble each other but also vary depending on the medium. When circulating media content, these logics encourage certain types of reactions and ways of interpretation while discouraging others, thus forming platform specific emotional systems or regimes that operate on their own logic (Jasper 1998, Riis & Woodhead 2010). The combined structure of a media logic and emotional system in a hybrid media system can be then examined as a culture of circulation (Lee & LiPuma 2002).The paper tries to draw an outline of how to methodologically approach the concept of emotional system in the context of Fukushima Daiichi nuclear power plant accident and its aftermath, while maintaining the notion of culture of circulation in a hybrid media system. The methodological approach of the paper is built on recent developments in media and social media research methods including multi-cited digital ethnography and network analysis. To further illustrate the ways in which these methods can be useful additions to more traditional methodological approaches, the paper examines how different mediums and their affordances may relate to the media logics and cultures of circulation they enable and how this could be taken into account in methodology (McLuhan 1964). In the context of emotional systems, the paper looks to frame analysis (Goffman 1986) and the concept of stickiness of affect (Ahmed 2004) in order to widen the scope of analysis and method building.The paper suggests that with an approach that combines of quantitative and qualitative forms of data

collection and analysis, it is possible to tackle the theoretical notions of circulation and emotion fruitfully in an empirical context. For example, with a combination of network and frame analysis and multi-cited digital ethnography, a set of data can be examined from various angles in ways that lend new strength to analysis, especially when dealing with data collected from various web-based sources. We also maintain that this combination of methods can also make the interfaces of so called traditional news media and social networking services more visible.

Id: 9816

Title: Extend the Factors Influencing Public Opinion: Corporate Reputation on Mass Media and Social Media

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Abstract: Today's online environment allows corporations to post event information, self-promotion materials, votes, and corporate videos on their own social media pages. In addition to working on media relations and publicity in traditional mass media, corporations also seek to influence their reputations in public opinion through a series of self-presentation venues and activities. This study examines the relationships between mass media coverage, YouTube videos, and the perceived corporate reputation in public opinion through the lens of first-level and second-level agenda-setting theory. The core notion in the agenda-setting theory was that the salience of an issue in the media coverage could influence the salience of these issues in public opinion. Over the years, researchers have extended this relationship to a variety of objects and issues, including political issues, political candidates, foreign countries, and corporations. Second-level agenda-setting focused on the attributes of the object. While corporate reputation is composed of a number of attributes, the various amount of coverage the media devoted to a corporation's attributes could influence how people think of this corporation. In this study, we considered the following six attributes would have profound influence on corporate reputation. They were: social responsibility, vision and leadership, products and services, financial performance, workplace environment, and emotional appeal.The corporate reputation survey data were obtained from the Harris Poll 2014 Reputation Quotient (RQ) of 14,055 respondents that was administered between December 23, 2013 and January 6, 2014. For media data, the authors collected news reports of 30 corporations on three US broadcast media, ABC, CNN, and FOX between January 1 and December 22, 2013. This procedure yielded 241 news stories in total. For social media agenda data, the researchers retrieved video clips on each company's official Youtube pages. This procedure yielded 591 Youtube videos in total. Content analysis results showed that a strong correlation existed between the corporations' media salience and the number of views of corporations' official YouTube page. The result confirmed and further extended the first-level agenda-setting proposition that the more coverage a company received from the media, the more view a company would receive from the new media

audiences. A correlation analysis also revealed a significant positive correlation between the positive tone of the news coverage and the companies' reputation scores in public opinion, suggesting that the more positive news coverage a company received, the better the company's reputation. Last but not the least, we proposed that there would be a positive relationship between the substantive attributes in the media coverage and in the corporations' Youtube video clips. The analysis partially supported the hypothesis with two out of six substantive attributes showing correlations. The two attributes products and services and emotional appeals.Overall, these findings had significant theoretical and practical values because they demonstrated the effectiveness of media relations and social media management on corporation reputation in public opinion. Examining the attributes of corporate reputation through the lens of agenda-setting theoretical framework offered useful insights into how companies can manipulate the attributes to develop effective reputation management strategies.

Id: 9896

Title: Technopolitics and 2013 uprisings in Brazil: a study on networked emotional contagious and political mobilization

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Abstract: We suggest a technopolitical approach on 2013 Brazilian uprisings, thinking of a networked emotional contagious and an augmented happening. Toret and partner researchers (2013, 2014) are influenced by Castells (2003, 2009, 2012), Bijker et al (1989) and Latour (2005) to propose a sociotechnical approach to think of global 2000's demonstrations. They point that economic conditions, general social unrest and technological enablers are not enough to explain these movements. Instead, they "have combined the taking of urban spaces in important cities with the organization of networks based on the use of ICTs". In fact, technopolitics are the "tactical and strategic use of digital tools and collective identities online for organization, communication and collective action". Virtual communities (Rheingold, 2002) and collective intelligence (Levy, 1997) concepts are also important to think of technopolitics as they describe forms of sociotechnical collective action. Castells (2012) affirms that political connections "include online and offline social networks, as well as networks formed previously and during the movement actions". He has highlighted that "mass self-communication" practices characterize a current scenario of communication of many to many (2009) which allows people's and collective's uneasiness and opinions to have a large-scale reach and to increase their autonomy in relation to restricted circuits of mass media and political institutions. Linkage between physical and digital environments contribute to redefine both technologies and social movements. Therefore "the ability of activists to combine activity on social networks with the taking of urban spaces helps them to generate amplifying feedback loops and to push from different sides potential mass media as well as police cordons that treat to isolate them" (Toret & Calleja). Authors mention the "emergence of processes of collective thinking in real time (sometimes just in time) as well as new organizational forms" in order to trigger affections and emotions that are able to connect and create an assemblage of people for collective political action. In fact, technopolitics' goal is to engage people by an emotional contagious around a political action that already exists in potency, turning it from potency to an actual happening (Deleuze, 2005), able to disrupt a linear sequence of time and context. The Spanish movement 15M is seen as a happening that synchronizes collective experiences and connects crowds around same expressions, content, affections, spaces, time and behaviors. In Brazil, demonstrations fostered by Movimento Passe Livre in June/2013 might be seen as a happening that provoked a shift on national political context, generating broader mobilization that lasts until now. "June Protests" and following events would be characterized as an augmented happening, which refers to "a performative and

recursive game between physical and digital layers to extend one successful action allowing it be experienced, pre-experienced and post-experienced on networks and communication media. It implicates an intensification, amplification and convergence of activities of multiple groups in different networks and channels".

Id: 9977

Title: The role of social scientists in crises journalism ' the case of the German 'PEGIDA' movement

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Abstract: Journalism and social sciences vary in their modes of orientation and social interaction. Especially, the complexity and long term perspectives of science do not cope well with time pressure and news factor orientation of journalists (Klimmt & Sowka, 2013). Although fields such as psychology, policy analysis or education seem to be very present in mass media, socials sciences often struggle with the public communication about their findings. They are regarded as less authoritive as natural sciences, have difficulties 'with the epistemological status of their disciplines' (Cassidy, 2014) and also fail to explain their workings and criteria of knowledge production (Fähnrich et al., 2015).The aim of this contribution is to analyze the public communication of social scientists by using the example of the German PEGIDA movement. The recent outbreak of right wing activism in October 2014 in Dresden and other German cities led to intensive mass media reporting. But, the members of PEGIDA refused to communicate with journalists and even disparaged media as 'Lügenpresse' (a term from Nazi terminology). The spontaneity of developments led to a constant lack of information and almost synchronized news, symptoms known as 'disaster mode' of journalism (Weichert, 2006). With the movement evolving so tremendously, journalists were in almost desperate need for new information. Especially, the expertise of social scientists was demanded to explain the sociopolitical backgrounds of PEGIDA, its reasons for success and its general impact on the German society. Social scientists were as surprised by the emergence and dynamics of the movement as media and politics but failed to deliver profound explanations. Several scholars tried to fill the news vacuum, presented quickly conducted surveys and claimed the validity and generalizability of results. Other scholars were accused for 'stealth issue advocacy' (Pielke jr., 2007). Their attempts to advance the political agenda were even more perceived as offence on the public credibility of social sciences. Based on the outline so far our contribution aims to answer the following questions: What role do social scientists and social sciences play in the media discourse about PEGIDA' How is social scientific research represented within the media discourse' Which strategies do social scientists apply to gain representation and media attention' We will present results of an intra-extra-media-comparison of scientific sources (press

releases, research reports) and coverage in German newspapers, which show the media strategies of social scientists on the one and the processing of scientific information by journalists on the other hand.

Id: 10015

Title: Methodologies for studying the double helix of social media and mainstream media.

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Abstract: Adjunct Professor Johanna SumialaUniversity of Helsinkijohanna.sumial @ elsinki.fiTitle: "Je suis Charlie" - Digital ethnography in the study of global media eventsThis paper discusses the attacks on the satirical weekly Charles Hebdo in January 2015 as a global media event. The focus of the paper is methodological. Special emphasis is given to the discussion on digital ethnography as an analytical tool to better understand how the violent events such as Paris shootings are transformed into a global media event and how that process shapes the meaning making around the events. The paper is divided into three parts. The first part of the paper provides a general outline of digital ethnography (cf. Postill & Pink 2012) as an emerging methodological tool for the analysis of contemporary media events. In the second part this methodological reflection is discussed in the framework of the analysis of the Paris shootings. The ethnographic field work is discussed in a range of digital media environments including national media (e.g. Le Monde), global media (e.g. CNN, BBC world, and Aljazeera English) and social media (e.g. Twitter, YouTube, Facebook). In addition, social network analysis is applied as a tool for mapping the quantitative flows of circulation of the events. The empirical field work in these diverse media environments attempts to grasp the key dynamics between the most prominent actors circulating the messages on the shootings (e.g. journalists, activists, ordinary citizens) and the related symbolic battles around certain representations associated with it. Special emphasis is given to media representations and symbols, namely memes (e.g. 'Je suis Charlie'). In the last part of the paper the empirical findings are reflected against the most recent research on global media events (e.g. Couldry, Hepp & Krotz 2010; Eide, Kunelius & Phillips 2008) and the methodological challenges this field needs to face in the present day changing media landscape.

Id: 10024

Title: A Tardian Critique of Networked Publics

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Abstract: The concept of networked publics (boyd) has gained significant traction over the past five years. Danah boyd argues that digitization has afforded networked publics the ability to overtake traditional publics. Whilst admitting the messy history of the concept of publics, boyd argues that the concept of 'public' continues, despite being restructured according to the complexities of social networking, to refer to the functions of gathering and connecting people. Networked publics are merely complex extensions of these human social needs. Drawing on the distinction made between crowds and publics of the classical communication theorist Gabriel Tarde, as well as the genealogy of crowds of Tarde scholar Christian Borch, I argue that publics represent social distance much more than social connection. Publics were always about how actors may communicate and coordinate without having to gather. This was not just due to a sense of inconvenience of in-person meetings in large complex cities, but also a to a sense of fear of the crowd. I discuss the possibilities of a more balanced approach to networked publics that does not have to rest on an assumption that sociability is always more normal and desirable than unsociability.

Id: 10036

Title: Mobile mediated communication's effect on social norms

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Abstract: It is undisputable that mobile media is omnipresent and has become a substantial part of everyday life practices. Accordingly, mobile media has changed established social norms and rules. For example in the late nineties, it was unusual to be on the phone in semi-public, which has changed dramatically since.Actually, the implementation of new technologies influences the prevailing (social) norms and behavioural patterns within society. Especially mobile media, detached from former limitations of 'time' and 'space' with its revision of (pre-)existing values, can be considered as a catalyst of mediated communication and changing norms in regard with extended possibilities of social interaction. It is also proven, that mobile media strengthen the self-centeredness of social communication, which, amongst other factors, leads to difficulties distinguishing between physical and virtual borders. Moreover, universal norms of interpersonal communication through mobile media usage are ruptured especially by young adults, who are creating new mediated communication based rules: The increased use of mobile media postulates, however, rises expectations with regards to maintaining communication through these devices. One product of this is so-called 'micro-coordination', meaning permanent collaborative 'in-time-planning' with the mobile device instead of pre-planned times and spaces. Social interaction becomes lubricated by the mobile phone.To explore the handling of the rise of mobile media and the transformations it potentially induces, a quantitative questioning investigated how these tools are used in everyday life. Researchers collected a broad range of data regarding patterns of use and (existing) relevant norms of social interaction. The survey included 338 subjects, allocated by quota depending on age and educational achievement and was conducted in a large city in northern Germany. The results showed that especially the media consumption of users from age 14 to 29 diverged significantly from older cohorts. If compared to the reference groups, the age group 14-29 showed a higher frequency of consumption and a higher variety of contexts in which mobile media were used (e.g. while commuting or during meals). It is especially important to emphasize on the significantly (one-way-ANOVA) distinct evaluation of social-interactive situations and the role mobile media play in this respect. Using mobile media in situations that were formerly dominated by interpersonal communication apparently comes more natural to the younger cohort. They do not feel disturbed if others use their smart phones during a personal encounter. They also admit that they reach out to their own devices more often than necessary while in company: Always having a smart phone available is considered more important since it facilitates life and its organization. In addition to that, the younger cohort feels that their circle of friends is as drawn to media as themselves. The

results imply that norms indeed continue to shift: For people under 30, it is socially acceptable and not considered rude to use their smart phone in all kinds of situations. To the contrary: Unattainability is a far bigger shortcoming.

