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Participatory Communication Research Section

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¹ We have endeavoured to ensure that these are the abstracts presented in Leicester. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included. Please advise us of any errors at support2016@iamcr.org. Email addresses have been intentionally altered to prevent harvesting by spammers.

Id: 12010

Title: Theatre Arts as Social Marketing Application Tool: Sustainable Development Approach to Diffuse the Environmental Message to Teenagers in Chiang Mai, Thailand

Session Type: Individual submission

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Abstract: Mass communication plays important roles for social change especially in relation to the issue of sustainability and change in social structure. One of the changes that is very interesting is how communication plays roles in environmental change and sustainable transportation, issues the relationship between which many scholars are currently investigating. Often, the word “community” and “sustainability” are interlinked in 21st century development approaches. Most development communicators have focused on a particular community in order to raise awareness of how sustainability might be embraced by it. Most of the communication strategies being employed are top-down, and use mass communication tools to diffuse the message to the target community.

However, with the change in media landscape today, media itself is questioned on how it might help to generate sustainable communities or even sustainable development. The new paradigm of communication strongly advocates changes that are sui generis, derived from the community itself, and for people in the community to manage change in their own settings. The means of communication have developed into new forms due to the socio-cultural shifts. Thus, the challenge is how to select the “right” communication application to the audience in order to foster the behavioral and cognitive sustainable changes in their own community. This research aims to employ theatrical performance as a sustainable communicative means to demonstrate the environmental issues and the concepts of sustainable development in Chiang Mai province. With the application of “Devised Theatre” – a non-traditional method to create theatrical work(s) in which the actors (participants) are the persons who find, build, and perform the story (not the playwright or director), the process provides a space to investigate the attributes, characteristics and development of community theatre on how it reflects and changes society from micro level (community) to macro level (policy change). The research, therefore, examines the outcome of this creative social application tool on how it generates changes in the lives of youth.

This study utilizes Practice as Research (PaR), a research methodology that embodies an academic research approach and creative works during the working process with high school

students and Chiang Mai University students.

The result will reveal the following: 1) how dramatic arts can be an effective means of social marketing to raise “awareness” on environmental issues; 2) how the performance does not only raise environmental awareness among high school students in physical and psychological dimension, but also creates spiritual learning process among the performers and audience, and 3) the sustainability of theatrical social application tool in which the participants of devised theatre project (devisees) can become the devisors in order to form new generation of the devisees -- the teenage audience.

Id: 12042

Title: Democratic value experiences in online participation. A theoretical model and evidence on perceived participatory effects

Session Type: Individual submission

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Abstract: During the last 20 years, governments across the world have spent effort and tax dollars to push forward e-participation services. While citizens demand new opportunities for participation, politicians and administrators expect that public participation could increase the legitimacy, acceptance of policies, and fosters democratic qualities of citizens. This paper evaluates how the intensity of individual online participation affects users' perception of democratically valuable effects. While the evaluations of online participation can focus on various dimensions and stakeholders of participation processes we propose a democratic perspective, from the citizen's point of view. We argue that this 'democratic citizen's perspective' is particularly relevant to answer the more general question whether online participation is the right pill to cure democratic malaise.

The criteria for evaluating e-participation from a democratic citizen perspective are extracted from the literature on deliberative and participatory theory, which claims that participation is going to have democratically valuable effects on participants (e.g., Fishkin, 2009; Barber, 1984; Pateman, 1970). Drawing on this literature we extract six potential perceived participatory effects: political efficacy, knowledge gain, common good orientation, tolerance, acceptance and legitimacy. Furthermore, we test a set of factors drawn from previous empirical participation research (e.g., Barnes & Kaase, 1979; Almond & Verba, 1963) in order to explain how the judgment of democratic success is may moderated by certain cognitive variables. By investigating such factors, we aim to contribute to the ongoing debate about whether online participation reinforces the existing inequalities in political participation (e.g., Wright, 2012; Norris, 2001).

Drawing on online survey data from 670 citizens engaged in public budgeting online consultations, we found that intensity of online participation seemed to foster the perception of common good orientation and tolerance. The other effects seem not to be directly influenced by participation intensity. Findings on moderating factors indicate that the beneficial effects of

online participation are distributed unequally, depending on whether citizens feel politically empowered or are already satisfied with politics. Although the findings are limited, the theoretical conception of perceived participatory effects from a democratic perspective may serve to inspire and stimulate further research, which should shed further light on how different forms of online participation can improve democracy.

Submission for theme B.6: Participatory communication and ICTs

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Submission for theme B.6: Participatory communication and ICTs

Id: 12045

Title: Media for New Generation: The Flows of Texts in Social Network and Cultural Changes in Hong Kong, Using '100 Most' Facebook Page As Example

Session Type: Individual submission

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Abstract: The rapid development of new media and social networking in the recent years largely affected Hong Kong's social and cultural environments. In the past two years, while traditional media's hegemony has been challenged, online media gained advantages in circulation and content from the rise of social movements and localism. In Hong Kong, the Facebook fan page of '100 Most', which is operated by the magazine '100 Most', is regarded as an example of new media welcomed by the new generation and the symbol that new generation has gained the discourse right on the Internet. The fan page uses colloquial narrative to reinterpret and recreate news text to narrow the distance between youth and the newly emerging social culture.

Previous research seldom puts insight into '100 Most', especially its influence on social network. The only research made by Nuowen Wu focuses on the writing style of '100 Most' and mention the text system of '100 Most' has followed the pace of new generation. While the researches made by Scherezade Maestre Rodríguez and Chan Chun Him respectively emphasize the relation between the social network and social movement, they do not investigate the relation between social media content production and the cultural changes in the long term. So it is quite necessary to explore the text flows in social network for Hong Kong's new generation, represented by '100 Most' Fan Page.

This paper will study the case of '100 Most', a popular Facebook fan page of Hong Kong, with Nick Couldry's theory of textual environment and flows of text. Integrated with the characteristics of the new cyber and social culture of Hong Kong, the paper will investigate how the media text and the cyber culture that dominated by the new generation interact and influence on each other in social media. It will also discuss how the media text of social media adapts to and affects the fluctuating demand of the audience.

Key Words: Social Media, Media text, Hong Kong society, Facebook, 100 Most

Id: 12138

Title: Accumulation by Dispossession, the Double Movement and Communication for Social Change

Session Type: Individual submission

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Abstract: David Harvey, in his book *The New Imperialism* (2003) introduced the concept Accumulation by Dispossession (ABD) to describe the enabling factors that facilitate not just accumulation through the production of surplus value but accumulation via extra-economic factors and neo-colonial forms of exploitation – from the enclosure of the commons to the use of intellectual property to create enclosures around knowledge. Karl Polyani, in his volume *The Great Transformation* (1944), introduced the concept of the Double Movement to describe both state and civil society efforts to curb the sovereign, singular power of the Market and its subjection of society to its needs, to socialize the market through facilitating welfare and other initiatives directed towards creating a market that makes a difference in the lives of people. Both concepts are useful to understanding the contemporary terrain of CSC where there is little attempt to understand the massive investments in the march of Capital and the Market and where the majority of efforts are devoted to dealing with the consequences rather than the causes of dislocations. Civil society too, for the most part, services the interests of Capital. In a context characterised by the primacy of the Market, CSC is invoked when those who have been dislocated become the beneficiaries of information and education, although arguably, relevant CSC practices could have been used to prevent dislocations from occurring in the first place. It is true that it is difficult to contest ABD precisely because the State, within a neo-liberal economy, plays a key role in the large scale dislocations of people and invokes legal measures such as ‘eminent domain’ to dispossess people and make land available for private sector investments – from IT corridors to smart cities. However I will argue that at the least, it is important for CSC theory to embrace an analytical approach based on critical political economy and invest in critical cultural practices that are necessary for an empowerment capable of resisting contemporary forms of ADB.

Id: 12140

Title: Playfulness, Parody and Carnival: Catchphrases on the Chinese Internet from 2003 to 2015

Session Type: Individual submission

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Abstract: With the rapid diffusion of digital technologies in recent decades, Chinese Internet users have creatively produced new words, images and other audio-visual works to discuss public issues and express their attitudes, values and sentiments. Despite heavy Internet control, communication practices such as parody and satire, widely circulated and reproduced on the Internet, offer means to defy authority, criticize social problems and avoid censorship. Among these creative works, a growing number of online catchphrases epitomizes a prominent and exuberant cultural phenomenon in Chinese cyberspace, infusing alternative expression within the highly-censored environment.

Studies on the Internet in China have often focused on the role of technology which leads to the dichotomous categories of authoritarian control and democratization (Rauchfleisch & Schäfer, 2015; Yang, 2014). Under this binary framework, online public discussions are conceived either as political resistance or digital escapism. On the one hand, many studies have argued that the Internet empowers the public in China by facilitating public discussion and supervision (Jiang, 2010; Xiao, 2011; Yang, 2009). Research in this vein conceives online discourse in China as weapons of resistance against authoritarian control (Esarey and Xiao, 2008; Meng, 2011; Tang and Yang, 2011). On the other hand, some researchers challenged the optimistic views by pointing out that the Internet could also reinforce authoritarian control (MacKinnon, 2008; Morozov, 2011). Scholarship in this vein identified entertainment as a dominant feature of online discourse in China, distracting people from rational deliberation and real civic engagement (Damm, 2007; Leibold, 2011; Sullivan, 2012).

The growing research on online language has focused on linguistic and discursive features of digital contestation in comparison to standard Chinese interactions (Wong, Xia & Li, 2006), without shedding much light on the complex dynamics of social forces in which online contestation is embedded and interact with. Few studies have fully explored the relationship between internet-mediated popular communication and social change in China from a historical-cultural perspective (Yang & Jiang, 2015). Szablewicz (2014) argued that online language offers a means to articulate alternative identities distinct from mainstream visions. Yang and Jiang (2015) proposed that online political satire should also be conceptualized as a means of political ritual articulated and negotiated through networked social practices.

Taking the approach of qualitative content analysis over a longitudinal time frame, this study examines the patterns and trends underlying online catchphrases as a popular form of cultural and political contestation. In particular, it situates online expressions in its particular historical

moment with its concomitant cultural, political, and technological opportunities and constraints. With systematic collection and analysis of online catchphrases from 2003 to 2015, the study creates a more refined typology that reveals the patterns of change and continuity underlying online expressions and their broad social implications. By exploring the meanings and significance of online catchphrases in China from a critical-historical perspective, it aims to advance a nuanced understanding of the production, circulation, and consumption of people's participatory communication and its connections to the broader social transformations in China.