Id: 10092

Title: PANEL: Cultural Consecration and Digital Gatekeeping

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Abstract: Title: Circulation of Cultural Artefacts Gone Full CircleAbstract:The rise of Web 2.0 has created the impression that we live in a culture where everything is open, accessible, if not simply free. It is as if the 'gift economy' (Barbrock) of tomorrow was already here, with the consequence that the former logic of gatekeeping (through legitimacy filters) and consecration (as high degree of recognition) were now fully ineffective. The aim of this paper is to challenge this interpretation by instead arguing for a complexification of the logic at play, namely that a new entanglement of technological and human factors is shaping how culture becomes visible. On the one side, gatekeeping has certainly changed with the growing use of recommendation algorithms by search engines and platforms such as Amazon, Google, and Netflix. Yet, as algorithmic technologies become ever more accurate in predicting and hence isolating customers' preferences, their social impact begins to be questioned: how are they influencing choice, and with what economic and political ramifications' Are they not, despite their internal justification, in fact limiting cultural access by bolstering a 'winner takes all' approach to (popular) culture' Lately, these concerns have led to a counter-narrative revolving around content curation, which alleges that methods of manual selection and sharing of the 'best of the web' offer a valid alternative to, if not a cure for, the rise of such an algorithmic culture. The tension between technological ready-made choices and human deliberation is thus more and more palpable and has important implications for what comes to be consecrated, admired, deemed worthy, etc. Because on the consecration side, too, exist remodeled conflicts: what use to be an institution protected by elites and a certain sense of bourdieusian meritocracy is currently being challenged by a 'visibility through circulation' paradigm where spread and velocity becomes key. In other words, while the Web 2.0 embodies flows and networks, it struggles to maintain a 'Field and Habitus' modus operanti. Whether that means less hierarchy and more consecration by quantification remains to be seen obviously. Yet, for one thing is sure, such tension has very few chances to disappear in the near future, which makes the development of analytical tools to uncover it even more pressing.

Id: 10133

Title: PANEL: Methodologies for studying the double helix of social media and mainstream media.

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Abstract: Abstract: Paper title: Social media production of public scientific capital in the aftermath of FukushimaThe Great East Japan Earthquake that occurred on March 11th, 2011 was a composite catastrophe of an earthquake, tsunami and a nuclear power plant accident. In this complex disaster, chaos was projected into the media, and the media produced chaos. Trust and distrust, heroism and conspiracy theory, projection of risk on local and global context, and appearance and disappearance of the disaster utopia; media was a showcase of every known phenomenon after the disaster (cf. Pantti et al. 2012). An important point from this media study is that this chaos has been archived as data. We owe it to the public to analyze and depict the mechanism of social and media disorder after the disaster.   Contemporary media ecosystem consists of a double helix of mainstream and social media, where selfish memes were produced and transferred throughout the ecosystem. Many meme has its allele, and after the disaster, those memes became a symbol of each different audience cluster. For example, people who were deeply concerned about radiation were insulted from an opposing camp called 'Housha-nou (radioheads),' and they rebutted by labeling their opponent as 'Anzen-chu (safety-maniacs)'. Japanese society was bipolarized by those memes in a double helix. Moreover, these problems still continue.Needless to say, social media had been the important hub of this disorder, and the most important information currency in media argument after the disaster was scientific information. After the Fukushima Dai-ichi power plant accident, the public required certain scientific information: Has there been a meltdown at the nuclear power plant or not, and what is the situation regarding diffusion and affection of radiation. Both were the main concerns of the public. Both journalists and scientists failed on answering these questions, and in doing so lost their credibility.We are trying to grasp a holistic image of disorder after the disaster, pivoting scientific arguments on the media double-helix. Research questions were varied, but were designed to depict the disorder, such as: How did the mass-media and social media frame and affect each other' What was the reaction of SNS towards the governmental press conferences broadcasted on streaming media' Who, and what kind of people had been influencers on SNS' It is inevitable that study design becomes a mixed trans-disciplinal method in such challenges. We have borrowed and combined methodologies from various fields such as content analysis, data science and critical discourse studies. In this report, we will try to introduce our methodological challenge by using some preliminary data.

Id: 10220

Title: Panel: Cultural Consecration and Digital Gatekeeping

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Abstract: Between Site and Site: Flickr Groups and Urban ArtFlickr groups develop around a shared interest in photography, which in turn drives individuals to gather around images of a same motif. These individuals find themselves in a double amateur position : they share, on the one hand, an inclination towards (and their thoughts on) the photographed object, and they partake, on the other hand, in an exchange of knowledge on photographic technique and comments on successful photographs. Active communities of taste emerge from this duality, in which photography acts both as the evidence of a double attachment and as the fulfillment of this very attachment. Antoine Hennion's 'pragmatics of the amateur' could hardly be better illustrated. Hennion indeed speaks of a sort of 'taste in action' that functions as a "mode of attachment to the world", prompting the co-construction of the liking community and of the collection of liked objects. Photography can thus be envisioned as the dispositif or the mediating instrument of a passion that displays itself and can also be prescriptive.Several of these groups of amateur photographers show interest in specific cultural phenomena : public art, architectural trends, street art, yarn bombing, etc. This paper will address specifically the groups and blogs whose photographs document 'micro-interventions' or 'furtive' interventions taking place in the city, in order to question the nature of the relationships, interactions and reciprocities between urban space and cyberspace created by these activities.If these interventions constitute important mediations regarding artistic actions in the public urban domain, we can infer that they are susceptible to cause or to contribute to new modes of legitimization ' the ones Bruno Latour and his collaborators call trajectories of instauration ' a possibility that calls for verification. Appropriate and inventive methods must be developed in order to study these particular practices, through which amateurs ' at the same time amateur photographers and art amateurs ' serve as intermediaries between fairly specialized contemporary artistic practices and the public. Unfolding on both the symmetrical grounds of urban space and cyberspace, a few methods recently tried out by my research group will be described, exemplified and put to the test.

Id: 10289

Title: Cyberdemocracy: A new realm of the public sphere'

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Abstract: With the ever- expanding domain of communication especially with the digital media, the public sphere in an open democracy is subject to dramatic changes. The validity and relevance of the theoretical concept of public sphere as postulated by Jurgen Habermas cannot be denied although it is no longer static and is subject to change.The creation of new opportunities for participatory democracy on unprecedented scales with new media has to be understood through the changing social, cultural, political and economic structures of the society. Post-modern and modern theorists recognize that nation states supplanted by multi-national corporations are destabilizing traditional concepts and reasserting new forms of connecting with the public and creating alternative public spheres. It must be emphasised that the public sphere is a conceptual forum for dialogue and ideology-free public opinion, a lively debate on multiple levels within a society. As a result of the changing communications environment, new forms of citizenship and public life are simultaneously enabled by new technology and restricted by market power and surveillance. For example, Foucalt's concept of the panoptic society argues that spread of information technology is likely to lead to a loss of autonomy in many realms of political, economic, cultural and social life. (Friedland,1996).In the light of the above discussion, certain questions arise. Have the new media contributed to a new quality of public sphere' Can virtual communities strengthen the public debate' Can the virtual public sphere advance involvement or actual participation' Is there a shift from 'citizens' to 'consumers' for participants in the public sphere on the digital platform'According to Thornton, although the digital media provides opportunities for revitalization of the public sphere it is limited to privileged groups. Also, in an open democracy, there is a good reason to be sceptical about the resistance of an audience active or not, to its menu of this new media offerings. Van Dijk argues that members of a particular community or a nation are no longer tied to a given territory to meet each other and build collectivities. He further adds that the unitary character of the public sphere is transforming into an amalgam of different 'sub' spheres. The distinction between public and private spheres is blurring.In the background of these arguments, this study aims to critically explore the changing nature of connection between public sphere and foundations of democratic societies in the digital age. It also engages to understand the interplay of factors of technological convergence and media ownerships around the concept of citizen participation in the public sphere.

Id: 10300

Title: The GM Corn Debate in the Philippines: An Analysis of Online Articles on Biotech Corn using Laclau and Mouffe's Theory of Discourse

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Abstract: The Philippine public's immediate and main source of information on genetically modified (GM) or biotechnology (biotech) corn today is the Internet. As Torres et al. (2012, 2013) found in their study on the adoption and uptake pathways of biotech corn in the Philippines, there is lack of print materials and other communication materials on biotech corn even for farmers who are the cultivators of the GM crop. This social constructionist study probed into how online discourses on biotech corn produced different versions of social realities regarding the crop. It specifically endeavored to: 1) determine the dominant online discourses on biotech corn; 2) discuss the social realities that these discourses tried to fix or naturalize; and 3) explain how each discourse attempted to assign meanings to biotech corn. The study was informed and guided by Laclau and Mouffe's Theory of Discourse, one of the most poststructuralist discourse theories (Jorgensen & Phillips, 2002).Sixty-one online articles on biotech corn were selected through the PageRank search optimization technique to ensure that the articles were relevant, accessible to the public, and frequently read. These articles were analyzed using open coding to determine dominant discourses on biotech corn and surface themes on versions of realities produced by the discourses. Conceptual categories on how meanings were invested by these discourses on biotech corn were also unraveled.The two main competing discourses on biotech corn were the pro-GM/biotech discourse (most dominant) and the anti-GM/biotech one (alternative).The different social realities that the competing discourses tried to fix regarding GM/biotech corn were the following [versions of alternative discourse in brackets]: 1) biotech corn is [not] healthy, environmentally [hazardous] safe, economically [not] empowering, [not] clean, and [anti-] pro-choice; 2) the GMO biosafety and regulatory system in the country is [not] credible; 3) Asian corn borer can be addressed by [IPM] biotech corn; 4) the massive adoption of biotech corn is a manifestation of [manipulation] acceptance; 5) the Philippines is a [bait] biotech leader; 6) the Philippine government is [ir]responsible; and 7) biotech corn opposition is [ir]rational.The two discourses used representation strategies of magnification, marginalization, reproduction, empiricism, association, and equivalence in investing meanings to GM/biotech corn. These strategies stressed the

following issues often talked about in relation to biotech corn: 1) problems and solutions; 2) empirical and experiential proofs; 3) benefits and harm; 4) credibility and incredibility; 4) identity; and 5) effects or impact.The study revealed that the farmers' voices were marginalized in the competing online discourses. Most of their local issues and concerns were rarely part of these discourses.It is recommended that further researches examine how farmers' understanding of biotech corn is discursively shaped by competing discourses on the crop. In addition, development communication educators and practitioners should endeavor to help magnify the muted voice of farmers in important social and political discourses.

Id: 10330

Title: Analysis of news citations on Twitter during the 2012 Taiwanese presidential election

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Abstract: Twitter is an instant information spreading platform in on-going political events. This study examines the 2012 Taiwan presidential election on Twitter. This election is a major regional political event: not only Taiwanese but also Chinese and Japanese communities took an interest in this election. Social media afford local communities a space of producing and receiving public discourses for and from cross-language communities, but communication patterns differ between language communities. Comparing news citation in user generated contents in social media can reveal the effects of agenda setting of candidates during the election period, it also reflected the preference of social media users between different candidates. News source is an important issue in communication studies. From the distribution of news sources, it is possible to understand the relationship between the public and the news reporting. News agencies, journalists and general users usually publish and share news stories using Twitter during election. Although news websites have been previously suggested to be the most cited sources in user-generated contents in social media, the number of short URLs (to accommodate the 140-character limit, URLs in a tweet would be automatically transformed into short URLs) in tweets associated with an event may be too great to characterize them manually, so it is necessary to find a new method to mine and analyze the huge numbers of news citation in tweet contents. Using the URL unshortening technique, the contents of hyperlinks in the tweets associated with the 2012 Taiwan presidential election were analyzed. Patterns of news agency citations in Taiwan, China, Hong Kong and Japan were characterized. The most cited Taiwanese news source on Twitter was also identified. Based on these data, it was found that users adopt different strategies to cite different media types: newspaper websites and Internet media are often cited as breaking news reports; broadcasting media and Youtube were preferred as media for 'landmark events' such as important speeches made by the candidates; sarcastic parody images created by general users are more spreadable in social media users. Thus, this study demonstrates that it is possible to combines computation and communication studies to explore how the new social media interact with the traditional mass media in the digital age.

Id: 10338

Title: Media's defense to social scientist's charge of hegemony

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Abstract: In 1996, the sociologist Pierre Bourdieu was invited to take part to Arrêt sur image (« Freeze Frame »), a television show broadcasted on the French channel 5 without knowing yet he would rekindle the controversy on the media's ability to play the rôle of counter-power. The program, originally created by the journalist Daniel Schneidermann, was aimed at critically analyzing the way TV media covers news. After the show, Bourdieu expressed his disappointment in his book Sur la Télévision (About Television) and worried that this kind of programs fails to deliver on its promises. Three years later, Schneidermann, replied with his essay Le journalisme après Bourdieu (The journalism after Bourdieu), by emphasizing the effectiveness of the 'fourth estate' in the contemporary democracies. But it seems that there is no consensus regarding this point in the media sector: Pierre Carles continued the debate in his documentary Enfin pris' (« Caught in the act'») and supported Bourdieu's criticisms against Schneidermann's advocacy. The problem is not to look at the relations between the sociologist and television but to explore how media argue in favour of their own transparence, its countervailing power and défend themselves against criticism. Indeed, media often are on a hot seat and have to persuade the wide public that they are independent from authorities and financial interests groups. This is even more needed that the suspicion of collusion is a recurrent theme of the critical media analysis and is by no means confined to the French situation, knowing that the project of a 'political economy of the mass media' by Edward Herman and Noam Chosmky (1988) seems to go in the same direction. In this paper, we would like to rethink the controversy around Bourdieu's position by highlighting the efforts and resources mobilised by media to legitimate themselves. It is particularly relevant to investigate how the sector uses the argument that media are necessarily free in a democracy. In the other hand, to what extent the denunciation of 'conspiracy theory' is employed against social scientists who lend credence to hegemony' Indeed, this controversy raises to the issue of the ambiguous power of communication. Basically, journalists use to advocate the idea that each citizen in a democracy is able and allowed to refuse an information knowing that media is pluralistic if not independent. Maybe the difficulty for Bourdieu, Chomsky and their followers in front of this argument leads us back to Herbert Marcuse's concept of 'repressive tolerance' (1965) and underlines its strenght. Thus, it looks like a big challenge to resist to the power of communication: this one is even more strong that it claims to the principles of freedom (free will, free choice, free dialogue) and non-violence. On the contrary, if some scholars consider hegemony, it is easy for media to denounce non-sense and abusive allegation. Our paper is aimed to

show the confrontation between the rhetoric strategies around the media contribution to democracy (which guarantees the right to resist) or hegemony (which prevents resistance).

Id: 10403

Title: Institutionalizing public relations in the age of social media: An exploratory multi-case study in Taiwan

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Abstract: Title: Institutionalizing public relations in the age of social media: An exploratory multi-case study in TaiwanPublic relations (PR) continue to have a naming or essentially an identity crisis. In response, a growing number of scholars have recently called to institutionalize PR as either an 'actual practice' residing in a set of core values, or an 'enduring function' within organizational structures. The advent and proliferation of social media have potentially spurred the process of institutionalization by entailing PR as regular 'boundary spanners' between organizations and ever-changing environments. While most studies tend to focus on the outcome and structural aspect of institutionalization ' whether and what function/position of PR is being legitimized, little has been done on the process and ideational aspect of institutionalization ' how and what value(s) of PR is being infused to everyday practice, particularly in the wake of social media.To fill in the above gap, this research draws on Richard Scott's notion of institutions characterized by in-built duality: the ideational aspect of values that confer meaning and legitimacy upon related practices; and the structural aspect of forms and positions. Built on an integrated framework of multi-stage institutionalization, we aim to explore to what extent and how PR can be institutionalized around a shared set of values spawned by social media. Social media herein broadly refer to technology tools (e.g., Facebook, Twitter) that are just as they sound ' mediated opportunities for bringing people together and encouraging social networking and dialogue. We conducted a multi-case study in Taiwan involving four different organizations: one professional consultancy, one integrated marketing communication company, one multinational corporation and one public university. In each case, a range of data from in-depth interviews, direct observation, documents and artifacts were collected and triangulated for later thematic analysis and pattern matching.It has been found that social media technologies have, by and large, facilitated the institutionalization of PR through precipitating some fundamental values, such as strategic planning, public engagement and outcome-orientation. These values are, in turn, enacted in PR practices that are normalized and legitimized as a relatively fixed organizational function. However, the cross-case analysis

indicated different organizations had a varying focus and adopted a diverse approach to institutionalizing PR pertaining to their organizational backgrounds and industrial properties. Our research contributes to refreshing the current knowledge base of institutionalizing PR in the age of social media from a 'process' perspective. It also lays a solid ground for future studies that attempt to bridge institutional theories and public relations scholarship to cross-fertilize each other.Author Biographies:Dr Jenny Hou is a senior lecturer in public relations at School of Communication, Journalism & Marketing, Massey University in New Zealand. She has published on Public Relations Review, Journal of Business & Technical Communication, and Organization Science. Email: Z.Ho @ assey.ac.nz Professor Debbie Wu is the Dean of College of Communication at Fu-Jen Catholic University in Taiwan. She is a pioneering PR scholar in Taiwan and has won numerous research awards by Taiwan National Science Committee and Chang Shi-Hen Memorial Foundation. Email: debbiewu200 @ mail.com

Id: 10423

Title: Urban Tourism, Nighttime Cultural Expressions and Medial Forms: The Case of La Barceloneta Neighbourhood in Barcelona, Spain

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Abstract: There were 1.5 million tourists in Barcelona in 1990; in 2014, there were over 8 million. This growth is attributed to the 1992 Olympic Games and their corollaries: the creation of infrastructures for tourists, the restructuration of the board walk near the Mediterranean Sea, as well as to the 'mise en tourisme' of Barcelona by local and national policymakers. My research focuses on the medial interactions that structure, represent and modify the nighttime cultural tourism in the neighbourhood of La Barceloneta. It is a contribution to the field of 'nocturnity', that is, the study of the night (Galinier et al. 2010:819). Since the 1990s, a growing body of literature that takes the urban night as its object has been published. Several studies in urbanism, cultural studies, geography and lighting design were preceded by general historical approaches. This proliferation is linked to a new interest of municipal governments in nighttime policies and the 'mise en tourisme' of the night. I am interested in the cultural economy of the urban night and particularly in the various relations between medial forms and nighttime cultural life. While the cultural vitality of cities is central in a context where interurban competition is increasingly ferocious, the relation between media and the nighttime economy remains overlooked. Yet an investigation of the medial ecosystem that composes the city would enrich our understanding of the stakes in tourism and nighttime cultural life. My objective is to study the interrelationships between various traditional medial forms (radio, television, newspapers) and less traditional forms (restaurants, bars, theaters, and the night in La Barceloneta as media which 'store, transmit and process information' or cultural expression [Griffin and Kittler 1996:722]). These medial forms trace the 'contours that contain and shape this expression' (Cisneros and Straw 2009:15, my translation). Inside this medial ecosystem, the actors ' both human and non-human ' form a cultural 'assemblage' (Latour 2005). This approach thus considers multiple interactions, networks and patterns of circulation that make up the field of nocturnal tourism in La Barceloneta. The main goal is therefore to approach the nighttime in La Barceloneta from the perspective of the night in itself, while interrogating the appropriation of various spaces-times by the leisure and entertainment industries that target the youth and student population. This appropriation coheres with the idea that certain spaces are occupied by different populations at different times in the 24-hour cycle; it exacerbates the divide between 'the city that works, the city that sleeps and the city that enjoys' (Gwiazdzinski 2005:21, my translation). Based on two-months fieldwork in Barcelona, my approach takes into account the media and the government, but also the city dwellers and the tourists, as well as their urban practices.

Id: 10465

Title: Heuristic relevance of mediatization and information technology use

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Abstract: The purpose of this paper is to explore a possible link between two distinct realms of sociological and communication research: (1) heuristics, (2) media and information technologies. Heuristics is a broad concept that encompasses a wide range of efficiency seeking cognitive processes. Academic interest in this concept may be traced to the notion of 'bounded rationality' proposed by the Nobel Prize laureate Herbert Simon who challenged the classical rational model of decision making as unrealistic (Simon, 1990). Theoretical models of information processing such as Elaboration Likelihood Model- ELM (Cacioppo, 1982), Heuristic-Systematic Model -HSM (Chaiken, 1980), and System 1 and System 2 (Stanovich & West, 2000) delineated two information processing routes. First, reflecting the classic rational model of decision making is ELM's central route, HSM's systematic mode, and Stanovich &West's System 2 that represents a systematic, analytical mode that examines critically all aspects of an issue before arriving at rational conclusions. The process is slower, serial, effortful, often consciously monitored and deliberately controlled, relatively flexible, and potentially rule governed (Kahneman, 2003). The focus of this study is on the second type ' ELM's peripheral route, HSM's heuristic mode, Stanovich & West's System 1 type in which decisions may be based on peripheral, extraneous cues but the process is typically fast, automatic, effortless, associative, implicit, and often emotionally charged. The heuristic method relies on select cues to make a judgment. People will process only sufficient information to reach a confident decision and will adopt inferential rules, schemata, or cognitive heuristics to formulate their judgments and decisions' (Chaiken, Liberman, & Eagly, 1989). Scholars have labeled a long list of such heuristics such as hiatus heuristic, satisficing heuristic, take the best heuristic, recognition heuristic, fluency heuristic, availability heuristic, imitation heuristic, country of origin heuristic, brand name, and emotional appropriateness heuristic. Information technologies as artifacts intended to bring about greater efficiency to information processing are similar to heuristics in this respect. The difference, however, is that heuristics are individually or socially constructed strategies to expedite information based decision making whereas information technologies are tools and organizational arrangements to achieve the same goals. Hence the question ' is there a meeting point between these two streams of research' Are the motivations behind the development and use of heuristics parallel to those in the use of information and media technologies' Recent studies have explored the role of heuristics in the context of information technologies; for instance, use of search engines (Wirth, 2007), in attitudes towards specialist versus generalist websites (Koh & Sundar, 2010), online credibility (Metzger, Flanagin, & Medders, 2010), and television

news (Bucy & Newhagen, 1999), or trust Google (Kayany, 2014). Instead of exploring heuristic strategies associated with individual technologies and media, this paper examines the broader concept of mediatization (Couldry & Hepp, 2013) (Finnemann, 2011) and technology mediation and reviews the current scholarship to examine if mediatization per se is a heuristic, intended to achieve greater efficiency in information based decision making.

Id: 10489

Title: The role of international media in humanitarian crises in Libya and Sri Lanka to condition R2P response

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Abstract: Despite some scholar's dissatisfaction over the media's capacity for setting the agenda for policy makers to fix humanitarian crisis, studies have highlighted the power and ability of the media to shape policy responses to humanitarian crises and violent conflicts to protect and promote human rights and peace. Cottle (2011) observes that the media can and indeed perform a role in influencing public opinion against despotic leaders and draw the world's attention of the potential of the R2P doctrine to deal with them. However, the scope of R2P requires the media to go an extra mile beyond the notion of objectivity and play a proactive role to contribute to the protection of human rights, which is indispensable for building peace. This reasoning highlights the relationship between R2P and media. Thus, human rights journalism (Shaw, 2012), which is informed by the watchdog function of the media, can facilitate the implementation of R2P as a rights-based approach by establishing Foucault's 'regime of truth'. It is against this backdrop that this study attempts to examine the role that the media can play in facilitating R2P by analysing the humanitarian crises in Libya and Sri Lanka. Despite the controversy and arguments for or against the application of R2P, it was in Libya that this human security norm was first invoked. Nevertheless, the R2P intervention in Libya in February 2011, which was supposed to be protecting Libyan population, exceeded its mandate by aiding the rebel forces to facilitate regime change. As a result R2P lost its ability to rebuild the Libyan society, and build peace and reconciliation. Whereas in Sri Lanka, the international community entirely failed to invoke R2P during the worst humanitarian crisis in Sri Lanka in the wake of the overrunning of the Liberation Tigers of Tamil Eelam (LTTE) by government forces in May 2009. Even after the end of war, human rights violations continued to occur which, according to international civil society organisations, constituted as crimes against humanity. This paper argues that a sustained human rights-based reporting would have perhaps enabled the global actors to better handle the post war accountability issue, justice and reconciliation in Sri Lanka. Drawing on content and frame analysis of the Washington Post, New York Times, The Times and The Guardian, this study aims to answer the following research questions: To what extent did the 'global war on terror' frame influence the framing of human rights violations in the two countries'To what extent was the reporting of the two humanitarian interventions based on objectivity or advocacy journalism'To what extent was the international media framing of human rights violations by the Gaddafi regime in Libya similar or different from human rights violations of the Rajapaksa regime in Sri Lanka' What were the implications for this similar or different framing for the failure of R2P in

Libya and Sri Lanka'

Id: 10499

Title: Astroturfing and public opinions: dynamics of demonstrations of simulated publics and its ambiguities

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Abstract: The paper addresses the astroturfing, understood as an abusive communication practice that creates a demonstration of a simulated public. In the last two decades, the astroturfing gained great visibility in the public sphere in the wake of a series of denunciations about its use by some of the largest corporations and governments around the world in attempts to influence public opinion. The advent of Web 2.0 and of social network platforms are important factors to understand the growing of the practice, as they creates a fertile ground for fake grassroots campaigns that try to manufacture public support for ideas or policies, creating the impression that a large number of people are engaged and expressing opinions.Despise the growing importance of the subject in the contemporary world, the few communication studies on the topic usually follow an approach dominated by a deterministic bias, in which generalizations about reasons and effects evoke a linear causality grounded on unilateralism. The intent of such studies lies more in attempts to denounce the practice and how it is employed by hegemonic powers than understand and analyze its dynamics and logics. Unlike those, the present article reflects on the astroturfing from a relational perspective of communication, understanding it as a complex practice of influence that needs further exploration and analysis in order to grasp its scope and ambiguity, as well as its relations with public opinion.Aiming to explore some of the dynamics and logics of the astroturfing, the paper proposes a reflection primarily based on the theoretical framework developed by Erving Goffman. It focuses especially on two of the author's concepts, the idea of frames and the notion of footing, arguing that such thoughts open promising possibilities to analyze the astroturfing. In this sense, it follows a lead presented by Goffman himself in his seminal work Frame Analysis, in which the sociologist discusses what he calls fabrications: intentional attempts to induce others to have a false belief about what it is that is going on. The astroturfing itself is a fabrication, an effort to make others believe that there is a public support for some idea. We argue that the practice builds that false belief by mobilizing existing frames and proposing interpretations about the reality that also carry the possibility of new footings for the subjects to align.After this theoretical reflection, we engage in a case study of two Brazilians examples of astroturfing: the 'Eu sou da Lapa' and the '#VejaBandida'. As a result of such analyze, we found that culturally resonant frames are mobilized in both cases as a vital component to induce a false belief, a finding that helps us to understand some of the ambiguities of the astroturfing. Also, we found that those ambiguities are further expanded when we consider how the practice offers a footing for the subjects to act as part of that simulated public that they believe is

already manifesting, making the astroturfing something that may initiate a process to mobilize a public and influence the public opinion.