Keywords: online discourse, catchphrase, parody, political satire, China

Id: 12163

Title: Ideals, buzzwords and true trying: ICT and media policies in Kenya

Session Type: Individual submission

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Abstract: In the heyday years of modernisation, the role of the media as a significant development actor was emphasized in a number of policy papers in various new African states. Only in a very few cases, policy papers had any impact on media reality. Today, we are globally experiencing a new dimension introduced in the mediascape, claimed to be more democratic than ever before; ICT. It is said to open new low-threshold channels also for grassroots action and participation. Again, a new wave of policy papers has emerged, both nationally and internationally.

Kenya is acknowledged as an ICT hub in Africa. For a long time, the government has made special efforts to support adaptation of new technology in the country. On the other hand, the media policy in Kenya has frequently been jerky and contradictory. For example, the media have been accused of participating in the violent demonstrations after the 2007 elections. Thus the challenge of a 'new' media/communication policy is interesting, in fact interesting disregarding of how much it might change the media reality. In principle, it is possible to give 'a voice to the voiceless' and increase direct democracy, but, knowing the past, does the power structure allow it explicitly? What kind of objectives have been set for the information policy, or do the policy documents in fact only repeat phrases from international declarations, thanks to crude experiences engraved in the collective memory?

The empirical material in my paper is three-dimensional. First, I have already analysed, quantitatively and qualitatively, more than four dozen studies and documents on Kenyan ICT and media policies. Second, I am going to analyse, mainly qualitatively, six interviews of ICT policy planners I carried out in November 2015. Third, I have also collected four group discussions with Moi university students about changes in their media use. Also this material I am going to analyse for the paper.

The evidence is not extensive, but I feel that it is enough to offer some interesting points of departure for a discussion on challenges in media/communication policies in a developing country, acknowledging the limited resources and harsh collective memories. All these materials I am going to filter through two basic concepts, domestication and liminality. The concept of domestication allows me to discuss about how much Kenyan policymakers have been able to include in their plans genuine Kenyan perspectives. With the liminality thesis, I try to open up, whether or not the 'African mobile phone revolution' actually has changed the media habits of

communication experts and young intellectuals, tomorrow's media professionals.

Id: 12246

Title: Advocacy & Availability: Sourcing Information to the Indian Press

Session Type: Individual submission

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Abstract: Indian activist and advocacy groups often serve as important sources of information about collective social and political problems. These actors ask and answer contentious questions about the conditions of the poor, the status of prisoner's rights, corruption in politics, the quality of local governance, and other societal realities that governments and corporations, the two dominant realms of information production in contemporary societies, often lack incentive to ask. Although information produced by activist and advocacy groups is circulated in a variety of contexts, including law and policy spheres and their own self-managed media, getting their information in the dominant news media remains a primary objective and challenge for many groups (Carrol & Hackett, 2006; Lester, 2010). For decades, communication scholarship has shown that these groups are much less likely to serve as news sources than government or corporate actors. These groups often lack the status and proximity to power that would give them access to relevant information and establish their credibility and authority with journalists. Even when these groups possess information of interest to the press, they often lack the resources needed to establish ongoing relationships with journalists and to make that information available (Ericson, et. al., 1989; Gans, 2004/1979). More recently, Schudson (2011) has observed that activist and advocacy groups have been able to take advantage of increased access to information to make new inroads as news sources, but little attention has been paid to how such groups go about making that information available.

This study investigates how Indian activist and advocacy groups that regularly produce information convey that information to and through the news media. News production studies have focused overwhelmingly on new organization processes, rather than on processes undertaken by sources (Anderson, 1977). This study asks how groups who see information as a central tool for activism and advocacy, and who have developed a consistent track record of information provision, make this information available to the news. Drawing from resource mobilization theory, the article considers how activist and advocacy groups make strategic choices about the deployment of resources for social change. These resources might include organizational strategies, processes, and orientations, as well as human, financial and material resources. The study uses in-depth interviews, field observations, examinations of primary documents produced by the groups, and news coverage analysis to identify and explain the core resources and processes utilized to convey information to the press. These include: establishing availability over time through longevity, engaging in aggressive and targeted outreach to journalists, anticipating and riding on media agendas, and harnessing organizational resources, including funding, staff, and credibility-enhancing organizational orientations. These findings

suggest that while activist and advocacy groups may have increased access to information of interest to the press, successfully disseminating this information through the press on a regular basis still requires substantial organization and resources.

Id: 12302

Title: Urban memories on social media: remembering, sharing and mapping

Session Type: Individual submission

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Abstract: This paper is concerned with the relationship between participatory practices of urban cultural heritage and social media technologies. Cultural heritage refers to those memories from the past that people want to preserve because they have meaning to them in the present. In this study, I examine the various ways in which social media can foster engagement with the urban past through networked practices of cultural heritage.

The internet offers new opportunities for representing the urban past. Moreover, it has given an unprecedented access to audiovisual material related to local histories. The advent of the internet provided the impetus for a wide range of digitization activities to make cultural heritage available in virtual environments. Furthermore, social media facilitate memory-sharing and grassroots heritage activities. Many cities have local Facebook groups and blogs where people post audiovisual heritage. This challenges heritage professionals to redefine their authority, because now their audiences also increasingly participate in the construction of heritage narratives.

The main aim of this study is to examine how we can understand the role of social media in participatory practices of urban cultural heritage. To answer this question I draw upon theories from the fields of heritage and media studies. Many recent studies on heritage question what Smith defined as the Authorized Heritage Discourse. This discourse constraints the engagement with the past because it is limited to what experts validate as cultural heritage. The Authorized Heritage Discourse thus refers to 'official' understandings of heritage. However, various studies observe developments towards more inclusiveness in the field of heritage. Increasingly, heritage institutions let audiences participate in the construction of heritage narratives. Meanwhile, urban communities themselves draw upon social media to present their past. To further analyze these developments, I will discuss media studies literature concerned with participation and the interactive dimensions of social media in urban environments.

The analysis of this study is based on an inventory of institutional and grassroots heritage practices in Amsterdam, the Hague, Maastricht and Rotterdam. Furthermore, I conducted a qualitative content analysis on websites, policies, annual reports and business plans of heritage projects and organizations. The findings consist of two parts. Firstly, I will introduce the concept of networked practices of urban cultural heritage to describe the connections between on- and offline networks of organizations, professionals and communities involved in urban heritage

activities. This concept is used to analyze how networked practices of urban cultural heritage take shape through the activities of sharing, remembering and mapping. Secondly, I discuss the role of heritage practitioners in these participatory heritage practices.

This study contributes to our understanding of the relationship between social media, cultural heritage and urban belonging. It examines the vital role of social media in negotiating a sense of time and place in dynamic urban settings. The paper thus demonstrates how these media are used to present the connections between the past, present and future of cities.

This abstract relates to the following section theme: A.1 The mediation of the past; documented, remembered, forgotten and retold.

Id: 12306

Title: Participatory communication strategies and their enhanced role in contemporary models of large development organizations

Session Type: Individual submission

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Abstract: Today, the post-structural, post-modern, post-colonial tenets embraced by leading scholars challenge logocentric views and universal truths. Epistemological plurality is the favored outcome in these approaches, which also assume that knowledge structures actively construct (versus merely convey) meaning, and that it is more valuable to discover representational meaning than to find prescriptive explanations. For the field of communication in directed social change, the combined effect of all these trends has been to encourage the acceptance of multiple meanings, symbolic rationality, cultural specificity, change through human agency, communicative social action and structuration, deconstruction of dominant ideology and power relationships, and the strengthening of critical consciousness among the people in a community (Dutta, 2012; Jacobson & Kolluri 1999; Servaes 1999; Tehranian 1994). In general, the intellectual ferment in the humanities and social sciences has increasingly favored participatory approaches in directed change efforts, as appropriate for each unique context.

This paper will take a close look at communication for development theory and practice with a focus on participatory models. The paper will highlight the enhanced role given to participatory approaches in models used by the Food and Agriculture Organization in the Southern Africa region and the World Bank. The underlying narrative of this paper will consider the past practices, which produced and reproduced alien narratives, with the aim of modernizing the developing countries. This fits well with the conference theme this year.

Id: 12317

Title: Sen's Capabilities Approach & Measuring Communication Impacts

Session Type: Individual submission

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Abstract: Amartya Sen's "Capabilities Approach" to global development seeks a shift in development priorities. It shifts away from the historical focus on economic growth and income towards broader sets of "beings and doings," experiences that citizens may have reason to value. Sen refers to these beings and doings as "functionings," which can range from food security, to a sustainable environment, to esteem in one's community. Making preferred functionings available should be the aim of development. More specifically, Sen aims to focus attention on the availability of these beings and doings to citizens. Such availabilities are treated as "capabilities," in the sense that citizens have real access to these if only they have the capability of selecting among concretely available choices (Agarwal, Humphries, & Robeyns, 2013).

The idea of capabilities is Sen's way of emphasizing the central importance of citizen agency in deciding public policy priorities. For him, development does not consist in a society's actually enjoying food security, good jobs, or sustainability. Development consists instead in the freedom to actually determine public policy through public choices (Sen, 1999).

Methodologically, capabilities are analyzed using the theory of social choice as applied to public policy. Citizens may at any one time have a range of policy options among which they might choose or which they might rank as preferences for social investment, "preference sets" (Comim, Qizilbash, & Alkire, 2008). Social choice theory is concerned with the complexities of determining how to aggregate individual citizen preference rankings into collective preference rankings.

At a methodological level, aggregating preferences faces problems such as "cycling," in which a group of citizens might prefer A over B, B over C, and C over A. This outcome is not democratic because arbitrary means are required for selecting the final ranking, or breaking the cycle. Social choice research explores methods for reducing the likelihood and impact of cycling problems, and addresses other problems such as ties, fractionation, and others.

Public discussion through media is of central importance to Sen's conception of development. Public discussion is the necessary medium in which public reflection on preferred choices takes place. Social choice methods have been applied in studying communication inputs to public policy in a number of policy sectors (List, McLean, Fishkin, & Luskin, 2000).

This line of thinking offers a useful tool to the field of development communication. Development communication research is traditionally devoted to assessing the effectiveness of communication campaigns in achieving targeted behavior change (Piotrow, Kincaid, Rimon, & Rinehart, 1997). More recently, participatory, practices sometimes focus on facilitating community reflection on preferred policy options (Waisbord, 2001). Social choice models of preference aggregation can be employed in assessing both kinds of projects. Both kinds of projects must sometimes evaluate how communication interventions impact rankings among available development priorities, or preference sets.

This paper will apply Sen's capability approach and the role of social choice theory to the challenge of communication program assessments. An exploratory empirical study will be reported for purposes of illustration.

References:

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Id: 12482

Title: Interpersonal Surveillance and Resistance in Social Media

Session Type: Individual submission

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Abstract: Surveillance has a long history in social development even in today's networked society (Castells, 2000, 2009, 2011). The proliferation of participatory surveillance studies in social media (e.g Andrejevic, 2005; Albrechtslund, 2008; Bauman & Lyon, 2013; boyd & Marwick, 2011; Marwick, 2010; Muise, Christofides, Desmarais, 2009; Tokunaga, 2011; Trottier, 2011; Utz & Beukeboom, 2011) proved the significance of surveillance studies in communication technologies. However, despite being central to the dynamic of surveillance, the concept of resistance remains underdeveloped within the surveillance studies corpus. This study aims to draw upon the theoretical perspective of sociomateriality (Orlikowski, 2007, 2009; Orlikowski & Scott, 2008) to focus on the human interaction with the material representation of social media, such as Facebook to argue that Facebook's interpersonal surveillance and resistance are co-construction of the social and the material.

By using ethnography, with combined methodologies of participant observation, data collection of two participants' Facebook visible interactions, alongside with in-depth interviews. This study is aims to explore the interactive relationship between human and material to find out how surveillance and resistance are co-constructed in Facebook, to unveil the dissolved boundaries of the social and the material.

Our study showed that 'personal context' and 'network(ed)' could cause panopticon works because leaking and overlapping of personal context would hinder users' performances and attract unintentional audiences. This is because the 'limitless network expansion' not only dissolved various boundaries of users performances, the fadeless 'still-existence of power relations and social hierarchies' underneath the digitally displayed user-interface still remind people about the hierarchical system of power. Therefore, resistance in our study has shown to be a self-reflexive strategic action that users appropriated to achieve intentional goals in order to explore possibilities of less containment derived from the co-construction of interpersonal surveillance in social media. We found that Facebook users resist to 'network(ed)' with 'hidden settings', and resist to 'personal context' with 'official performances'.

Users are some positive self and play as the 'resistors' that strategically acted out in public with 'official performances' and practise 'hidden settings' to negotiate their position of power within a particular system. Hence resistance was no longer the direct opposition to the oppression of dominant power but serves as the strategic weapon of users to maintain their visibility and social

relations by perform partially and hide themselves partially to comply with norms via simultaneously switching their performances with 'official/hidden transcripts'.

Keywords: co-construction, resistance, sociomateriality, surveillance.

Id: 12524

Title: A reflexive snap: online journalism strategies and Snapchat

Session Type: Individual submission

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Abstract: This paper aims to investigate, through an epistemological and analytic approach (Quivy, 1995) the conception, planning and implementation of a Snapchat account in a journalistic online platform. It is actually the full report from the implementation of a new way of doing journalism in Social Media, disregarding memory or timelines, favoring the moment, and envisioning creative ways to communicate with Snapchat users. The whole concept is also based on a series of observations and associations to other Snapchat accounts all over the world. According to Deuze (2006:4), “Media as social institutions do not escape the sense of accelerated, unsettling change permeating liquid modern life, and it is exactly this notion of volatile, uncertain (global and local) flux that professional journalism fails to come to terms with”. Moreover, we intend to setup an initial guide to journalists who can see that the scenario is constantly changing. Snapchat is being considered, by numerous specialists, the app of the future. It transforms interaction into a closer and more private process, where people and newsmakers are all at the same level, redeeming the ‘one to one’ paradigm in communication. “Access is seen here as presence, while interaction is seen as the construction of socio-communicative relationships, and participation is linked to power and decision-making” (Carpentier, 2015:23). Now, journalists have to make an effort to produce content for all kinds of individuals with all kinds of needs, with one thing in common: the desire to be unique and special. Deuze (2006:2) points out that “what journalism has lost, as it is produced within the confines of mainstream news media corporations, is 'touch' with what sociologists like to call reflexive or liquid modernity”. We will try to describe and investigate the case of the journalistic online platform P3, part of the Portuguese newspaper Público. As for the meaning of to snap, we intend to show how Snapchat can be used to cover all kind of events, despite the lack of academic reference or manual to explain it, as well as to analyze how this account can convey new target audiences to P3. Online since 2011, P3 intends to be a quality website of Público, directed to a younger audience (17-35), whit articles about design, environment, politics, culture and events, galleries and testimonials from influent and unknown people. UGC are one of the main sources for P3 editorial policy, and this fact can contribute to the development of a unique and bright way to connect media corporations to former audiences. We contemplate this as a

good opportunity to foster a new perspective in newsmaking, targeting a whole new idea of producing to this 'special self'. The implementation of this project follows Bauman's (2002:17) idea of our liquid state of life: "We live today under conditions of permanent revolution. Revolution is the way society lives nowadays. Revolution has become human society's normal state."

Id: 12536

Title: The oral transmission of the empirical experience as 'historic information': The case of the 1974 events in Cyprus

Session Type: Individual submission

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Abstract: This research project explores the process in which transmission of historic information affects the collective memory in the cultural and national background, as well as the establishment of national identity. Through in-depth semi-structured interviews conducted with individuals aged 18 to 28 (Greek and Turkish Cypriots who represent the youth of both sides), an attempt has been made to explore their relations with the traumatic experiences of the 1974 events in Cyprus; That is, in temporal terms, an event that took place more than a decade before their birth.

Collective memory has a dominant influence when it comes to the way individuals and societies remember, conceive and represent their history. Halbwachs (2013) draws a distinction between collective and individual (autobiographical) memory. Individual memory is specific, since it refers to events experienced by someone who was present when they occurred. On the contrary, collective memory exceeds the perspective of individual memory, including information that is long away from one's personal experience. The dominant narratives can be examined as modulating factors regarding the symbolic core of the social representations of the past, as well as organizational principles apropos to the quality of the inner group's relations, as well as the relations between Greek and Turkish Cypriots. This is possible through the continuous appeal and preservation of the national identity. The new generation in Cyprus carries involuntarily the memories and the traumas of the previous generation.

Hirsch (cited in Olick et al, 2011:347) postulates that "meta-memory" outlines the way next generations experience memory through the stories, the images and attitudes with which they grow. She further pointed out that these experiences are transmitted in such intense ways that phenomenally end up being their own memories. Therefore, the relationship between "meta-memory" and the past is that of an imaginative investment, projection and experience. Growing up with these narrations about memories that preceded their birth and remain paramount in their own memory, these individuals are unable to critically assess the events resulting in the vacuum in their memory being filled by the memories that were shaped prior to theirs and propagated

through the collective narrative. This brings about the projection of self as the result of multiple effects on the individual both from oral and written narration.

The project aims to evaluate the extent to which the hegemonic transmission of information, through official education, affects their narration. Through discourse analysis it is examined in a critical manner, whether there are any influences regarding the way national identity is conceived, even when official history is questioned. Furthermore, this paper explores the ways in which the State (in both communities), through the official curriculum in history, attempts to influence the students' creation of their imaginary Other.

Id: 12546

Title: Critical Ethnography of Memory: Local Memories of Francoist Repression in Spain

Session Type: Individual submission

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Abstract: The winners of any conflict often try to impose their views on the defeated. Through official and unofficial mechanisms, most of which operate under the aegis of the state and other agents that work on its behalf, the voices of the defeated are silenced. One important counter-mechanism that may serve to resist the imposition of the victors' perspective, is found in the collection, analysis and publication of oral testimonies, which give expression to silenced and oppressed memories (Portelli 2006). Orality therefore provides us with a window into past events or, rather, with multiple windows that allow us to see and take account of the myriad histories of which the past is actually composed, according not to the state-imposed version, but to the ways in which people on the ground remember it. Based on an ethnographic study conducted in a southern Spanish village, this paper examines the local memories that a group of villagers have recalled and narrated about the repressive measures that were adopted since Franco's military coup on 18 July 1936. The paper places these local memories in relation to the state-sanctioned politics of oblivion that still prevails in Spain, eighty years after the beginning of the conflict.

Id: 12630

Title: Evaluating Communication for Development and Social Change field in Spain: hybridizations, tensions and possibilities

Session Type: Individual submission

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Abstract: The strategic importance of communication in Spanish solidarity organizations has gained importance from the 1990's to the present. There are contextual elements that make the case study of Spain more attractive than others according with the way in which the field of Communication for Development and Social Change (CDSC) has been built historically.

Starting with a review of the literature about CDSC in the Spanish context during the last few years (Fernández Viso, 2012; Marí Sáez 2016) one can set a series of stages in the process of awareness of the importance of communication in the field of cooperation from Spanish institutions, NGOs and social movements. This process poses continuities and discontinuities with respect to the debates and reflections of the field at the international level (Fair and Shan, 1998; Gumucio and Tufte, 2005; Morris, 2003; Servaes, 2003, Enghel and Wilkins, 2013, Thomas, 2014).

In this context, this communication aims to evaluate the field of CDSC in Spain. Taking a dual strategy methodology as a starting point (bibliometric analysis and case studies), this investigation tries to map the presence of the CDSC in communication research in Spain, with reference to similar investigations conducted successfully in Anglo-Saxon countries (Lennie and Tacchi, 2013; Mansell, 2011). More specifically, the bibliometric analysis aims to analyze, in the first 10 Spanish journals, the articles published on CDSC, in order to identify the weight of the field in the whole of the Spanish scientific production, the main authors and approaches, and the dominant theoretical perspectives.

On the other hand, the case studies (4) were selected based on factors such as: 1) the stages in which they can be structured in the CDSC in Spain; 2) the diversity of the social actors who drive these initiatives (Research Institute, NGO, active citizenship), or the importance of digital / analog dimensions in communicative actions that have been carried out.