Id: 10538

Title: Cyberbullying in online violent games: An empirical analysis of the bystander's perspective

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Abstract: Studies have found that 20% to 40% of adolescents in the online world are cyberbullied (Desmet et al., 2012) with devastating negative impacts on their quality of lives (Beckman, 2013; Kowalski & Limber, 2013). Adversely with an omnipresence and rapidly changing characteristics of online mediums, parents, policy makers and schools continuously find it difficult to prevent adolescents from being victimized through hurtful electronic messages, especially during online violent in-game environments.Numerous scholars have long established an association between playing violent video games and aggressive behavior in adults and children (Adachi & Willoughby, 2011; Anderson & Bushman, 2001; Anderson, Gentile & Buckley, 2007; Sherry, 2001; Salee, Anderson & Gentile, 2007; Williams & Skoric, 2005). Aggressive behavior has at times been described to constitute bullying and harassment (Eisnberg & Aalsma, 2005). Given the established empirical links between playing violent video games and aggressive behavior, it is plausible that there is a relationship between cyberbullying and violent games. This inquiry is currently understudied.Further, research has largely investigated the prevalence of cyberbullying (Hinduja & Patchin, 2014; Li, 2006; Slonje & Smith, 2008), the roles and profiles of bullies (Vandebosch & Kleemput, 2009) and the mental and physical effects it has on the victims (Hinduja & Patchin, 2010; Li, 2007) but there is a lack of understanding on ways to manage this issue (Hinduja & Patchin, 2014). Previous research in traditional bullying have highlighted the roles of bystanders in breaking the chain of social reinforcement that the bully desires and hence solving bullying instances (Coloroso, 2004; Twemlow, Fonagy & Sacco, 2004) through their superior problem-solving skills which are usually better than both the victim and the bully (Desmet et al., 2012). However our knowledge of the roles of bystanders in the online sphere still stays limited, if not absent. Given the similarities between traditional and cyberbullying (Erdur-Baker, 2010; Kowalski & Limber, 2013; Slonje & Smith, 2008) there is an urgent need to understand the role of bystanders in the online sphere.Thus motivated, this cross-sectional survey based study is an attempt towards an empirical understanding of the dynamics of bystanders in cyberbullying environments. We aimed to examine the

associations between exposure to violent online games and cyberbullying from the bystanders' perspective. An analysis of 963 adolescents in Singapore (Boys = 561, Girls = 402, Mean age = 16.08 years) revealed that contrary to previous cyberbullying findings boys experienced higher level of cyberbullying than girls. In addition playing violent online games led to significantly higher exposure to cyberbullying for both genders. Finally offline social interaction with game-players reduced the effects of cyberbullying within violent online games.This study expands the current academic knowledge in online violent games and cyberbullying research. The overall findings can help establish the theoretical and analytical understanding of cyberbullying, especially when investigating violent games. Implications of the findings for society and policy makers are discussed.

Id: 10545

Title: Confronting Indigenous Resistance to Mineral Extraction in Latin America with Strategically Reconfigured Discourses on Indigeneity

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Abstract: Canadian mining companies are the most dominant force in global resource extraction, operating worldwide. Over 60 per cent of the world's mining companies are listed on the Toronto Stock Exchange, with global assets exceeding $200 billion. Canadian mining companies are presently active in every country in Latin America, with approximately 200 mines currently operational in the region and approximately 1300 more in the early exploration and development phases. Their activities abroad are often carried out under the discursive banner of bringing badly-needed development and democracy to impoverished regions of the globe. Many of these projects, however, lead to increased poverty, conflict and insecurity in communities near the mines. Egregious violations of human rights and grave environmental damages have been documented at Canadian mines worldwide. As a result, numerous countries in the Americas and beyond have seen burgeoning grassroots resistance movements rejecting the presence of Canadian extractive projects on their territory'movements that are almost invariably declared illegitimate by industry and Canadian government representatives, and almost always repressed by host country governments. The McGill Research Group Investigating Canadian Mining in Latin America (MICLA) and the Pulitzer Center on Crisis Reporting document over 85 mining-related conflicts currently ongoing involving Canadian projects in Latin America alone. A majority of these conflicts involve indigenous communities.This paper draws upon previous work which argues that discourses of democracy and development are increasingly being used to advance projects widely experienced as fundamentally anti-democratic, destructive and exploitative, and that this represents a critical component of a nascent strategy by which neoliberal regimes of capital accumulation are advanced and legitimized today; this paper extends that argument and examines how discourses of indigeneity are also being carefully deployed in these regions in attempts at winning "social license" for extractive projects that are simultaneously often resisted on the basis of indigenous cosmologies and epistemologies.This paper argues that a growing development in both Canadian government and Canadian resource companies' engagements with indigenous communities throughout the Americas is strategically reconfiguring discourses of indigeneity along lines that privilege exploitation and accumulation, and jettison in the process notions of trans-species "community of life," collectivity, solidarity, reciprocity and sustainable coexistence. This paper offers three concrete examples from ongoing mining-related struggles in Guatemala, Panama and Chile, through which it considers the implications for political subjectivity of these efforts; as hegemonic discourses inform

ways of being in the world, this paper examines struggles over how such ontologies are signified'how they are represented, and the social and political consequences therein. The paper employs critical discourse analysis and grounded theory'in particular, Foucault's work on governmentality and biopower'to investigate the contested terrain of the discursive construction of indigeneity, while sketching links to similar strategies employed by proponents of extractive projects to reconfigure the meanings of democracy and development as well.

Id: 10656

Title: Courting the Phantom Public and the Zombie Fans: A Comparative Study of Online Shills in the United States, China, and Japan

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Abstract: The growth of social networking services (SNS), particularly their power in reformulating traditional word-of-mouth networks, has produced a new social hierarchy based on a user's digital reach and online approval rate. In essence, the credibility of individuals or organizations is now often correlated to the numbers of 'likes', 'followers' and 'views' on their social networking sites. These numbers indicate the existence of a 'public' and a communication process key to the democratic ideas of public opinion: dialogue, interaction, and participation, which can be in the form of voting. But what happens when many approvals and reviews are in fact fabricated' This study examines the industry of SNS metrics and the growing impact of "click farms," where low-paid workers create fake likes and followers on prominent social media sites such as Facebook, Renren (China's Facebook equivalent), Twitter, Sina Weibo, YouTube and Youku. Fearing to be viewed as unpopular or irrelevant, in recent years, celebrities, businesses and governments (including the State Department of the United States) together have spent millions of dollars annually to purchase likes, followers or viewers in order to inflate their popularity. Often viewed negatively by the public for being artificial and unethical, this fast-growing 'online shill' phenomenon presents challenges to how we perceive the relationship between online and offline communities as well as the nature of public opinion formation in a global economy. While purchasing likes and followers may seem to be a necessary evil for many celebrities and business owners, it can severely threaten the mechanisms of trust in modern society (Giddens, 1990). In China, netizens are well-aware of the often inflated numbers on the social networking sites and they have demonstrated their distrust by naming the massive number of the fictional followers 'zombie fans.' In the United States, posting fake reviews may be illegal according to the Federal Trade Commission's 2009 Guidelines. Drawing insights from media ecologies, network theory, social theories and critical cultural theories, this presentation analyzes the international significance and cultural implications of online shills. It does so by interrogating how discourses circulating in mass media and industry publications contribute to the discursive construction of buying and selling digital approvals, highlighting the role of cross-cultural similarities and differences play in this

construction. This presentation begins with a discussion of case studies from the United States, China, and Japan. It examines how SNS users, businesses, media and governments in these countries conceptualize online shills while paying particular attention to the theoretical implications these case studies raise in terms of authenticity, parrhesia (Foucault), participatory culture and the network society. In so doing, the presentations posits online shills as a site of dialectical tension between hegemony and resistance.

Id: 10662

Title: 'Rotten apples' and 'economic saviours" Fantasmatic representations of teachers in TIME Magazine

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Abstract: This paper analyzes the discursive logics structuring a November 2014 TIME magazine cover story, packaged under the headline: Rotten Apples: It's nearly impossible to fire a bad teacher; some tech millionaires may have found a way to change that. The story examined the implications of a Californian legal ruling that challenged the legitimacy of the state's teaching tenure laws. Amplified by the provocative cover image of a judge's gavel in position to smash an apple, the front page was widely represented as a blanket attack on teachers, especially in particular on social media. Responding to the controversy, TIME published an editorial asserting 'the vital role teachers play', while also imploring its critics to read the 'balanced' article itself, rather than be guided by their 'emotive' reactions to the cover image and headline.Drawing on a combination of psychoanalytically-inflected discourse theory (Glynos and Howarth, 2007) and critical discourse analysis, this paper examines the 'fantasmatic' logics' that structured different political responses to the TIME story.   By fantasmatic logics, we simply mean the fantasies that explain a subject's affective attachment to a particular discourse. We argue that TIME's representation of the controversy was governed by two distinct fantasmatic constructions of teachers: horrific and beatific. In the horrific frame, the 'teacher' is represented as an incompetent, lazy and bureaucratic figure, morally corrupted by their dependence on trade unions. While in the beatific frame, teachers are represented as potential saviours of the economy, because of their capacity to prepare 'our children' for the competitive challenges of the future. Contrary to the notion of fantasy as a barrier to a factual or evidence-based reality, we treat fantasy as something that actively structures the subject's reality from its very constitution, assuaging the fundamental lack at the core of any identity (Lacan, 2006; ´i¸ek, 2008). Fantasy therefore plays a key role in the hegemonic construction of political subjects, in that it provides a framing device that allows the subject to anticipate a complete identity that is simultaneously thwarted by an antagonistic Other (Howarth, 2000). Analyzing the different responses to the story invited by TIME, we examine how horrific and beatific representations of teachers inflect the rhetoric of two distinct political groupings, both claiming to act in the interests of the 'people' (Laclau, 2005). We look at how both fantasizes fantasies were given neoliberal

articulations, exemplified in how teachers are simultaneously represented as impediments to market efficiency in the education sector and the potential guarantors of future economic success. Conversely, we also examine how the neoliberal populist logics amplified by TIME were interrogated by a left populism, which utilized a horrific frame to question the motivations of the 'corporate elites' who funded the Californian legal case, casting them as exemplars of the '1%' decried by Occupy. Read together, our analysis therefore explores the significance of the controversy as a symbol of both the fractured character of neoliberal hegemony in mainstream media spaces and the emergence of a populist mood that rejects neoliberal prescriptions.

Id: 10695

Title: Online Shopping among College Students in China: Gratifications, Impulsive Buying and Loyalty

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Abstract: According to the reports of China Internet Network Information Center (CNNIC), the number of online shoppers in China has reached 302 million by the end of 2013, with an amazing increase of 408% compared with 2008. Online shoppers, as a principal part of the online shopping market, have always been the focus of practitioners and researchers in China. Among all consumer segments, college students who aged from 18 to 24 are supposed to be the potential leading force in China's online-shopping market, given their relatively high level of education, favorable shopping habits online and acceptability on mobile e-commerce. Using U&G as the theoretical framework, this exploratory research tries to achieve a comprehensive understanding of the motivations of Chinese college students to shop online.   Results from a convenient sample of 552 college students found seven gratifications, including entertainment, convenience, surprise, information seeking, interpersonal communication, expectation and good deal. 'Entertainment' indicates college students usually shop online or browse online shopping website to relax or pass time; 'convenience' suggests it is convenient for college students to purchase online those things which can not be easily found in the local shops and have much more diversified choices; 'surprise' refers to the surprise brought by good quality, small gifts, and good package of online shopping products; 'information seeking' indicates it is easy for them to acquire and compare product information in online shopping websites; 'interpersonal communication' refers to the willingness of college students to discuss products with sellers online or share online shopping experiences and products with friends offline; 'expectation' suggests the happiness to expect the products to arrive; and 'good deal' indicates college students can always find good things in reasonable prices online. Among these gratifications, entertainment, convenience, information seeking and interpersonal communication are traditional motives of Internet use in former U&G studies. While surprise, expectation and good deal are motives associated with offline purchasing behaviors in marketing studies. Meanwhile, impulsive buying is another significant predictor of their online shopping behaviors. Compared with

conventional shopping environment, e-commerce services offered by shopping websites make compulsive buying much easier to take place. Regression analysis showed that two gratifications (surprise and good deal) and impulsive buying formed the most powerful group to predict college students' level of online shopping. What is more, five dimensions of gratifications (entertainment, convenience, information seeking, interpersonal communication and good deal) are significant and positive predictors of online shopping loyalty.   As a whole, this research explores college students' gratifications of online shopping, and discusses how gratifications, impulsive buying can predict college students' online shopping behavior and online shopping loyalty, to further gives suggestions of how online shopping websites can improve their user experience to attract college students.

Id: 10721

Title: An evaluation of counter hegemonic discourse during protests against the postponed february 2015 elections in Nigeria

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Abstract: In recent years, Nigerians have used digital media in protest for a number of reasons namely: against the removal of subsidy on petroleum products (2012); for the release of over 200 school girls kidnapped by Boko Haram (2014) #bringbackourgirls and; against early opening of primary and secondary schools due to reported cases of the Ebola Virus Disease (2014). This study focuses on the protests against the postponement of the February 2015 general elections in Nigeria and identifies counter-hegemonic discourse highlighted by protesters; the dominant channels of message transmission used; as well as the challenges of using digital media. Studies show that (Dahlgren 2005, van de Donk 2004), digital media support networking which is vital in organising protests, facilitates discussion and the growth (as well as transmission) of counter hegemonic discourse especially various forms of alternative information. Rushkoff (2004) suggests that the latter requires alternative channels of distribution especially the internet with its viral characteristic while Rucht (2004) specifies improved self representation by activists via such media. Digital media are often sources of new ideas which deviate from the prevailing status quo and what Tufekci and Wilson (2012) refer to as 'game changers' and 'networks of hope' by Castells (2012). Diffusion models in cycles of protest explain the interaction between protesters and their opponents. Tarrow's (1998) work on cycles of protest indicates that actions are not isolated but dependent on social, economic and political conditions. This study extends the stepping stone theory of political participation to include file sharing of counter-hegemonic facts (statistics, analysis, satire, cartoons, pictures, etc.) between digital media as low intensity forms of action, not just signing petitions. According to Chollom (2003) and Verhulst and van Laer (2008), the stepping stone theory of political participation holds that people who engage in unconventional political activity with high intensity started earlier with low intensity forms of participation. The study uses a survey of purposely selected activists in Abuja, Nigeria who were involved in the 2015 protest against the postponement of the 2015 general elections. Snow ball sampling was used to get referrals to other activists because the initial number was insignificant. While some respondents in the study were contacted face to face, online questionnaire administration was also used. The study found that the dominant counter-hegemonic discourse disseminated by the protesters was that the elections were postponed in order to give the incumbent time to plan sinister strategies to succeed at the polls. This point of view was also often expressed on online discussion forum, statistical representations, satire, tweets, etc., shared on digital devices and social media. The government held that the army needed time to tackle Boko Haram insurgents

before elections. Although a significant proportion of Nigerians are illiterate and not digital participants, patterns of digital media use in the country ensure joint use of devices thus a trickle down effect to inactive users.