Preliminary results of this research point to: a.) A marginalization of the CDSC field in Spain, and a hybrid character and little rigor when it was epistemologically constructed. b) The emergence of phenomena such as the 15-M movement, which generates a prominence of participative communication oriented to social change from diverse perspectives (political communication, hacktivism, civic journalism, etc.) do not always fit in the tradition of the CDSC

and are not always consistent amongst themselves (modernizing approach / participatory approach) c) The various transitions (communicative, paradigmatic, political), on which the CDSC field stands in Spain, indicate the unorthodox nature of it. d) At the same time, the potential of some case studies (as 15-M) allow us to explore new possibilities in the field in a context of multiple hybridizations.

Id: 12705

Title: Embodied solidarities: Online participation of refugees and migrants as a political struggle

Session Type: Individual submission

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Abstract: KEY WORDS: participatory cultures, refugees, migrants, media solidarity, politics of body, public sphere

Much of the literature on the participatory practices of online media among migrants draws theorizations of hybridity and identity, exploring the ways in which identities are negotiated and created within transnational spaces of the internet (Baily et al 2007; Ibrahim 2008; Sreberny 2005). While acknowledging the relevance of the previous research, this paper focuses on the political dimensions of these participatory practices by exploring online participation of refugees and migrants as a form of 'media solidarity'. The paper introduces the concept of media solidarities to discuss the struggles of recognition and voice on social media. These struggles have emerged as a response to the increasingly hostile political climate in Europe against refugee and migrants. By introducing case studies on a Facebook campaign 'Once I was a refugee' and Finnish online communities of diasporic youth the paper discusses the ways in which vulnerable others organize on social media and create counter-voices through self-presentation and visualizations of body. The paper draws on theorizations of body and politics (Bordo 1994; Ahmed 2004) and on the concept of participation (Freire 2000; Pateman 1970) to show how in online environment, through politics of body, expressions of solidarity are connected with trends and tastes cultures in ways that apparently trivial online sites root new forms of embodied political struggles and banal solidarities. The paper further discusses the challenges of these struggles that are often organized as transnational, yet to gain political impact, they need to be recognized in the national public sphere. Thus the paper points out the possibilities and limits of transnational digital participation shaped by national, technological and commercial logics of the web. It shows why transnational publicity (Fraser 2007) is necessary for global solidarities and presents conditions by which transnational voices may travel to national politics and become heard.

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Id: 12742

Title: Forging "history from below" ' what role for alternative journalism'

Session Type: Individual submission

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Abstract: Mainstream journalists play a key role in the construction of a given society's historical record on the basis of purportedly objective facts. Alternative journalists, by contrast, seek to challenge the dominant historical record, foregrounding vital social issues from the perspective of actors typically marginalized or absent in corporate media discourse. While many communication scholars wax enthusiastic about the potential of new media to enhance the capacity of alternative journalists to forge a "history from below," our research findings indicate that these capacities are not without their own struggles. This paper uses empirical evidence to critically analyze some of the changes and challenges in the contemporary mediascape to the ability of alternative journalists to challenge History with subaltern representations, including social movement collective memory.

The ambivalences of the potential held by digital media of communication will be critically examined using empirical findings of the Media Action Research Group (MARG) in Canada. Working from a feminist perspective using a Participatory Action Research methodology, the broad aim of MARG is to document in order to help address the myriad challenges faced by anti-capitalist, anti-racist, anti-colonial, feminist, queer and trans media activists in Canada and beyond. Our first data set was collected in semi-structured "radical media mixers" (i.e. activist workshop discussion groups) with over ninety media activists that took place in 2014-15 in six sites across Canada. Our second data set derives from 20 semi-structured, individual interviews with media activists on the themes of alternative journalism, collective memory, anti-oppression practices, and resource mobilization. We find that under-studied tensions and contradictions exist with respect to Canadian media activists' interest in, and collective as well as technological capacity for, the creation of "history from below." Collective memory by media activists is sometimes shaped by the dominant groups, using corporate platforms, thus replicating systemic oppressions of the dominant culture, despite explicit commitments to the contrary.

Id: 12757

Title: PANEL: Evaluating C4D in the age of the SDGs

Session Type: Panel Submission

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Abstract: The 2009 UN inter-agency roundtable on C4D identified an urgent need for a robust, comprehensive and grounded framework for understanding the impact of C4D. With the adoption of the Sustainable Development Goals (SDGs), and increased focus on the role of communication in localisation, social accountability and participation, this need is greater than ever.

A three-year research partnership between RMIT University, University of Hyderabad and UNICEF is responding to this need, using participatory action research to work towards a resource and supporting processes for improved RM&E of UNICEF's C4D activities. In particular, the Evaluating Communication for Development; supporting adaptive and accountable development project seeks to bridge the divide between results-based (accountability) and learning-based (effectiveness) evaluation approaches in order to achieve sustainable development and social change that better meets development goals. This requires developing capacity in new evaluation approaches to improve effectiveness in the long-term. The project aims to develop and test an overarching framework for evaluating C4D that is useful and feasible in terms of both learning and accountability.

Now at the halfway point, this panel shares and reflects on the progress and insights generated so far in this project. Rafael Obregon, Chief of C4D at UNICEF, and Jo Tacchi, Professor at RMIT University and Director of Research and Innovation at RMIT Europe, open the panel by providing an introduction to the project and the implications of the adoption of the SDGs. Vinod Pavarala, Professor at University of Hyderabad, and Ketan Chitnis, of UNICEF C4D, share the findings from the first year of scoping research involving UNICEF offices in Vietnam, India, Kenya, Tanzania, Malawi and Uganda. The third paper by Dr Tripta Chandola, Professor Jo Tacchi, Professor Vinod Pavarala and Jharna Brahma focuses on an analysis undertaken with UNICEF in West Bengal investigating the processes used to mobilise communities to become the first open defecation free district in India in just 15 months, with insights for the ways in which C4D is understood and how evidence can be generated. In the fourth paper Dr Jessica Noske-Turner, Jharna Brahma, Ho Anh Tung, and Anita Gurumurthy review the use (and misuse) of indicators in the monitoring and evaluation of C4D, including a comprehensive literature review of options beyond generic knowledge, attitudes and behaviours-based indicators. Finally, members of our International Expert Advisory Group, Karin Wilkins and Anita Gurumurthy respond to the project's findings and reflect on future directions for this research project and beyond.

Paper 1: Approaches to Evaluating C4D: an emergent framework
Rafael Obregon, Jo Tacchi

Paper 2: Insights from scoping research and a view towards capacity strengthening
Vinod Pavarala, Ketan Chitnis

Paper 3: Insights from scoping research: Understanding the Nadia success story
Tripta Chandola, Jo Tacchi, Vinod Pavarala, Jharna Brahma

Paper 4: C4D and development indicators and the implications of the SDGs
Jessica Noske-Turner, Anita Gurumurthy, Jharna Brahma, Patricia Portela Souza

Discussants: Karin Wilkins and Anita Gurumurthy

Id: 12758

Title: PANEL: Evaluating C4D in the age of the SDGs

Session Type: Panel Submission

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Abstract: Paper title: Approaches to Evaluating C4D: an emergent framework

The Evaluating Communication for Development: supporting adaptive and accountable development project is a three-year action research project responding to need for a robust, comprehensive and grounded framework for evaluating C4D. The approach being developed and implemented through this research responds to an identified need for greater openness, freedom, flexibility and realism in planning and designing C4D and social change evaluations and in the selection of methodologies, methods and indicators that are appropriate to help us in taking a learning based approach to UNICEF's C4D activities. Using participatory action research with selected country offices in UNICEF, the project builds on new approaches to evaluation to develop implement and evaluate such an approach, continuously evaluate progress, and adapt the implementation accordingly.

The project works towards three practical outcomes: the development of a 'guide' for C4D RM&E, building 'Regional Hubs' and establishing 'Learning Networks'. Each of these three objectives are specifically designed to go beyond creating another toolkit for C4D monitoring and evaluation, since many of these already exist (though they are not necessarily effectively used). Instead, the idea is to build a resource (the 'guide') that can link to pre-existing resources while helping to make explicit the implications of the different available options and choices made when designing evaluations. To support this, local and regional capacity strengthening activities with a focus on sustainability will be incorporated (Regional Hubs), together with support for ongoing knowledge management and learning from research and evaluation (Learning Networks).

As the Sustainable Development Goals (SDGs), finalised in 2015, become the focus of UNICEF's work through to 2030, the importance of evidence for C4D is again at the fore in relation to the contribution of communication to participatory and locally led process of national strategy development, localisation of implementation and monitoring, and social accountability.

Id: 12759

Title: PANEL: Evaluating C4D in the age of the SDGs

Session Type: Panel Submission

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Abstract: Paper title: Insights from scoping research: capacity development

Cumulatively the scoping research for the Evaluating Communication for Development: supporting adaptive and accountable development project reinforces the need for the three proposed practical outcomes: a ‘guide’ for C4D research, monitoring and evaluation; the building of ‘Regional Hubs’; and the establishment of a ‘Learning Network’. There are, however, significant differences across different participating offices (Country Offices in Vietnam, India, Kenya, Tanzania, Malawi, Uganda and the Regional Office in Eastern and Southern Africa).

Although the ‘guide’ didn’t pique the interest of the India Country Office immediately, our collaboration there suggests that some guidance on commissioning non-standard, more learning-based evaluations might be useful. Our work with the Vietnam Country Office similarly suggests that some guidance on commissioning evaluations, coupled with capacity building with key consultants, institutions, and other research centres will be key. There was strong interest in Eastern and Southern Africa in finding out about new tools, especially alternatives to Knowledge, Attitude and Practices surveys which were considered to be the default and often lacking in quality, and participatory approaches, especially where these are sensitive to the context of adolescent and sensitive topics such as violence against children, HIV/AIDS and child marriage. In addition, there is much scope to build on some innovative approaches already being experimented with, such as in the Tanzania Country Office which has examples of using listening groups, participatory action research, a network of community researchers in its C4D research and evaluation.

Despite this variation, the scoping research affirms the importance of building supportive processes in order to build capacity. UNICEF staff are overwhelmed with tools and toolkits and therefore in order to be useful the proposed ‘guide’ must serve as a decision making tool, making clear the implications of those choices. Further, the capacity building initiatives must extend to

local governments, implementing partners, research and evaluation institutions and consultants.