Id: 10770

Title: Internet memes as a form of public opinion expression

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Abstract: Internet memes are a popular phenomenon in present-day Internet communication. Internet memes are images, short video clips (or animated images in the .gif format), often containing catch phrases and additional captions (Bauckhage, 2011). They are spread via email, web sites, blogs, discussion forums, and social media. If a meme 'goes viral', it reaches a large number of people in a short time. Recipients of memes sometimes alter the content or use the meme in new contexts, thereby contributing to the publicity of the underlying idea. Scholars have discussed the role of memes for Internet culture in recent years and their function for culture in general has been compared to the role of genes in the realm of biology (Bauckhage, 2011; Shifman, 2013).The present paper focuses on the societal function of memes as a form of public opinion expression. Internet memes often refer to popular culture, computer games or jokes. However, there is a considerable number of memes addressing societal conflicts (such as feminism, racism, religious extremism, or the anti-vaccine movement) or general issues of social relevance (such as the role of science for humankind). Other memes directly address issues of a political nature, such as the wars in the Middle East and the Ukraine, terrorist attacks, and political debates in the U.S. and other countries. Moreover, there is a large area of memes indirectly addressing issues of public importance such as international understanding, or human mating rituals.This paper presents a quantitative analysis of 9gag.com and an additional qualitative review of typical memes related to public opinion. 9gag is a popular international outlet for internet memes. The websites consists of an endless sequence (auto reload) of memes. The sample consists of a block of 40 memes per day over a period of 10 days (n=400).Preliminary results indicate that indeed about one third of the posted memes deal with politics or societal issues. Examples for the analyzed memes in this category include a meme making fun of IS terrorists, one on gender-neutral restrooms and one demanding free condoms for everyone in order to prevent diseases. An additional 15 percent of the memes deal with popular culture, which can be of importance for public opinion formation and the integration of societies as well (Vlasic, 2004). About half of the material consists of jokes, memes addressing gaming experiences, and other memes that fit none of the other categories. However, the ratio of the different types of memes varies over time. For example, during an international crisis or immediately after a terrorist attack more postings with political content are to be expected.The paper discusses typical examples for memes addressing public opinion. Potential effects on internet users' perception of the climate of opinion (Schulz & Rössler, 2012) as well as the role of memes for the concept of a worldwide public opinion are addressed.

Id: 10775

Title: PANEL: Methodologies for studying the double helix of social media and mainstream media

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Abstract: Actor-network methodology in studies of online news flows and intermedia agenda setting. Examples from Canada and Russia.The increasing overlap between professional media organizations and new forms and actors of 'networked journalism' and 'hybrid media' raises a number of relevant questions. Where does the news come from' What conditions facilitate (or impede) dissemination of digital content' Do services like Twitter simply extend the outreach of traditional media and professional journalists to new subscribers' On the other hand, do the social networking sites help alternative media and individual voices to establish their own agenda and even influence mainstream news content' This paper presents and discusses a fresh research design that aims to study circulation or dissemination of news content through online media networks. The research design is based on methods of actor-network theory (ANT) and works within the theoretical framework of intermedia agenda setting. The empirical examples are drawn from two distinctive national media landscapes of Canada and Russia. The two countries provide valuable contexts for comparison: linguistic, socio-political, geographical, technological and economical. The unifying theme of the empirical examples presented in this paper is media coverage of climate change, climate-relevant events and policies. First, the paper discusses application of ANT focusing on a lack of media interest (and absence of intermedia agenda setting) toward a large Greenpeace investigation that revealed secretive schemes of sponsoring climate denialism. Both Canadian and Russian online media demonstrated similar disinterestedness in the issue, though there were different patterns and strategies to break the silence on behalf of the marginal community of media sources. The second case presented in the paper traces media coverage and online news formation regarding the 2014 publication of the IPCC (Intergovernmental Panel on Climate Change) assessment report. The paper shows how analysis of such cases can be done by using ANT methods and modern software visualization tools to track and map some of the dominant trajectories of news evolvement in the digital landscape. This research contributes to a better understanding of the mechanisms and processes of information dissemination in an era characterized by the exceptional interconnectedness of media landscapes.

Id: 10796

Title: The Influence of Media Contact and Self-Efficacy on the Public's Cognition and Attitudes towards Civilized Social Behavior

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Abstract: With the continuously high-speed development of Chinese economy in recent years, people's lives have been improved greatly. However, social civilization does not keep pace with the economic development. Uncivilized behavior such as in-observance to traffic rules and littering in community are emerging endlessly. In addition, certain individuals defy the public orders when traveling in foreign countries, which bring about troubles to others. In contemporary society, people live in an inter-mediation world composed of various kinds of media. Different media may influence directly people's cognition and attitudes, as well as self-efficacy, which causes differences in cognition and attitudes. This study interviewed 709 citizens in Huangpu District, Shanghai through CATI(Computer Assisted Telephone Interview) and carried out three focus group discussions among 34 people from different communities, in order to examine whether media contact to uncivilized behavior coverage and civilized behavior publicity influences people's evaluation about uncivilized social behavior severity, self-efficacy on the overall trend of social civilization and conformity between media coverage and social civilization, and how. Meanwhile, this study examines whether self-efficacy on the overall trend of social civilization influences individual thinking on the reasons of uncivilized behavior and individual will to stop uncivilized behavior, and how. In the end, this study will discuss how to enhance the cultural and ethical quality of people in a media-oriented society.

Id: 10828

Title: Guanxi and Gao Guanxi: Key Predictors of Business Relationship Performance between Hong Kong and Mainland Chinese Entrepreneurs - An Exploratory Study on Hong Kong Small- and Medium-sized Enterprises

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Abstract: Guanxi has been broadly translated as 'interpersonal relationship' or 'connection' (Wong & Leung, 2001) and is considered a uniquely Chinese cultural characteristic and is also perceived as the foremost factor for successful business in China. Past researches have been debating about the ambiguous power of guanxi in business and individual communication. The underlying power relations in guanxi building is fascinating to many scholars and businessmen who are particularly keen in the China market as it is perceived as the largest growing market in recent decades. Thus, this study aims to explore guanxi perception and gao guanxi, which refers to activities and behaviors intended to building personal connection with the right person in enhancing current and future business relationship performance ' among the Hong Kong small- and medium-sized enterprises (SMEs) when communicating with their mainland Chinese business acquaintances. Previous studies claim that effective guanxi can enhance business performance in reducing transaction costs of information search, relationships monitoring and contract enforcement (Leung, Wong & Wong, 1996; Wong and Leung, 2001). Su, Mitchell, and Sirgy's (2007) study agrees that guanxi is particular essential in resource coalition-based networks where resources are limited and guanxi plays a key role in achieving business success in China. Chinomona (2012) studied Taiwan's SMEs and also found guanxi is perceived useful in building long-term competitive standing by reducing risk, frustrations, and disappointment. However, Huang (1997) argued that gao guanxi is the exploitation of personal relations or human networks for personal gain, which reflects the unequal stands between the parties, involved in the guanxi relations. Nonetheless, some scholars question that guanxi will become less important with the development of the legal and regulatory institutions in China, e.g. China has become a member of the WTO and has been following international regulations on trading. Therefore, this study tries to investigate if such perception of guanxi still prevails among the Hong Kong SMEs entrepreneurs when they communicate with their mainland Chinese business acquaintances in achieving their perceived business relationship performance. This study collected 323 valid questionnaires from a sample frame consists of 47,690 SMEs of eight industry-types; 2,271 questionnaires were mailed to verified addresses and the return rate was 24.4%. This study found that guanxi perception still plays a key role in the Hong Kong-Chinese business communities and the practice of gao guanxi is very common. Guanxi serves as a complimentary element in achieving different dimensions of relationship performance through various types of interpersonal communication channels

like face-to-face and instant messaging. This study modified the guanxi measurement scale from Huang (2000) which consists of four guanxi perspectives: mianzi, give face; renqing, owing favor; ganqing, affect or feelings; and resolution in given conflict situations. More, this study modified Lages, Lages, and Lages' (2005) Relationship Quality Scale to measure the relationship performance quality and generated a new 3-dimensional scale for easy application. Thus, this study helps explain the ambiguous power of guanxi in the communication process among the Chinese business community and the results can be applied to other cross-cultural contexts.

Id: 10848

Title: Online/offline communication, community group participation, and new measures of social capital

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Abstract: In this paper the authors attempts to explore the relationships between online/offline communication and community group participation, and the relationship between online/offline communication and the production of group social capital. To do so, the authors argue that: (1) The features of community groups probably will affect the relationships between consuming online/offline communication channels; (2) Social capital not only refer to resources embedded on one's personal social networks, but also resources embedded on the social groups one join in. social capital will be accumulated by consuming online/offline communication channels. Using the data from PEW internet and American's life project, we observed that participating in groups with shared hobby/ backgrounds and participating in groups with shared targets/benefits are associated with different usage patterns of online/offline communication channels. These associations are analyzed related to demographic and contextual variables as well. The consumption of online/ offline communication channels also found to be positively associated with group social capital. The results implies that (1) Internet indeed is playing a decisive role in building some groups which are individualized and depoliticized (Carpini, 2000) ; (2) the usage of online/ communication channels could help to accrue social capital from social groups; and (3) the functions of Internet are greatly improved, but the functions of Internet still could not replace offline communication.

Id: 10869

Title: Towards a Theory of Online Gatekeeping. Understanding the Role of Users and Algorithms as Gatekeepers in Digital News Diffusion.

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Abstract: Over the past years, a series of events and online movements has disrupted our understanding of mass media and information control. The Arab Spring, the Occupy movement or alternative news sources like WikiLeaks have questioned the role of traditional media to act as the central gatekeeper of the public sphere. Their influence and power of information control are increasingly being challenged by multiple actors (Nuernbergk 2012). The emergence of user-generated content with high reach and powerful algorithms are changing the role of mass media in the news diffusion process. Traditional gatekeeping theory ' the notion of professional news outlets serving as selectors of what is to enter the public sphere as news ' fails to explain alternative news sources and digital news diffusion. Recent scholarship has tried to reconceptualise gatekeeping theory to explain the relations of social media, professional journalism and the like (Barzilai-Nahon 2008; Bruns 2005). However, there is thus far no conclusive gatekeeping theory that incorporates the ambiguous roles the various actors play in the process of news selection. Who controls the diffusion of information and establishes himself as gatekeeper' What are the mechanisms of gatekeeping that influence information control, decision processes and news diffusion processes online'This paper contributes to the understanding of online gatekeeping and theoretically elaborates and advances gatekeeping theory. For this endeavour, three different gatekeepers are conceptualized that differ in their information sources, information selection mechanisms, processing and distribution of content. First, it argues that professional journalism continues to dominate as gatekeeper due to its institutionalised access to information and its established channels of content distribution. Second, individual users act as micro-gatekeepers and compensate their lack of access or reach through decentralized gatekeeping mechanisms like aggregated ratings or social network communication. Third, automated algorithms perform a key role in the distribution of content online. Search engines like Google select what kind of information is found online, thereby acting as algorithmic gatekeepers. They also replace traditional intermediaries in the diffusion process by mediating between professional journalism and its audience.This gatekeeping framework aims at better explaining information control and diffusion in digital spaces. Altogether, these three gatekeepers change the news diffusion process. On the one hand, any of the three gatekeepers can be news sources and the flow of diffusion can take several paths between various spaces online. On the other hand, the direction and speed of this diffusion depends on the kind of gatekeeping mechanisms that are implemented. By outlining key differences between gatekeeping mechanisms and gatekeepers, new

patterns of news diffusion are identified, e.g., the news flow originating from established media may follow a more traditional diffusion process due to journalistic selection while a discussion via Twitter may focus on interpersonal norms that shape how and if the news is picked up by professional journalism.

Id: 10886

Title: HOW DOES THE SOCIAL ANXIETY PRESENT ON INTERNET IN CHINA'

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Abstract: In the current Chinese society, the concept of "anxiety" has gone far beyond the "neurosis" concept described by Freud. It has become a diffuse mood of the whole society. Some psychological studies still consider it as anxiety neurosis phenomenon. In sociology, there are few methods to measure social anxiety. Internet in not only a platform where information is gathered and exchanged, but also a mediator in the process of communicating, upgrading and diminishing social emotions. "Anxiety on line" is a representation of the whole social anxiety. This article will use a specific computer program to select users and content on Chinese "microblog", "blog", "message forum" and other major Internet content presentation platforms. Then using the sampling method, 2000 users will be selected to fill the improved payment "anxiety" Mood Scale questionnaire. Next, the article analyzes the differences between the contents of the questionnaires collected and the users' network accounts. The results will present the social anxiety in special areas of "real world" and "Internet", which can be analyzed to show how the Internet as a media present anxiety in a specific way. Besides, by analyzing the content exchanged in "real world" and "Internet" in every online event, the article can shed light on the communication, upgrade and diminish of social anxiety in Internet. This is the process and the dissemination of media effects research for online media in the "social anxiety" field.