Id: 12760

Title: PANEL: Evaluating C4D in the age of the SDGs

Session Type: Panel Submission

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Abstract: Panel title: Insights from scoping research: Understanding the Nadia success story

Nadia district of West Bengal state in eastern India won national and international attention last year for achieving one hundred percent Open Defecation Free (ODF) status. It is significant in light of the national campaign on sanitation and cleanliness called Swachh Bharat (Clean India) spearheaded by the Prime Minister's Office. This paper presents a retrospective analysis undertaken by the research team of Evaluating Communication for Development: supporting adaptive and accountable development project to understand and assess the complex processes that have contributed to the success of the Nadia campaign. Combining multi-sited ethnography with action research, the study maps the roles of various stakeholders in the social change process and analyses the contextual factors that frame the spreadability and sustainability of the Nadia project. Through in-depth interviews with key actors at the village, block and district levels, the paper provides an interpretation of how communication for development is understood and evidenced on the ground.

Drawing from these research insights the paper proposes to consider, from a communication for social change perspective, the mechanisms of knowledge production which took place in Nadia. In what ways did communities operationalise social, cultural and political mandates to take

responsibility of the initiative locally while responding to State-led programs? This research, the paper insists, will have far-reaching and long-term impact on the sustainability of initially successful open defecation initiatives in West Bengal as well as in other parts of India. It will argue that a communication for social change approach is important to initiatives like Swachh Bharat.

Id: 12765

Title: PANEL: Evaluating C4D in the age of the SDGs

Session Type: Panel Submission

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Abstract: Panel title: C4D and development indicators and the implications of the SDGs

The challenges associated with articulating appropriate communication for development and social change indicators was a key theme emerging from the scoping research of the Evaluating Communication for Development: supporting adaptive and accountable development project. It is also widely recognised as a challenge in the academic literature, and several guides and reports have been produced in the grey literature in response to this need. As UNICEF and other agencies shift to their focus to the Sustainable Development Goals, there is a renewed interest in improving indicators for C4D. This paper reports on the challenges identified by UNICEF, and follows with a literature review drawing on both academic and grey literature with a focus on the practical and critical contributions to this challenge. We use a broad and inclusive definition of C4D, including new communication technologies, with a particular emphasis on understandings of C4D that recognise that processes that are self determined by people whose power we seek to

impact positively are key to sustainable social change.

After reviewing the use of indicators for C4D in UNICEF we begin by outlining some general guidance on indicators (applicable beyond C4D), the different characteristics and qualities that are possible, and some critiques of indicators. We include a specific focus on participatory indicators since participatory processes to developing indicators is advocated in much of the available C4D and CfSC literature. We then discuss communication related indicators within broader program areas like HIV, Violence Against Children and Child Marriage. Most of these are fairly well known and quite mainstream indicators relating to knowledge and behaviours. Finally we discuss C4D specific indicators including both sets or guides for indicators designed for behaviour change communication and for communication for social change approaches that involve processes of community mobilisation and action.

By critically reviewing the available resources, we consider the extent to which existing guidance on indicators capture the deeper shifts enabled by the communication processes, as well as the multivalent nature of communications and local media for the most marginalised. This review finds that although there are some existing resources that intend to guide the development of C4D indicators, there remain challenges to fully operationalising these in meaningful ways.

Id: 12796

Title: Friends and Family' / Trace 2.0

Session Type: Individual submission

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Abstract: This paper focuses on use of social media within the context of trace and reunion of Irish adoptees. Traditionally the tracing and reunion process had purposefully taken a considerable amount of time, through letter writing and eventual potential face-to-face meetings, with the guidance and support of social workers and therapists with specialist training. Due to the closed nature of most adoptions, adoptees have little or no information and need contact with and assistance from adoption agencies to find out even most basic information. Currently most adoptees need to wait more than two years from initial contact with their adoption agency to active trace, sometimes waiting lists may be as long as five years. However today with even the smallest amounts of information individual adoptees and birth parents initiate and develop search and tracing strategies through the use of ICTs often without the support and guidance of specialised social workers and therapists.

The change in speed, range of searching and often unsupported reunions has not been studied in depth an Irish context. This research seeks to develop understandings of how the use of ICT's, especially social media affects this process and what the effects on those involved are.

The paper includes experiences and perceptions of ICT enabled trace and reunions from key stakeholders which includes adoptees, birth parents, extended birth families, adopted families and the social workers that work with the adoptees.

While the search for information about birth parents may be viewed as a basic human right the motivations to search are mostly rooted in the want to know where they come from, the circumstance that led to their adoption or why they look like they do. Frequently a need for tangible information such as medical history or genetic material may urge adoptees to trace. Major life events seem to trigger the initiation of tracing, most prominently marriage, birth of a first child or an unexpected health issue ranging from physical or mental health issues such as breakdowns or depression. This offer insight into why most of those engaged in searches are in their mid thirties. Consideration thus is given to the age and level of digital literacy those engaging traces may have. For the most part this generation represent digital migrants and individuals who may not have social media integrated into their daily lives.

This paper offers findings and insights into both, the largely unsupported, trace process and the longer term experience of reunion. Resonances are found literature from migrant studies and

social media including the effects of boundary blurring, context collapse and performing for imagined audiences. Furthermore the construction and performance of identity online offer a useful framework to further refine the analysis.

Id: 12893

Title: Reconstructing Collective Memory through Participatory Approaches: A Study of Transparency International, Kenya's 'Citizen Demand Programme' Kisumu County

Session Type: Individual submission

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Abstract: By Gloria Anyango Ooko (Lecturer, Moi University, Department of Communication Studies)

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ABSTRACT.

There is no doubt that groups remember more than individuals even though collective memory is a construct of the dominant elite. Therefore participatory approaches, where everyone who has a stake has a voice, can enable people remember better while deconstructing their collective memory. Fortunately participation was enshrined in several articles of the Kenyan Constitution promulgated in 2010. It is on this premise that various Civil Society Organizations (CSOs) embarked on civic education to mobilize citizens to participate in activities of devolved governments to ensuring accountability. Transparency International–Kenya (TI-K) is one such organization. To increase accountability, TI-K rolled out ‘Citizen Demand Programme’, a participatory programme in mainly rural Kenyan communities. The programme aimed at encouraging participation of citizens in local governance to ensure social accountability. This paper will present the findings of an evaluation of communication strategies used in the TI-K’s ‘Citizen Demand Programme’ in a rural community in Kenya. Specifically, the study analysed the narrative approach to dialogue used by TI-K facilitators to determine how it provided collective memory among the people enabling them to be more socially accountable. Paulo Freire’s concept of dialogue is used as both a theoretical framework and a tool of analysis. The study used a mixed method approach and explanatory sequential design; structured random sampling and purposive sampling to come up with a sample of 250 for the quantitative phase and 16 for the qualitative phase. Findings show that participatory narratives provide channels for alternative stories, creating a wider collective memory different from that created by non-participatory strategies. Further the participatory approaches helped construct an alternative collective memory different from that created by mainstream media and the political elite. Moreover participants shared knowledge learnt with other members of the community who were not part of the programme, further broadening the collective memory. This enabled the previously excluded non-elites to enter public debate. In addition, participatory approaches strengthened participants’ retrospective and prospective memory since individual’s who had

previous experience participating in social accountability issues were more likely to participate in future than those who had not. Previous participation thus created retrospect memory based on which people had some expectations of what should happen in future.

Id: 12997

Title: PANEL: The many shades of participation. Participatory intensities and modes in communicational practices

Session Type: Panel Submission

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Abstract: The participatory potential of media has often been subject of academic research, usually associated with the hype of internet. Different media and communication technologies are evaluated differently in terms of the opportunities they offer for participation and engagement of individuals and groups. However, the ways that participation is defined, audience is understood, and the very perception of what a medium is, set the limits of every discussion. This panel will look at how different communicational settings allow for different participatory outcomes and intensities, and how individuals and groups engage in participatory practices, in fashions and settings that move beyond the dominant perceptions of organisations, media and participation.

Bringing in an inclusive perspective of media and communication, this panel aims at addressing, both theoretically and empirically, issues of involvement, engagement, interaction, empowerment or disempowerment and the limits or new frontiers created by participatory opportunities and actual practices.

For this purpose, a variety of communication environments, technologies and media will be examined, including online news media, online games, and new media technologies used for organisational and social change.

Bringing in discourse theory, (new) materialism, critical discourse analysis, political economy of new media, organisational communication approaches and theories of communication for development and social change, this panel will examine different issues and dimensions of participation, that traverse fields, texts and practices.

Panellists and titles of their papers:

Nico Carpentier, Participatory theory and the discursive-material knot

Vaia Doudaki, Free expression, in/tolerance and participation: Exploring The Local's forum discussions on the refugee crisis

Patrick Prax, Dimensions of participatory game design in virtual worlds and multiplayer online games

Therese Monstad, An interactive video website as a mode for communication about change:
Exploring the impact on participation and empowerment

Ylva Ekström, Problematizing the understanding of participation, communication and
empowerment in the field of communication for development and social change

Id: 13001

Title: PANEL: The many shades of participation. Participatory intensities and modes in communicational practices

Session Type: Panel Submission

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Abstract: Paper title: Free expression, in/tolerance and participation: Exploring The Local's forum discussions on the refugee crisis

The online media are considered as offering a variety of opportunities for free expression and participation of the audience in the discussion of issues of public concern. On the other hand, a number of scholars point to the inherent limitations in any opportunities of engagement and participation offered by the mainstream media, since the latter still largely control the flow and range of information, while the audience's presence is monetised for attracting commercial gains (Domingo et al., 2008; Jönsson and Ornebring, 2011).

This paper examine issues of audience expression and participation in mainstream online media, taking as a case study the Swedish edition of 'The Local' (www.thelocal.se) and focusing on news regarding the refugee crisis.

Sweden has a long history of immigration and has been one of the most tolerant western countries towards immigrants (Eurobarometer survey, October 2015). At the same time, the anti-immigration (political) discourse is gaining strength, as the last general election results manifested, with the nationalist Sweden Democrats receiving nearly 13 percent of the vote. During the past months, news on 'unprecedented flows of refugees' that risk to flood the country, or about immigrants/refugees being either victims or perpetrators of violent acts, is on the daily agenda of Swedish media. There are indications that the Swedish society follows the international trend where both heterogeneity and multiculturalism, as well as extremism and nationalism, are on the rise. These phenomena echo the tensions and contradictions generated by the ideals of the nation state and the clear national identity in multi-ethnic, multi-community societies (Wodak, 2015). These tensions are reflected both in the media coverage and in the audience's reactions.