Id: 10896

Title: Family Communication Pattern and Parental Television Mediation on Caste Related Violence ' A Study in Southern Districts of Tamilnadu

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Abstract: Television viewing is a daily routine activity among many of us; it may for information and entertainment. Watching television along with family members is a practice in most of the Indian households. Shared television viewing between parents and children is an approach in family communication pattern among family members. It may provide platform for parents to discuss with their children. Though, the times spend by parent and children before the television were least, but they do watch together for certain contents; news is one of them. But children's do watch television without parents, because most of the educated parents are employed. The timing of their work and school timing of the kids are different. Even if they spend together before television the interaction level is low. Parents should utilize the opportunity to educate children on certain content. Children need to be educated to the culture and norms practice in their society by observing what parents watch and to discuss with them on the uncertainty. The southern districts of Tamilnadu are known for the caste related violence's. Recent incidents of Dharmapuri violence in 2012 and Marakkanam violence in 2013 were examples for it. The news or incident related to caste violence gets prominence and its get repeated without any moral and social responsibility in television; especially in news channels. The parental mediation toward these incidents and news might bring positive understanding on caste violence among children. Educating the children's to develop a positive awareness on violence and caste related conflicts will fetch positive socio-cultural changes among future generation. According to Lull J (1990) socio oriented communication emphasis on harmonious social relations and the feelings of others, it correlates positively with parental control, verbal and restrictive punishment. Fujioka and Austin (1999) demonstrated that the concept-oriented family communication style is related to parents' mediation style promoting the extent to which parents welcome open and critical discussion of what is presented on television. Families who have open communication style may be characterized by democratic, concept-oriented, and person-centered communication patterns with a low level of cohesion. The positive mediation on children's related to caste issues on media might transform a better generation on

classless society in future. The objectives of the study is to identify whether the parents are media literate enough to impart the skills to their children and identify the family communication pattern and to suggest best parental mediation toward content of caste related violence in television. Purposive sampling is to be carried, since the study is confined to the families of educated parents in southern districts of Tamilnadu with interview discussion with both the parents and children's. Cognitive dissonance theory is adopted to understand the dissonance among the parents and the children's which induces the children to get attached to television programmes. The other theory adopted is cultivation theory based on the amount of knowledge which viewers incurred with regards to caste issues in media.

Id: 11024

Title: Title: CNN shapes the world: An analysis of CNN news bulletin in framing public perception on Afghan refugee crisis issue

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Abstract: Author's name: Hina AyazUniversity Affiliation: Humboldt University of Berlin, Berlin, Germany Hausvogteiplatz 5-7 (Room no. 309)Berlin, Germany Title: CNN shapes the worldAn analysis of CNN news bulletin in framing public perception on Afghan refugee crisis issueAbstract:In this information-dependent society, the role of media in disseminating information, covering humanitarian issues, shaping up public opinion has become so ubiquitous that framing of issues does not go unnoticed by media scholars and social scientists. Many news stories covering global tensions or highlighting issues of humanitarian concern leave an indelible imprint on the mind of the viewers; thereby, media magnates might play an important role in framing public opinion on some issue of global importance. This research paper analyzes the role of CNN (which is often cited as perpetuating hegemony); one of the leading news channels around the globe, in framing public perception on Afghan refugee crisis issue, and further ascertain as to whether there is a relationship between media framing and public perception of the Afghan refugee crisis issue. A period of CNN new bulletin (from 1st August, 2001 to 1st December, 2001); and 100 respondents (who followed CNN news stories on the Afghan refugee crisis issue) in the city of Lahore, Pakistan has been selected for this research. The choice of period starting from 1st August, 2001 to 1st December, 2001 is primarily based on the fact that the chosen time period is the most turbulent time in the annals of recent world history. 9/11 became the causative agent for so called 'war on terrorism'. Eventually, there was U.S intervention in Afghanistan. In short, it was a time when refugee crisis in Afghanistan was getting worse. That is why the period so chosen will amply highlight the problem at hand, and therefore is deemed to provide a rationale for this research. I use content analytic data and survey questionnaire method to identify media frames 'devices embedded in political discourse" which guide 'internal structures of mind"the individual frames (Kinder and Sander cited in Scheufele 1999: 106) and linking them consistently through a concept explication of public perception. I conclude that in CNN news stories Afghan refugee crisis issue has always been appeared in humanitarian terms . Furthermore, there are evidences that Afghan refugee story revolves around the Taliban regime, criticizing their fundamentalist sociology and holding them responsible for refugee crisis in Afghanistan.

Id: 11086

Title: Facebook Use and Ethnic Identity of Asian American College Students

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Abstract: It has long been argued that media content helps to shape the audiences' understanding of the real world. In the case of race, the underrepresentation of minority groups and the racial stereotypes still exist even though the media has become more diverse today than it was in the past (Croteau & Hoynes, 2012). Ever since we stepped into the Internet age, computer-mediated communication systems have become integrated in the initial, development and maintenance of interpersonal relationships (Walther, 2011). Social media, which is at the crossroad of computer mediated communication and mass media, is a great lens through which we could examine the effect of media on its users.Because of the multifunction nature of social media, it would be hard for us to predict there is a causal relationship between social media use and the reinforcement or disturbance of the users' racial identity. However, whether the traits of racial identity exist in the world of social media is worth investigating because it could help to construct a link, though probably a weak one, between these two worlds.Right now, Asian Americans are reported to be the highest-income, best-educated and fastest-growing racial group in the United States (Pew Research Center, 2012). This successful group remains majority immigrant in that nearly three quarters of Asian-American adults are foreign born (Pew Research Center, 2012). Phinney (1989) found that Asian American teenagers, compared to their black or Mexican peers, had more negative own-group attitudes toward their own ethnic identity and were more likely to express the desire to change their ethnicity if given a choice. Among the minority groups in the United States, Asian Americans are often labeled as 'hard working', highly educated and less participated in politics (Inkelas, 2004). However, the Internet has brought about changes in these existing traits of this group.The results of a 2003 study showed that Asian Americans rank higher than Whites with regard to their civil participation on the Internet (Weber & Bergman, 2003). These data suggest that Internet could serve as 'a mobilizer' that cultivates skills such as writing and communication (Weber & Bergman, 2003).While examining college students' Internet use, researchers also found that Asian Americans, similar to Whites, are also associated with higher level of Web-use skill when compared with Hispanics and African Americans (Hargittai, 2010). Plausible explanation is that the ethnic traits of Asian Americans are changed in some way due to the impact of the Internet. Younger Asian Americans are performing better than their elder generation in their abilities to adapt to both the American society and the Internet age (Inkelas, 2004). Therefore the changes brought by the Internet on their actions or perceptions concerning their ethnic origin might be more salient, if there were any. By incorporating Phinner's MEIM scale, this study explores how Asian American college students' ethnic identity are represented by

their online behaviors on Facebook, the dominant social media platform in American college which has mature functions developed in the past ten years (Hughes et al, 2011).

Id: 11100

Title: Do Politically Interested Tweeters Post Politically Oriented Tweets'

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Abstract: Paper Summary: We focus on measures of political engagement to investigate the efficacy of using social media data to assess individual-level political attitudes. Using a mixed methods approach, we evaluate how well individuals' self-reported political variables relate to their political activity on Twitter. Our results suggest that political Twitter metrics are related to political orientations and interest, but not consistently and not in the ways those metrics might imply.Extended Abstract:Scholars from many fields have recently been attracted to so-called 'big data' for social inquiry. In particular, using large datasets scraped from online social networking sites has been heralded as a way of assessing various phenomena. Numerous examples persist, from measuring societal happiness (Dodds et al., 2011) to consumer confidence (O'Connor et al., 2010) to forecasting the outcomes of national elections (Sang & Bos, 2012).Unmistakably, using big data has certain advantages over traditional survey instruments: social media data collection can be non-invasive for respondents, taps attitudes that individuals think are important enough to post about, and yields datasets of much larger scale than traditional methods (Murphy et al., 2014). However, our ability to use social media data to understand social phenomena is constrained by our lack of understanding about how social media expressions relate to individual-level attitudes and behaviors. As aggregated social media posts are different from aggregated people, we must be careful to not conflate the two (boyd & Crawford, 2012). Despite these constraints, many claims continue to be made using aggregated social media observations. Thus, it strikes us as exceedingly important that we better understand the congruity between what individuals say about themselves in surveys and what we, as researchers, effectively say for and about them as gleaned from their activity on social networking sites. While much big data research focuses on aggregate phenomena, what remains unknown is the degree to which social media communications are viable for measuring individual level attitudes, behaviors, and outcomes.To explore this, the current study examined correlates of politically oriented social media activities among 82 individuals whose survey data could be directly linked with their Twitter accounts. We first administered a survey to a nationally diverse sample of U.S. Americans. Then, for respondents who granted us permission to study their Twitter accounts, we collected and analyzed respondents'

Twitter activity including their posts and the accounts they follow.Our results suggest that commonly used political Twitter metrics are related to political orientations and interest, but not consistently and not in the ways those metrics might imply. The discrepancies we found have implications for inferences made from social media big data and the process of using these data to gauge political engagement and opinion.This study provides an initial assessment of the correspondence between social media and survey data at the individual level in the context of political interest and engagement. If we wish to use Twitter or other social media activity to identify the correlates of political trends, we need to better understand why these predictions are at times effective or not.

Id: 11105

Title: 'Glasshole': Resisting the Remediated Self between Lifelogging and Lifeblocking

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Abstract: In January 2015, Google announced the withdrawal of Google Glass from the market for a redesign. Since the launch of the Glass Explorer Program and the introduction of the tool's beta version two years ago, the wearable gadget appears to have stirred more controversy and resistance than support. The marketed version allowed for not only accessing data from the user's smartphone and the Internet, but also taking pictures and recording videos, which may be simultaneously streamed online. In several cases, people have therefore interpreted the tool's mere presence as a violation of their privacy. Many early adopters of Glass have been subject to technological prejudice, social exclusion, and even physical aggression when wearing the mobile networking gadget on their face. 'Glasshole,' an amalgam of 'Glass' and 'asshole,' has become the infamous term du jour. This paper qualitatively analyzes aspects of the human self and ' to a lesser extent ' the social other as challenged by wearable computer technology like Google Glass. This inquiry aims to show how the technology's 'lifelogging' features caused the proliferation of the 'Glasshole' phenomenon and how the initial public distrust and dismissal of Glass have led to certain 'lifeblocking' consequences of and for Glass users.Employing the concept of the 'remediated self' by Bolter & Grusin (2000) as a theoretical framework, the paper explores the ambiguous hypermediate and immediate qualities of Google Glass and their effects on the users and their surrounding as addressed in scholarly and journalistic articles as well as video reviews. This analysis contributes to the limited existing scholarly literature on the social and cultural implications of Google Glass, especially with respect to the 'Glasshole'-discourse. While Bolter & Grusin's elaboration of the hypermediate self with respect to augmented reality is directly employed here, their theoretical approach to the immediate self in regards to virtual environments will be assessed from a slightly different angle. The immediate self in this paper refers to the Glass user's physical and psychological presence in the 'real world,' or non-virtual world. To provide an overview of the different qualities of the self that the beta version of Glass elicits, seven defining categories for each the hypermediate user and the immediate user can be distinguished. For the hypermediate Glass self, aspects of communicating, moving, recording, surveying, archiving, recognizing, and projecting will be expounded. In the context of the immediate Glass self, manners of sensing, disrupting, blocking, disturbing, provoking, considering, and exposing will be discussed. The value of this critical analysis of Google Glass' distinctive features and the public resistance to them lies in the illumination of decisive socio-technological variables in human interaction, perception, and self-perception. Such crucial characteristics are not limited to the application of Glass but need to be considered with the global proliferation

of wearable smart technology and its challenges on social interaction in general. Key Reference:Bolter, J. & Grusin, R. (2000). Remediation: Understanding new media. Cambridge, MA: The MIT Press.

Id: 11167

Title: Critical audience research and doing media: bringing the media text, social action theory and the audience together

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Abstract: Nobody will contest today, that audiences are constructed, that they read texts and construct meanings. But how do audiences construct meanings, how does the text influence the reading' 'Doing media' (Eichner 2013) conceptualizes the audience as an active body, that makes sense of media and appropriates the texts into the own life-world (Prommer 2012) and at the same time takes into account, that media text have meaning. Seeing media use, media reception and the audience perspective in this complex ways is not new (Hall, Morley, Livingstone, Hill, Schrøder, Rosengren, Jensen, Mikos, Prommer and many more). But there is still a gap between the audience constructions and the specific media text. To bring the audience perspective together with the media text, audience research needs to consist of three elements: a textual analysis regarding the implied audience, audience and reception research based on social action theory (Bourdieu) and an analysis of the different social contexts, usually by a discourse analysis. The theoretical foundations lie in the descriptions of social action and habitus according to Bourdieu (1987) and Rosengren (1996). Their analysis of life worlds, forms of life and styles of life are helpful for media research. Other foundations are the cultural studies approach of sense making sense and media use as social action (Krotz 2003), as well as focusing on the meaning of media texts (Mikos 2001). The development of digital and mobile media has given rise to new ways of distributing content on different media platforms in order to reach audiences through different forms of media use. These technological developments, often described as convergence culture (Jenkins), enable audiences to consume and participate in media and media texts in new ways. Therefore Digitalization has led to a participatory media culture where research concepts which focus more on the activity of the audience/user/prosumer become more and more important.In the pioneering days of critical and qualitative audience research, the field was developed in a reaction against the reductionist generalizations of quantitative audience research, and its simplifying linear cause-and-effect relationships. Therefore audience research has long been characterized by the struggle between critical/qualitative and administrative/quantitative schools of communication. A mostly qualitative and critical audience research has developed since the early 1980s in addition to the traditional administrative schools. But seeing media use, media reception and the audience perspective in more complex ways in a digitalized and converged world demands a research perspective that includes text, audience and the activity. Following the traditions of triangulation in qualitative research audience studies have to use multiple methods, theories and objects, the paper will demonstrate the research methods with

empirical examples to illustrate 'Doing Media' research. Author: Prof. Dr. Elizabeth Prommer; professor and chair for communication and media studies, at the University of Rostock Germany. Contact: elizabeth.promme @ ni-rostock.de; +49 381 498-2718

Id: 11177

Title: Upcoming Media and Social Movements: Which Future for the Internet'

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Abstract: Mediatization research is asking for the relation between the changing media system and the developments of everyday life and the social relations of the people, the change of institutions, organizations and enterprises and the development of culture and society as a whole. Obviously, a media system is changing if new technologies are coming up and are developing to socially accepted media in a given society. An important question then is whether upcoming media are helpful for social movements and may be used by them or whether they are controlled by the hegemonic forces of a given society. The presentation thus asks whether we here can learn from history: '   The printing machine in Europe was constructed by Gutenberg in order to produce the best bible, as he wanted to honour the Christian god ' thus, Gutenberg has had a rather medieval aim. Of course, he printed his bible, but in spite of that, in the decades after the invention of the printing machine, it was mainly used to print leaflets and pamphlets against feudalistic and religious hegemony, by the social movements of the farmers against the feudalistic exploitation, and by Luther and his followers against the Catholic Church. The printing machine thus was an important instrument for the effectiveness of social movements of that time. But on the long run, the existing hegemonic institutions as the catholic inquisition and the censorship bureaucracy of the Feudalism got the control about printed matters and its distribution. ' The technical invention radio in Europe was first used in the First World War, for example by the German army to send orders to the soldiers. In terms of a political use, it was Lenin who used the radio to promote his revolution in Russia. Later, also the sailors of the German navy used it to announce their strike against senseless operations in an already lost war. They with this initiated the German revolution against their emperor. After 1918, a lot of individuals, groups and social movements like the trade unions tried to start an own radio channel, but finally the established political parties together with the bureaucracy were successful to install a Government driven radio, which later was taken over by the Nazis. Thus, in both cases the media could be used in a short historical window by groups of the civil society for democracy and by the social movements of that time. But then these windows closed, the upcoming media were controlled by the hegemonic forces and it was widely accepted by the people that printed matters and radio were controlled by Government, church and/or economy. Similar processes can become observed today with the Internet. Thus, if we accept that not the technology of a media is relevant, but its real use and place in a society, and if we want the Internet to be free for all and not only for the Internet giants like Amazon, Google or Facebook we should learn from these historical examples.

Id: 11198

Title: A study of the Chinese news discourses and the public discourses of human rights and democracy

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Abstract: The western ideologies of human rights and democracy have entered in China about 37 years now since Deng Xiaoping's implementation of economic reform and open-door policy in 1978 (Wan 1998). Almost right from the beginning, the western and the Chinese press had set a war of 'human rights' on fire, as the western press is more in the position of initiatively attacking China's human rights abuses while the Chinese press is more in the position of defending the western 'biased' criticisms. Needless to say, China as long as it stays within the global community, its human rights issues would never be left by its own but always under the international surveillance. According to the World Report 2014, disappointedly, China still faces severe human rights problems including 'imprisonment, detention, torture, commitment to psychiatric facilities, house arrest, and intimidation' (p. 320). However, the acts of resistance of the Chinese press in speaking up against the western press on China's human rights issue, nevertheless, to a great extent, represent not only the challenge to the old western hegemony (such as America), but also a movement towards global diversity. If one want to take the human rights and democracy issues in China seriously and to address them constructively, one must listen to the voices not only from the Chinese press, but more critically from the Chinese public. This paper, involves the analysis of 'Tibet riots' exploded in 14th of March, 2008, to scrutinise this the potential 'gap' between the Chinese press's strong resistance in forms of defending towards the western ideologies of 'human rights' and 'democracy' and the Chinese people's actually understanding towards the almost 40 years' input of such western ideologies. Thus, this paper uses discourse analysis to investigate the news discourse and the online discussion discourse of 'human rights' and 'democracy' under the event of Tibet riots from two influential Chinese newspapers China Daily and South Moring China Post and two popular Internet forums Tianya Club (www.tianya.cn) and Mop (www.mop.com) during the period of March 14th to May 14th, 2008. To compare and to contrast the news reports and online public discussions towards human rights and democracy, this paper thus aims to find the potential gap in not only the possible different understandings of such western 'implanted' ideologies in China that are represented by the media and held by the Chinese online citizens, but also in the possible different degrees of the resistance of such ideologies between the Chinese press and the public. Thus, this paper proposes its core question and asks: To what extent the Chinese press resists the western ideologies of human rights and democracy different from the resistance of the Chinese online public'And it also proposes two sub questions and asks:What are the differences between the understandings of human rights and

democracy between the Chinese press and the public' To what extent the Chinese press represent the voice of the Chinese public in compare to the voice of the Chinese authority'

Id: 11299

Title: Media Rituals of Hegemony or Resistance' The Ritual Interaction Order in the Age of Digital Communication

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Abstract: The aim of this contribution is to examine the so called Ritual Interaction Order (Goffman, 1971; Bergesen, 1999; Willems, 2003) in the age of digital media. The question raised is in how far rituals of media communication reproduce hegemony or foster resistance to established power relations. Ritual theory offers a theoretical foundation to understand how communication can on the hand stabilize existing power conditions and is on the other hand able to create and organize resistance and change of dominant settings.Hereby different levels of social processes are relevant: There are ritual elements on a linguistic level of everyday communication and interaction which are performatively and meaningfully enacted on a micro-level of codes (Bergesen, 2003). Furthermore, there are interaction rituals on a meso-level (Goffman, 1971), as an embedding of communicative symbols, like greetings and formulas, in people's everyday life. On a macro-level there a ceremony interactions respectively events that can be differentiated from habitualized action as they have a subjective meaning for the people and include an emotional component. Following this definition continuous parts of everyday communication can be conceptualizes as ritual actions, even if they seem to be insignificant from outside. On a small scale they are part of the reinforcement of the social order and can hereby be put into service of communicative power in the sense of by hegemony and/or resistance. Concerning the role of media communication in everyday life this research is based on a broad understanding of media, which again is based on face-to-face communication as the prototype of human social interaction (Berger/Luckmann, 2007). The analysis hereby assumes that people use and consume many different types of media, texts, content, technologies, devices and services in their everyday lives and are consequently always surrounded by them. The communicative experience is enabled beyond single media usage in a convergent communicative repertoire. Starting with Randall Collins' theory of ritual interaction chains (2004) and his assumption that ritual interaction can only be created in vis-à-vis situations, recent concepts on the topic (e.g. Ling, 2008) are discussed and developed further for the issue of communication in convergent media repertoires. Hereby the micro-level of codes (linguistic, visual, audiovisual), the meso-level of interaction in (mediated, virtual) interpersonal situation and media ceremonies and events as rituals on the macro-level are elaborated and connected through case studies. Based on this framework, the matter of media rituals as expression of hegemonic and/or resistant communication in relation to power constellations is discussed.The research brings up conceptual questions of mediated experience as social process including readings of representation,

(co-)construction of identities and belonging and relating to or distinguishing from others. In discussing these issues, the relevant concepts and theoretical terms are challenged.

Id: 11324

Title: Networked panopticon: Balancing power distribution through crowdsourced investigative journalism

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Abstract: Michel Foucault (1977) argued that a form of governance is born when he introduced the notion of panopticon as a metaphor for monitoring power in society. Since Foucault's initial work, several new forms of panopticon have been introduced, such as synopticon (Mathiesen, 1997), inverted panopticon (Peebles, 2008; Housley and Wahl-Jorgensen, 2008) and voluntary panopticon (Whitaker, 1999). These theorizations of panoptics illustrate the shift in power distribution in the panopticon: it is not only the authorities who have the monitoring power, but with the new technologies, also the citizens ' those that are typically being watched ' can watch authorities and each other for instance through social media.In this paper I introduce a new form of panoptics called networked panopticon to illustrate further shifts in power distribution. In networked panopticon the power is shared between the actors, and the roles are constantly renegotiated. I apply the networked panopticon in cases of crowdsourced investigative journalism, and I examine how the monitoring power is manifest in the cases. In four instances of crowdsourced investigative journalism, professional journalists deployed crowdsourcing as a knowledge search method in their investigations in Finland and Sweden. Tens of thousands of readers participated in the investigations. As a result, the journalists discovered information that they would not have found otherwise. After fact checking the crowd-generated material, several newspaper stories and scoops were published in the leading daily newspapers based on the crowdsourced investigations.

In these cases, the investigative journalists published documents online and asked the readers to check these documents and report back to the journalists, if they found something that is worthwhile examining further. For instance, in one case the journalist investigated the problem of stock-short selling in financial institutions in Finland. To support his investigations he published thousands of pages of stock trading reports online for readers to check. By perusing the documents, the readers were able to monitor the authorities, in this case, the financial institutions. Thus, when participating in crowdsourced investigative journalism, the readers are empowered to fight against corruption through journalism, and they take a powerful position in the networked panopticon. The readers form a network of investigators, who help the journalistsBy participating in crowdsourced journalism, the readers become the watchdogs of society with the journalists. However, that role is only momentary: it lasts only as long as the journalistic investigation is on. Moreover, the power is also controlled by professional journalists. The journalists decide what and when is written and published about the cases, so the reader-participants do not have power over the news articles.Thus, in the

networked panopticon, power is fluid and is constantly shifting between the citizens, journalists and the authorities. As a result, the networked panopticon presents a new form of governance, in which journalists and readers work together to reveal wrongdoings, and by so doing, balancing power distribution in society ' but only for a brief moment, until the journalistic investigation is over.

Id: 11356

Title: Perceived Openness of Information among Internet Using Youths of Bangladesh: a study

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Abstract: The paper focuses on the perception of youth of how expectation of life and standard of living changing by using Internet and new communication technology in a country, which has been in transition from a least developing country to a mid-level income group by 2021. The research with a background on 'Gratification theory' of communication and media use and Giddens's Structuration theory and Information systems among 332 young people of college, university of urban and suburban areas. There is an expectation of youth by a family, good income, to be established in life, have increased knowledge influenced by the use of communication technology, inclusive of Internet. Anthony Giddens set it as 'in what manner can it be said that the conduct of individual actors reproduces the structural properties of larger collectivities" The perception of the youth to engage with new technology and a new look to life that are considerably different from previous generations as a collective approach. The paper reveals that information culture may be visualized as, literacy and openness of information as well as societal norms that might have an impact perceiving use of Internet. The study also shows that both male and female find confidentiality and work place surveillance of Internet use is visible and they are part of the society being not isolated as a group. Two-thirds of them want to stay with their parents even after their establishment in life, although many have perceived 'a society of their own' in future
Keywords: Internet use, openness, information culture, family values, gratification

Id: 11393

Title: Panel: Cultural Consecration and Digital Gatekeeping

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Abstract: Paper Title: Visual Art Scenes, Cultural Fields, and Digital Networks: New Modes of Legitimation inside the Art WorldThe notion of networks is now omnipresent in the analysis of contemporary artistic practices. First imported from management and communication theory, as well as science, technology studies (STS), it has been progressively propagated throughout the worlds of social sciences, art, and culture. By so doing, networks have come to supplement and challenge the more established conceptual research frameworks, such as those revolving around (cultural and intellectual) 'field' (Bourdieu, 1966) or 'art worlds' (Becker, 1982). The use of networks has also found recent rapprochement with the notion of 'scene,' which, first introduced in urban music studies (Straw, 1991), has lately widened its scope to embrace the study of 'creative cities' (Silver, Clark & Navarro, 2010). Furthermore, the development of a new digital environment has amplified the tendency of social sciences to consider movements, communities, and artistic markets from the perspective of network-formation. This environment has modified and intensified the modes of legitimating artworks and processes of affiliation among participants in the art worlds. The aim of the paper is to identify the various uses of 'networks' as it is employed in the analysis of the production, circulation, and valuation of arts and culture. Indeed, that the ubiquitous notion of the network has spread thanks to the promotion of digital space signifies several, yet very different things. It is particularly the case for sociology, where the concept has infiltrated from several perspectives: i) methodologically, as the concepts of field, world, and scene have combined in Social Network Analysis (De Nooy, 2003; Prior, 2008; Bottero & Crossley, 2011); ii) epistemologically as the network is positioned as an organizing concept behind a single theory (like in Latour' Actor Network Theory); and iii) metaphorically as it is used to describe the general state of contemporary culture (and capitalism) entirely 'interconnected' or 'networked' (Boltanski & Chiapello, 1999). More broadly, the paper will critically assess how all the major conceptual frameworks each provide different perspectives on processes of cultural legitimation, thus militating not to surrender to the idea of networks. Howard BECKER 1982. Art Worlds. Berkeley CA, University of California Press.Luc BOLTANSKI et Ève CHIAPELLO 1999. Le nouvel esprit du capitalisme, Gallimard.Pierre BOURDIEU 1966. Champ intellectuel et projet créateur. Les Temps modernes, November: 865-906.Wooter DeNOOY 2003. Fields and Network Analysis: Correspondence Analysis and Social Network in the Framework of Field Theory. Poetics 31(5-6): 305-327.Bruno LATOUR 2005. Reassembling the Social: An Introduction to Actor-Network-Theory, Oxford University Press.Nick PRIOR 2008. Putting a Glitch in the Field: Bourdieu, Actor Network Theory and Contemporary Music.