Within this context, this paper will look at how the public responds to the (im)migration and refugee related events and their news coverage, through their comments in the discussion forums and the facebook page of the Swedish edition of 'The Local'. 'The Local' has a big community of members which, according to the outlet, freely and without moderation, set issues for discussion and interact in the outlet's online forums. This case study will give the opportunity to examine the conditions, dimensions and limitations of audience participation within and through

mainstream media (Carpentier, 2011), in relation, among others, to issues of free expression, empowerment, (in)tolerance and extremism.

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Id: 13002

Title: PANEL: The many shades of participation. Participatory intensities and modes in communicational practices

Session Type: Panel Submission

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Abstract: Paper title: Participatory theory and the discursive-material knot

While in the field of media and communication studies the notion of participation is still often used indiscriminately, there has simultaneously been a development towards a more refined theorisation of the concept, which in turn has fed the more theory-based research projects into these participatory processes. This paper aims to contribute to this latter development by linking the power-based definition of participation (where participation is defined as the equalisation of power relations between privileged and non-privileged actors in formal or informal decision-making processes) to the ongoing theoretical debate about the relationship between the discursive and the material. New materialist philosophies (De Landa, 1996; Barad, 2007; Dolphijn and van der Tuin, 2012) have gained a strong presence in academia, but have also provoked critiques for the lack of attention for the discursive component of social reality. This theoretical paper will first argue that the discursive and the material interact – or, in other words, that they form a discursive-material knot. Then the paper will outline a theoretical framework that allows articulating participatory processes as engulfed in an assemblage of discourses and materialities. Starting from a discourse-theoretical perspective (Laclau and Mouffe, 1985; Carpentier and Spinoy, 2008), a series of structuring discourses and subject positions (the citizen, leader, owner and expert), crucial to participatory processes, will be discussed. This discourse-theoretical approach to participation will then be enriched by a (new) materialist approach, which scrutinizes the role of materiality at the level of access, interaction and participation.

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Id: 13006

Title: PANEL: The many shades of participation. Participatory intensities and modes in communicational practices

Session Type: Panel Submission

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Abstract: Paper title: Dimensions of participatory game design in virtual worlds and multiplayer online games

MMOs (massively multiplayer online games) and virtual worlds require player participation in order to become functioning games or places (Bartle, 2004). Even outside participation through play, the creation of game economy, game culture and even parts of gameplay, are largely dependent on player creations (Pearce, 2006; 2009; Taylor, 2006; 2009). The analysis of player-created content, like interface modifications (Prax, 2012) and collective learning tools, shows that the influence of player participation does extend to the design of the game itself (Prax, 2015). However, while player creators are participating in the creation and design of the game, it is not clear whether the creation of the game can be understood as a participatory process because of the asymmetric distribution of power and control. As Taylor puts it in a description of the power relationship between players and the games' production companies, the companies can "take the ball and go home" (2012: 171).

This paper then studies the case of a specific interface modification of one of the most successful MMOs, World of Warcraft, CTMod, as an example for a participatory process in game design. CTMod was one of the most influential add-ons in the early years of World of Warcraft and had considerable influence on the game, making raiding, which was the dominant play style at max level, viable. The success of the add-on led to the invitation of its creators (as well as of a few other player creators) to contribute to the development of the API (application programming interface) for add-on development in World of Warcraft. This example shows that while the production company typically controls the technological access to the game, preventing any play and design outside its own vision, and even using threats with legal actions (Kow and Nardi, 2010), there are incidences of enhanced or even full participatory processes.

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Id: 13011

Title: PANEL: The many shades of participation. Participatory intensities and modes in communicational practices

Session Type: Panel Submission

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Abstract: Paper title: An interactive video website as a mode for communication about change: Exploring the impact on participation and empowerment

Globalization and technology advancements require a participative and empowered workforce in order for contemporary organizations to be competitive. Hence, means to facilitate and augment both participation and empowerment are given increased attention in contemporary organizations. Scholars and practice alike acknowledge that these processes require more, as well as enhanced communication (Stohl and Cheney, 2001). Organizational interest in audio and video technologies has surged as infrastructures and network capacities have improved and IT is increasingly used for internal communication (Krishna, 2007). Surprisingly, there have been rather few studies of such technologies in organizational settings.

Attempting to address this scarcity, this paper examines the relationship between the use of an interactive video website and employee participation in a process of organizational change, in a biotechnology and medical device organization. Meetings have historically been the main forums for communicating changes in this organization. However, as the organization grew, these meetings acquired a unidirectional communication character, where senior managers inform employees and there is little room for conversation. The challenge has thus been to find alternative communication processes that promote conversation. The interactive video website was an attempt to meet this challenge.

The idea was that the interactive video website should encourage enhanced communication between all organizational members, which in turn would facilitate employees' participation and empowerment processes. The organizational change involved incorporating the organization's core values in the daily work. A total of four videos were produced and launched on the website. Employees could watch and rate videos, post questions and share opinions regarding the content. The idea was that they would engage in conversation both online and offline.

This study emanates from the contentions that organizing occurs in conversation and that organization emerges in communication (Taylor, 1999). The work is informed by the communicative constitution of organization (CCO) approach (Brummans et al., 2014) and a mixed methods approach, comprising observations, surveys, focus groups sessions and individual interviews, was adopted. The results disclose reduced overall employee participation and low perception of empowerment among the employees. Reasons for why the initiative did not meet expectations, mainly pertaining to organizational factors, are discussed in the paper.

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Id: 13014

Title: PANEL: The many shades of participation. Participatory intensities and modes in communicational practices

Session Type: Panel Submission

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Abstract: Paper title: Problematizing the understanding of participation, communication and empowerment in the field of communication for development and social change

Participation and empowerment have been core concepts in the discourse and the practice of communication for development and social change since the 1970s. Ever since, there has been an ongoing discussion about the obstacles for participatory communication and empowerment in practice, and about the complexities and ambiguities of participation as a scientific concept in relation to communication and social change (Quarry and Ramirez 2009). With the emergence of new media technologies, new opportunities and potentials arise on the horizon – in the world of practitioners and policy-makers, as well as in academic discourse. But, with only minor variations in the unequal power structures of the world, and the persistently uneven distribution of access to mediated communication channels and new technological tools, very few steps towards real participation (in the sense of opportunities for the unprivileged to make their voices heard – and listened to – and thus empowering the disempowered) seem to be taken.

This paper aims at problematizing the understanding of participation, communication and empowerment in the field of development and social change by:

(1) Arguing for broadening the perspective of the field to include: a. not only the intentional communication initiatives aimed at bringing about social change, but also those unintentional, mundane processes of social change taking place through communication practices that are part of peoples' everyday lives; b. not only examples and case studies from the so-called Global South.

(2) Emphasizing the importance of: a. an in-depth understanding of the histories and traditions of communication practices, patterns and ecologies of societies where change is taking place and where “new” media and communication technologies are integrated (Nyamnjoh 2011; Ekström et al., 2012); b. a historically contextualized understanding of the indigenous comprehension of participatory communication and “communicative democracy” of these societies (Spitulnik 2002).

A brief literature review of recent theoretical discussions and case studies in the field of communication for development and social change focusing on participation and empowerment will form the basis of this discussion. It will be followed by an illustration of the argumentation above by examples from research conducted by the author in East Africa, as well as examples from other researchers' work in other parts of the world.

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Id: 13102

Title: Alternative Food Networks and Human Development: Connecting global food producers and consumers through the spaces of the Internet

Session Type: Individual submission

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Abstract: This paper theorises Alternative Food Networks (AFNs), such as Fairtrade and Organics, through the prism of the Capabilities Approach. Based on the key idea that human development and well-being is multidimensional, I argue that AFNs can improve the lives of food growers in the Global South beyond income generation. One key aspect of development and life improvement is their capacity to participate more actively in the virtualisation of AFNs in the spaces of the internet. The internet is deeply embedded in the articulation of AFNs politics and the moral economy of producer-consumer connection. However, the extent to which food growers have been able to bring their own voice and reality into this connection is debatable. Instead, what prevails is a virtual commoditization of farmers' livelihoods through narratives that re-entrench core/periphery inequalities and promote imperialistic stereotypes of the developing world as inadequate and dependent on foreign intervention (Goodman et al, 2013; Hasan, 2013; Johnston et al, 2009). Following the Capabilities Approach, I theorise that, by participating more actively in the construction and dissemination of these narratives, food growers in the Global South can benefit in at least two ways: by exercising their agency and by building communication skills and technical capacity. In essence, the aim of this paper is to put forward a proposal for an experimental project that will explore the following questions: to what extent can food growers actually bring more voice in their connection with consumers? What challenges and opportunities are they expected to face? The project draws from previous research conducted with a group of farmers from The Indian Organic Farmers Producer Company Limited (IOFPCL), and specifically the desire of the farming community to engage in a more meaningful communication with foreign consumers. With the employment of a Participatory Action Research (PAR) method, it will explore the possibility of involving the farmers in the development of a website that will host stories created by them, which will become accessible to a group of UK-based consumers.

Id: 13220

Title: Social capital and participatory communication in the modern Chinese context

Session Type: Individual submission

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Abstract: Citizens' vigorous participation in political and civic arenas is a distinctive feature in a democratic society. Robert Putnam notably points out that the depleting of social capital leads to the entire decline in civic participation in democratic societies. However, there are many steps before making the comparison between the Chinese and American and evaluating the health of Chinese civic condition. The purpose of my research is to look into such questions that refer to the level of Chinese social capital and participatory communication.

“Social capital”, defined by Coleman and Paxton and coined by Hanifan (Putnam, 2000), includes two major dimensions: social connectedness and trust. China offers an interesting context for the study of social capital and participatory communication due to its rapid economic development, deep history, diverse ethnic cultures and complex social policies. This paper aims to measure the impact of social capital in participatory communication in the modern Chinese context.

Based on the literature on social capital and political participation, this study tests the following hypotheses:

H1: Generalized trust will be positively associated with participatory communication, regardless of demographic variables (such as gender, age, locations).

H2: Individuals with a high degree of feeling freedom over their own life will exhibit higher overall level of participatory communication.

H3: Membership in various forms of associations will have a strong positive effect on the level of participatory communication.

To conform to my theoretical model, the primary aim of this paper is to discern the effects of social capital on individual civic deliberation in China. Data on measures of social capital as well as political participation are derived from the 2012 World Value Surveys (WVS), which include nearly 90,000 respondents from 43 countries. This survey was conducted in the format of face-to-face questionnaire interviews in a national sample of China containing 40 primary sample units to collect individual level representative data of, from a socio-cultural perspective. In this data, the target population covers adults between the ages of 18 to 75, who reside in all 31 provinces of Mainland China.

I have found a positive link between social capital and political participation in China.

Strengthening social networks could prove a more beneficial intervention for participatory communication. Chinese tend to trust on neighbors, friends, and people in the community, and their participatory communication does benefit from this kind of trust. It is also necessary to point out that most sampling individuals rarely rely on informal, community-based organizations, as the overall score of associational membership is relatively low. Marginal increases in membership do not significantly change a person's motivation to participate in civic deliberation. For future study, a deeper analysis of demographic variables could be incorporated in this topic.

Reference:

Putnam, R. (2000). Social capital: Measurement and consequences. *Canadian Journal of Policy Research*, 2(1), 41-51.

Id: 13324

Title: 'You can't always sail in a straight line': strengthening learning and evaluation capacity in innovation projects in the Pacific

Session Type: Individual submission

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Abstract: Innovation funds and small grants programs are a growing model of funding. As a strategy it encourages experimentation, adaptation, and can enable local actors to participate in and lead development and social change initiatives. The Pacific Media Assistance Scheme (PACMAS) Innovation Fund (managed by ABC International Development) is an example of this model of funding, offering small grants for Pacific-based organisations to undertake media and communication projects. Small grants were a welcome addition to the Pacific funding environment, where regional programming and funding has been the most common response to the issues of small island populations. This paper explores the challenges of evaluating small-scale innovation funds based on action research with ABC International Development, PACMAS, and fund recipients. The challenges identified included the budget constraints of a small grant and scale of outcomes, the inexperience of some fund recipients in understanding the language and requirements of funders, the difficulty of managing and supporting a large number of small projects, and the dual challenges of evaluating 'innovation' and communication for development and social change initiatives.

In response to these challenges we developed a guide to support capacity strengthening of fund recipients with a focus on learning-based approaches to evaluation. Learning is closely associated with innovation, given the experimental nature and trail-blazing ambitions of such initiatives, and other innovation-focused funds have varying models of support for learning, such as mentoring, networks of fund recipients, and processes to enable feedback on proposals. However, to our knowledge, there are no publicly available entry level resources aimed at grassroots organisations that support an adaptive, learning-based approach with a focus on

communication for development and social change. The Innovating Designing Evaluating and Applying to Small-Scale Grants (IDEAS) Guide emphasises ownership of the design and evaluation process by organisations with consideration of all stakeholder's needs and interests, helps with unpacking the core communication approaches in the project design as a basis for identifying evaluation questions and methods, and integrates the design of the evaluation with the design of the project to enable continuous learning. This research highlights the importance of building capacity strengthening activities into innovation funding programs, especially where local community organisations are encouraged to apply. This would not only lead to better, more useful evaluation outcomes, but recognising strengthening existing capacities and encouraging ownership over the evaluation design, community organisations may use this experience and confidence to apply for more and larger grants. Capacity strengthening components of innovation fund programs can therefore be seen as outcomes of the program in and of itself.

Id: 13328

Title: PANEL: A.1 Looking Forward by Looking Backwards: Nostalgia as an Agent of Change

Session Type: Panel Submission

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Abstract: Discussant: Christine Lohmeier (Bremen University, Germany)

Paper 1: Rethinking nostalgia as an empowering performative media(ted) practice - Manuel Menke (Augsburg University, Germany) & Ekaterina Kalinina (Södertörn University, Sweden)

Paper 2: Nostalgia and the mnemonic imagination: creative remembering with everyday media - Emily Keightley (Loughborough University, UK)

Paper 3: A Grendizer phenomenon? Japanese anime and revolutionary nostalgia in Syria - Omar Al-Ghazzi (University of Sheffield, UK)

Paper 4: Catastrophes and nostalgia – reflections on (media-)events and their (instant) memories - Katharina Niemeyer (University Paris 2, France)

Nostalgia's reputation is tarnished. And indeed, nostalgia can set people in a mood making them vulnerable and responsive for a political rhetoric towards nationalism, terrorism and xenophobia, exploiting their longing for a past of seemingly simple certainties. Hence, nostalgic people are perceived as reactionary and backward-looking, fearful of the present and yearning to return to and/or preserve a 'better' past. With our panel, we aim at counteracting this perception of nostalgia as a solely negative reaction to a discontent with the present and instead emphasize its empowering potential. Therefore, we provide empirical examples and theoretical explorations of nostalgia as a productive, progressive or even revolutionary resource that has the capability to deconstruct hegemonic and political narratives and shape societies politically and culturally. Moreover, sharing nostalgic narratives connects people across time and space and creates a sense of collective identity among communities or even a whole nation based on a communal nostalgia for the future.

The panel will outline how nostalgic narratives influence change in societies and how media practices evolve around the exchange of memories as they are accessible, (re-)constructed and shared through mass and interpersonal media. Therefore, the panelists will illustrate how mediated nostalgia can bridge past and present to synchronize and legitimize visions of the future in line with or in demarcation to the past. Conceptualizing nostalgia in regard of its

communicative empowerment means to shift the focus from examining cases where the charging of the past with a nostalgic sentiment has paralyzing effects to those where it functions as an initiator for a constructive societal participation and engagement.

Our panel comprises presentations challenging the dominant conception of nostalgia as problematical and provide an alternative reading. They highlight the significance of nostalgia as a resource of empowerment and participation without ignoring its ambiguous nature. The first paper discusses how nostalgia can become an enabling media(ted) practice and thereby we challenge the contemporary academic discourse on nostalgia. Against this background, the second presentation analyzes the ways in which every day personal media practices have the potential to facilitate ethico-political action by engaging with instances of nostalgic remembering. Investigating the role of cartoons during the Arab uprisings, the third presentation also demonstrates the centrality of nostalgia as a creative force but under the circumstances of crisis and revolutionary politics. Finally, the fourth paper discusses mass media as an agent bridging discontinuities in times of crisis by investigating nostalgic media templates infiltrating diverse forms of cultural and news memories.

Id: 13334

Title: PANEL: A.1 Looking Forward by Looking Backwards: Nostalgia as an Agent of Change

Session Type: Panel Submission

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Abstract: Paper title: Rethinking nostalgia as an empowering media(ted) practice

The nexus of nostalgia is manifold and as with every other phenomenon it is an academic aspiration to analytically conceptualize it. Nostalgia is often described as a longing for the past by looking at it through “rose-tinted glass” that highlights the past’s positive in contrast to the personal and/or societal presence (Wildschut et al., 2006). Research discovered in many studies that engaging in nostalgia is a universal and common emotional and behavioral engagement among human beings and that it has stabilizing psychological effects by romanticizing the past to establish continuity of identity and meaning in life (Davis, 1977; Routledge et al., 2013; Hepper et al., 2014). Nostalgia deals with numerous phenomena, e.g. memory and history, emotion and cognition, imagination and reality, individual and collective. Furthermore, in academic discourse nostalgia is mostly framed as a reactionary longing for the past with rather negative implications. Hence, the presentation aims at deconstructing this common premise and such simplifying dichotomies by confronting them with the realities of actual nostalgic engagements. We will show that mediated nostalgia shapes collective memory and political narratives in their production as well as in their reception in a perpetual act. Investigating these nostalgic engagements offers insight into the constructive role of nostalgia in (collective) identity and memory building as well as its institutionalization in private and public communication. To understand how nostalgia can become an empowering media(ted) practice of participation we will outline where the analytical concepts we use in our research get blurry and coalesce, hence, nostalgia presents itself rather as a hybrid phenomenon of contingencies than one of dualities. Thus, we will introduce current conceptualizations of nostalgia and present how nostalgia as an empowering resource adds to the negotiation of narratives about the past and visions for the future in different media contexts. Finally, we discuss our methodological experiences in doing quantitative and qualitative research on nostalgia to exemplify the difficulties that come with attempts of grasping its complexity.

Id: 13336

Title: PANEL: A.1 Looking Forward by Looking Backwards: Nostalgia as an Agent of Change

Session Type: Panel Submission

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Abstract: Paper title: Nostalgia and the mnemonic imagination: creative remembering with everyday media

The purpose of this paper is twofold. Firstly the paper will argue for a reconsideration of nostalgia as a mode of engaging with the past. This reconsideration turns on a recognition that nostalgia is not 'all of a piece' (Keightley and Pickering, 2006). While nostalgia is always a complex response to an experience of temporal dislocation characterized as an intermingling of loss, lack and longing, the precise composition of these three elements of temporal dislocation in any given instance of nostalgic remembering differ. As a consequence, the potential of nostalgic remembering to make creative connections between the temporal tenses and facilitate progressive action in the present also varies. Secondly the paper will seek to illustrate the ways in which every day personal media, specifically music and vernacular photography, support instances of nostalgic remembering which are creative and enabling in character. With reference to empirical examples drawn from a research project investigating the mnemonic uses of everyday media, the paper will demonstrate how these media provide opportunities for bringing loss, lack and longing into productive relation, allowing us to come to terms with temporal dislocation and respond to it in productive ways in the present and future. These productive responses have two key qualities: they support the creation of new temporal meaning and future action predicated upon it, and they routinely involve the repositioning the rememberer into new productive and creative relations with others in the present. While the examples given here are not of nostalgia stimulating or supporting spectacular political action in the public sphere they do illustrate something equally important: that, as a routine, everyday way of bringing the past into relation with the present, nostalgia enabled by vernacular media has the potential to provide the conditions for ethico-political action as it involves us creatively using representations of or associated with our own pasts to take our bearings for our present and future relations with others.