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Id: 11414

Title: PANEL: Cultural Consecration and Digital Gatekeeping

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Abstract: Chair: Nathalie CasemajorThis panel is devoted to the study of cultural consecration in digital media. The rise of digital platforms in the past twenty years has compelled new modes of cultural legitimation; digital intermediaries such as online magazines, semi-professional blogs, peer social networks, consumer rating and algorithmic ranking are changing reputation mechanisms. Simultaneously, the overabundance of cultural products online exacerbates the competition for attention and commercial success. Artists and cultural producers are adapting to this context by developing strategies to access promotion on social media and visibility on influential blogs. While processes of cultural legitimation may have adapted to the new demands of media environments, to what extent do traditional mechanisms of reputation building still maintain their influence' New actors have emerged and new spaces of visibility have gained value, but instead of theorizing a separate economy based on digital value, this panel considers the complex interactions between online and offline mediations, between algorithmic ranking and personal advice at your local bookstore, between an artist's fame on Facebook and the aura of a physical museum, and between a virtual community and a city-specific artistic scene. Querying this mixed ecology of practices conjures many epistemological issues: which conceptual framework is most suitable' Which methodologies should be implemented' From a theoretical point of view, the concepts of field, world, scene and network each provide a different perspective on cultural consecration. The concept of a cultural field, advanced by Pierre Bourdieu, and Howard S. Becker's concept of art worlds, reflect this ambition to identify the collective dimension of artistic and cultural practices. More recently, the concept of scenes'linking urban studies and cultural sociology'offers an alternative path to this program. Finally, the notion of the network is central to Social Network Analysis and its technical mappings of interpersonal ties. From a methodological point of view, the capture of digital flows raises new challenges for empirical social sciences. In the context of rising 'transactional data', Savage and Burrows (2007) urge social scientists to renew their interests in the 'politics of method'. Investigating these theoretical and methodological dimensions, this panel aims to contribute the understanding of the contemporary transformations of cultural consecration at the intersection of digital and non-digital worlds. Guy Bellavance:Visual Arts Scenes, Cultural Fields, Digital Networks: New Modes of Legitimation In Art WorldsNathalie Casemajor:Watermark Tools and the Study of Digital Content CirculationSuzanne Paquet:Between Site and Site: Flickr Groups and Urban ArtJonathan Roberge:Circulation of Cultural Artefacts Gone Full Circle

Id: 11465

Title: Dialogue Shifts and Fallacious Argument in the Anti-vaccination and Climate Change Denial Movements

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Abstract: As the number of Measles cases reported in North America continues to rise in early 2015, the anti-vaccine movement has been vilified in both traditional and social media. Such vilification, not without justification, raises interesting questions as to how such movements take hold. How do communities of reasonable people form around premises based on bad science and hearsay' Even medically educated individuals such as Kentucky Senator Rand Paul as exemplified in his statement that he had heard of 'many tragic cases' of vaccinations that resulted in 'profound mental disorders' are susceptible to the siren song of anecdote. My paper will explore the complex interplay of dialogue types that lead to the formation of communities of belief that remain diametrically opposed to commonly accepted scientific evidence.I will contend that communities of belief that oppose commonly held scientific evidence form as a result of the dialogical shift that occurs as communication lurches from scientific to informative to persuasive dialogues. As scientific dialogue on the given subject is shifted to the information seeking dialogue of professional and citizen journalism, a new dialogic space of argumentation forms. My paper will explore how these dialogue shifts set the frames that allow what are considered fallacious lines of argumentation to become entrenched and community forming. Specifically, my paper will analyze the dialogical shifts of the anti-vaccine and climate-change-denial communities of belief ' how scientific dialogue is manipulated and transformed via the information seeking dialogues of professional and citizen journalism into powerful arguments based on inductive fallacies. Inductive fallacies that, on the surface, appear anything but false and provide a patina of reasonableness that is difficult to penetrate. The fallacious argumentation schemes formed through shifts in dialogue types are primarily of a post hoc and ad homineum nature that attract and polarize at the same time. Some people are drawn to the 'reasons' provided by such arguments moving them away from commonly held science based reasoning. It is not difficult to understand how a parent of an autistic child would be drawn to the inductively felicitous post hoc argument put forward by certain proponents of the anti-vaccine movement. Finally, my paper will explore the effects of these communities of belief and suggest possible paths of reconciliation.My work is based on a theoretical foundation provided by the work of Charles Hamblin (1970) and Douglas Walton (2008) on argumentation fallacies and reasoned dialogue. My methodology will consist of analyzing instances of dialogue in transition from one type to another (scientific to information seeking) to determine the root formation of inductively fallacious and ad homineum argument schemes.

Id: 11525

Title: Communication as Murmuration: Conceptualising non-linearity and resistance in communication by social media users in response to emerging political issues.

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Abstract: Extensive analysis has been undertaken of social media communication to explain and understand the creation of flows of information. Much of this analysis uses models and theoretical frames developed in earlier eras of mass communication. From Shannon and Weaver's transmission model, to more recent models of networks, communication theory has drawn heavily on concepts from technical communication. These models are largely conceived of as linear, even where complex networks of social communication are described. Consequently, analysis and understanding of public communication have largely followed linear models.A murmuration is the flight of starlings in response to predators, which results in massed flocks of birds surging and changing direction in a seemingly random, but synchronised manner. This paper proposes the use of the metaphor of 'murmuration' to consider and explain large scale, public communication in social media networks, particularly in relation to political issues.Conceptualising social media communication as murmuration allows responses to political issues and resistance to propaganda to be perceived and understood as more fluid and non-linear. Yet, it also allows the patterns and internal logic of communication to be acknowledged and identified while incorporating the spatial dimensions of communication. Freed from the constraints of linear and two-dimensional models of communication, the metaphor of murmuration provides a more dynamic, flexible, but structured, explanation of the flows and patterns of social media communication. In this discussion, the concept of murmuration is applied to assess contemporary political issues and their public discourses, using examples from emerging political issues in Australia. It examines how, when conceived of as murmuration, the affordances of social media allow mass communication to surge and shift in logical, but unpredictable ways. The discussion proposes that communication as murmuration affords greater expression of dissent and encourages resistance to controlled communication. It assesses how this pattern of communication influences public discourses and opinion, and challenges widely held concepts in traditional theories and models of public communication.

Id: 11636

Title: Participatory Culture and Design: Mediated Communication and Unconferences

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Abstract: This paper continues my inquiry into John Dewey's 'three plateaus... The first... [is] external interactions... physical... distinctive properties... of mathematical-mechanical system discovered by physics and which define matter as a general character. The second level is that of life. Qualitative difference, like those of plant and animal... qualities in common which define the psycho-physical. The third plateau is that of association, communication, participation... marked throughout its diversities... by common properties, which define mind as intellect; possession of and response to meanings.' With the emergence of the curation of wikis by unconference producers/participants, these plateaus are extended environments that range across: digital identity metasystems, intention economies, and sharing writ large. I bring notions of analogue, digital, and hybrid modes of inquiry, both wikis and unconferences together, to illustrate cross-modal innovations in mediated communication. Over the past decade the emergence and growth of these two innovative formats in both analogue and digital participatory domains have come to life seemingly in tandem. From the early years of Ward Cunningham's wiki development, the desire to design the simplest container to edit text on the web, to unconferences"self-organizing mashups of conceptual framing, spatiality, and emergent topic areas"these cultural phenomena have an interwoven tapestry of reflections for viewers and participants alike. From everyday users to system administrators/analysts; collaboration, facilitation, and cooperation go hand-in-hand in the fruition of creative endeavors. By bridging divides between people, architectures, and their assumptions, new models of digital identity management are emerging and choices between open, closed, and/or hybrid systems for creative endeavors of collaboration and participation will be explicated through case studies to follow. In designing new modes of inquiry, I echo Dewey's own intuition when he changed that which he termed experience to culture. John Durham Peters continues this sentiment and Dewey's conception of communication as pragmatic making-do in community. The conceptual spaces constructed between materiality, body and mind, is better understood as interactive. Where mind is an emergent phenomena of the body, where an an organism is in ongoing interactions with its environment. This relational aesthetics of interactions, transactions, and metactions come into greater focus. These various forms/processes of actions enact modes of communication through experience. '[C]ommunication went on in the public world of experience interwoven through shared signs and practices; it could not be reduced to reference to objects without or psychic states within' (Peters). By bringing together these notions of analogue, digital, and hybrid modes of inquiry, both wikis and unconferences, illustrate cross-modal innovations in mediated communication. John

Dewey's three plateaus themselves are precursors to Gregory Bateson's mind-environment-society and Felix Guattari's Three Ecologies. In acknowledging emergent multiplicites of these participatory domains, the opportunity to plant the seeds for mindful, participatory culture, design, and ecologies of media is presented in archival and living enactment.

Id: 11740

Title: Organizing hegemony on the Internet: The narratives of the International news media sites on Edward Snowden

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Abstract: Although several studies have established the internet as a counter-hegemonic force and as an exemplar of transformative resistance that challenges the established domination of power structures, this essay examines the narratives of the international news media websites as a technique for sustaining media hegemony with Edward Snowden as a case study. The organization of hegemony on the internet by international news media sites on Edward Snowden illustrates the Ellulian dilemma of the autonomy of technique. Jacques Ellul has argued that modernity's nearly exclusive reliance on science and technology to design society would threaten human freedom. Findings reveal that the main stream media has evolved to maintain hegemonic relationship among the citizen, the state through the internet, thus advancing knowledge imperialism in the developed societies The analysis reveals that the discursive constructions of Edward Snowden as a traitor and the corporate power of NSA as the defender against an offender sustains the media websites as a nexus for maintaining hegemonic relationship among the citizen, the media, and the state. The paper sustains Ellul argument that the modern state (chaotic, confused or peaceful, enlightened) is the product of the invasion of technique throughout

Id: 11747

Title: The perspectival method of network analysis on the movement of hashtags throughout Twitter in Brazil's protests.

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Abstract: Points of view, or perspectives, are principles, ideas, worldviews, i.e. cosmologies, which organize, differentiate, individualize and interconnect beings. They are formed in a continuous flow of associations and dissociations amongst themselves: therefore, they are in movement, in transformation and ceaseless composition. Points of view are, therefore, effects on the subjects (Deleuze, 1976), not belonging to an individual, but constituting them. Ergo, our statement is that a retweet is more of a point of view which diffuses, gains density and a position in the network, than a parameter for calculating the social capital of any given profile. This paper's hypothesis is that sharing and conversation networks are not formed by users, but by points of view, which are present in a particular social event (hashtag). The points of view in the RTs networks present themselves as clusters, that separately reveal, each one, a dissimilar collection of texts, images, social bonds and individual threads.The tweets are exported to a file named 'tweets.csv', that was processed in a script called 'tweetgraph' (Medialab, 2012), generating two files: RTs.graphml and ATs.graphml (in this study we only used RTs). Afterwards, RTs.graphml was plotted on Gephi software, where #VemPraRua retweets graph was generated. In Gephi, three metrics were generated: Average Weighted Degree (in order to discover the number of connections made by each node), Modularity (in order to identify the network's clusters) and Force Atlas 2 (in order to build the graph's layout in accordance to its clusters).In order to analyze the topological perspectives, we have exported, through Gephi's data laboratory, the profile names included in each cluster, thus generating the file 'cluster_usernames.csv'. Later, through the software Parse_Tweets (Leite, 2013), this file was processed along with 'tweets.csv', generating statistical results such as: tweets per day, users per day, most frequent words, most frequent hashtags, most active users, most popular tweets, tweets containing links. From these results we elaborated: (1) discourse analysis in order to verify textual linguistic patterns and (2) image collection (from RTs links) to be plotted on Image Plot, which allows us to find the visual patterns of each topological perspective. The second methodological step was the study of the temporal perspectives of RTs network of hashtags. To achieve this, we performed topic modeling in considerable number of tweets

contained in a large dataset. For every tweet, a topic was assigned. This analysis allowed the discovery of 11 major outrage themes in Brazil's protests: Urban Mobility, Violence and Public Safety, Education, Health, Street Occupancy and Online Mobilization, Political Reform, Dilma Administration Evaluation, Rio de Janeiro Administration Evaluation, World Cup Public Expenditure, Minorities Rights and Criticism directed at Media. Each one of those 11 topics was detailed into subtopics, allowing us to generate a timeline of the most relevant topics in Brazil's protests which lasted almost one year.

Id: 11758

Title: Newspaper Ownership Concentration and Market Dynamics in Brazil and in Portugal

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Abstract: This paper presents the outcome of a comparative research conducted on ownership concentration measurement in Portuguese and Brazilian newspapers ' namely on the generalist segment ', to evaluate the extension to which this situation may be compromising fundamental social values, such as, diversity of voices, freedom of speech and the right of free access to information. Here it is synthesized the result of two medium term studies related to the issue of concentration of ownership in media, namely: (i) the average concentration around the world, coordinated by Eli Noam of Columbia University, published by Oxford University Press; and (ii) concentration property and media pluralism in Portugal and Brazil, funded by the Foundation for Science and Technology (Portugal). The empirical methodology adopted to the fieldwork research, even tough was applied only to the press market, it can be also applied to other sectors of the media. Based on the information collected as well as other complementary studies performed by the author, this paper is an important outcome to map the situation of the concentration ownership in overall media, and, simultaneously, remarks that the most of the main groups of newspapers are also holders of other media companies (such us, in the radio or television). Based on markets' official data, it have been used quantitative models (HHI, CR and Noam Index) to measure ownership concentration in the newspaper market, focusing on on-line news market concentration' levels in Portugal and Brazil. Hence, to demonstrate that it is important to have an holistic perspective on the media market, the author resort the market indicators, namely circulation and advertising revenues. This paper reports an multidisciplinary research on ownership concentration that can be used as case study for further investigation on this current topic. The main conclusions can also be extended to the the media in general.