Id: 13339

Title: PANEL: A.1 Looking Forward by Looking Backwards: Nostalgia as an Agent of Change

Session Type: Panel Submission

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Abstract: Paper title: A Grendizer phenomenon? Japanese anime and revolutionary nostalgia in Syria

This paper examines the resurgence in the Arab revolutionary public sphere of Arabic-dubbed and Japanese-produced TV anime and manga cartoons that were broadcast on several national Arab TV stations in the 1980s. During the 2011 Arab uprisings, particularly in the case of Syria, these cartoons gained a new life in the form of playful internet memes and re-edited and dubbed YouTube clips. Activists produced fresh social media content by infusing music and images from these cartoons with sarcastic and subversive political messages. The reimagined nostalgic animations contributed to revolutionary rhetoric, and later to a sense of political despair that retreated to the repertoire of children's media—highlighting nostalgia's capacity to oscillate between seemingly passive and active political functions. My paper analyzes the enduring importance of children's media into adult lives at times of revolution and war. The paper speaks to several themes of key importance in crisis communication. Firstly, it demonstrates the centrality of nostalgia in revolutionary politics and at times of political uncertainty and extraordinary unrest. It also provides empirical evidence of how individual media practices reflect and create collective shared memories, specifically in response to traumatic circumstances. Secondly, it is a study in authoritarian communication systems within which media texts that may seem to have little connection to politics gain political potency. In the 1980s, while Syrian official media targeted children with Ba'thist propaganda, it was Japanese cartoons that actually resonated with that young generation and got politicized into the age cohort's adulthood. Thirdly, the paper sheds light on an under-studied aspect of media globalization by considering the durable influence of Japanese anime on Arab popular culture. The animated productions, such as the super robot, Grendizer, the ninja boy, Sasuki, and the Treasure Island, were dubbed into classical Arabic, mostly in Lebanon. Their Arabic appropriation infused them with nationalist and revolutionary messages, which became engrained in the collective memories of that Arab generation. The cartoons' enduring impact, the paper demonstrates, is evidenced by the ways young adults have resurrected and reimagined their childhood's animated heroes in digital forms during the 2011 Arab uprisings and their aftermath.

Id: 13340

Title: PANEL: A.1 Looking Forward by Looking Backwards: Nostalgia as an Agent of Change

Session Type: Panel Submission

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Abstract: Paper title: Catastrophes and nostalgia – reflections on (media-)events and their (instant) memories

Based on the analysis of recent (Paris attacks, January and November 2015) and less recent events (September 11, 2001), this paper will discuss different mechanisms of news reporting when it comes to catastrophes (showing – loops – past and fictional templates) and the transition to commemorative journalism and fictional formats. I investigate how catastrophic and tragic events are labelled ‘instant’ or ‘ephemeral’ commemorations in shape of ‘nostalgic templates’ and how they then infiltrate diverse forms of cultural, fictional and news memories (television news, television series, street art, online communities etc.). Henri Bergson’s *Matter and Memory*, Maurice Halbwachs’ thoughts on collective memory and Pierre Nora’s *lieux de mémoire* form the theoretical framework for the notion of ‘nostalgic templates’. Such templates emerge within the immediate catastrophe narratives and ‘travel’ through media (on television, radio or in social media) defining collective memories and oblivion. Nostalgia, within memory and media studies, is understood as a double-sided phenomenon. First, as a mourning and homesickness for a place and a time (or feeling) that is definitely lost. Second, as a way of dealing with an unbearable present and future, a way of creative resistance without forgetting. I argue that by engaging with nostalgia negative emotions can facilitate resourceful practices of mourning in public spheres. Fictional and non-fictional media productions as well as communication in online communities can contribute to a better understanding of collective emotional reactions to disruptive media events (for example: Dayan & Katz 1992; Liebes 1998; Zelizer 2010). Hence, nostalgia becomes a critical and creative tool to engage with the future on several levels: personal, political and collective. This is the case for Paris where people came together a week after the attacks (virtually and physically) in order to demonstrate that the past will not be forgotten. Paris should stay the city it used to be by remembering those who passed away. The material for this presentation is comprised of a semiotic analysis of different media events (Paris attacks and 911), the reactions to them online as well as interviews with French journalists and American screenwriters of television series dealing with 911. These methodological approaches allow identifying nostalgic narratives emerging in media discourses and online communities that were not (always) intended by producers at the time of reporting.

Id: 13355

Title: Between opportunities and threats: An analysis of the Brazilian Landless Workers movement experiences with new media technologies

Session Type: Panel Submission

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Abstract: Between opportunities and threats: An analysis of the Brazilian Landless Workers movement experiences with new media technologies

Digital social media platforms and mobile devices have been objects of study in both the fields of communication for development and social change and social movement studies. In both fields there is a tendency to adopt media-centric approaches and focus on one medium, disregarding the interplay between new and legacy media technologies. Also, while studies in communication for development and social change have focused on developing countries, social movement studies have historically been concerned with social formations in the North. The outcome is that digital media platforms are usually considered ideal for gathering and organizing people around common goals and activities such as protests, demonstrations, and other forms of organized direct action. It has been argued that these affordances of digital social media set them apart from legacy media in the sense that new media facilitate the formation of connections between individuals, a necessary condition for mobilization, and allow for narrow-casting among those with similar interests. As a consequence, many communication and media development projects focus on providing access to technologies, sometimes without an in-depth analysis of how social movements use these technologies.

Even though digital social media platforms have been instrumental to social mobilization in different regions in the last decade, there is a more varied array of social media practices adopted by social movements. Internal dynamics of social movements, access to resources, and social aspects such as surveillance and relations to other sectors of society can modify the ways social movements appropriate of and relate to digital social media platforms. In this scenario, this paper aims to describe, analyse, and discuss how two established social movements in Brazil, the Landless Workers Movement (MST) and youth organization Levante Popular da Juventude (LPJ) construct and perform practices around digital social media. MST was created in 1984 and is the biggest social movement in Latin America, with a membership of 1,5 million. LPJ is a youth organization created in 2012 to campaign for a series of youth related issues. Based on interviews carried out with members in charge of communication tasks in both organizations, the study demonstrates that the configuration of social movements and the social structures where they act are also important determinants of how they use media in order to mobilize their

members. The need to deal with surveillance and scarcity of resources shapes media practices in both organizations. Although members in LPJ are more comfortable with using mobile devices for mobilization than members of MST, both organization mistrust digital social media platforms, preferring to use those for broadcasting purposes. There is nevertheless an ambiguous view on the potential of the platforms. MST and LPJ recognize the possibility to reach new publics and broadcast information without submitting to the biases and filters of media institutions but express doubts as to whether these platforms can grant them a voice in the public debate.

Id: 13423

Title: Changing media, changing Constitution: Indigenous participation in referendum debates in Australia

Session Type: Individual submission

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Abstract: This paper explores the role of changing media landscapes in Indigenous participation in national political debate. The paper focuses on media practice relating to two referendums, 50 years apart. The 1967 referendum is Australia's most successful referendum and has long been upheld as a watershed moment in Australian race relations. A second referendum, to formally recognise Indigenous Australians in the Constitution, has been proposed for the 50th anniversary in May 2017. We argue that the transformation of the media landscape over those 50 years has fundamentally altered the capacity of formal political communication to manage complex debates over race. In 1967 television was a powerful social and political influence that played a pivotal role in the campaign that resulted in a resounding 'Yes' vote and gave the Federal Government a mandate to implement policies relating to Aboriginal and Torres Strait Islander peoples. Archival research and primary analysis of news bulletins and current affairs programs reveals that both government and Indigenous activists embraced TV to raise awareness of the referendum and to expose the Australian public to wider discourses of injustice, discrimination and assimilation. Television broadcast the image of a nation united in support of the referendum proposal.

The 2015 campaign for constitutional recognition has played out significantly differently in the contemporary political and media environment. The government has invested in the \$15 million Recognise awareness campaign, utilizing marketing, social media and more conventional advocacy activities to promote community understanding and acceptance of the need for constitutional reform. In concert with established news media, the government has presented the campaign as an opportunity for symbolic change to the nation's framing document. TV footage is used to ensure the memory of the celebratory 1967 campaign resounds into the present. At the same time, Indigenous Australians have exploited established digital and social media networks to question, resist and advocate against what is increasingly understood as a top-down campaign that excludes Indigenous voices and denies the reality of racial discrimination. We argue that this local engagement in the debate over Recognise has been integral to the failure of the campaign to

gain political momentum. Drawing on theories of mediatisation and democratic participation, the paper argues that the contemporary media environment has disrupted how political elites manage public debate. The paper offers detailed analyses of the media practices of both political elites and Indigenous participatory media to better understand how Indigenous politics is played out in an increasingly fragmented and abundant media environment.

Id: 13513

Title: Going Down Memory Lane: Reflections and Recollections on the Dawn of Participatory Media in Nigeria

Session Type: Individual submission

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Abstract: In 2007, the Nigerian government licensed ten campus radio stations as the first type of community radios in Nigeria. The licensing of these ten campus radio stations to some extent signaled the emergence of community radio broadcasting in the country. The persistent and consistent advocacy and intervention of civil society for a more participatory and democratic media environment played a key role in the licensing of these ten campus community radios. Today, the Nigerian government has licensed an additional 17 other types of community radios in the country to exist alongside the campus community radios. This is after eight years of the licensing the first set of campus community radios which some scholars argue are not fully operating within the basic tenets of community radios in the real sense of it, while others view these campus radios as a litmus test and experiment for the establishment of third tier radio broadcasting in the country. The existence and solidification of community radio in Nigeria has a historical anecdote worth recalling, since available documents show that prior to 2007, the first campus community radio- UNILAG 103.1 FM community radio- had been licensed after 15years of applying for the license. In commemoration of the solidification of community broadcasting in Nigeria, this paper using UNIZIK 94.1 FM campus radio, one of the ten campus radios licensed in 2007 and regarded as one of the pioneer campus community radio in Nigeria, traces the development trajectory of the campus community radio- account of its successes, failures, frustrations and potentials. In doing this, the authors use reflexive discourse analysis to historically draw from personal experiences, combined with narratives and interviews, to discursively raise questions about community radio as media in the margins and as a possible answer to grassroots development and empowerment in Nigeria.

Id: 13536

Title: Narratives of identity, memory and city in relation to shifting political discourse

Session Type: Individual submission

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Abstract: My proposed paper is derived from my long-term participation to a civic initiative project and it evaluates the 2 separate sets of data in relation to each other. The overall project is about involving 24-30 young adults (18-28 years old) residing in the very West and the East of Turkey to a cultural project at the end of which they co-produce audio/visual materials reflecting on cities, memory and narratives. Considering the long-lasting ethnicity issue of the Turkish nation state, bringing young individuals from geographically as well as ideologically distant cities of the country - from the Western cities that represent Turkish nationalism and Kemalism the most as opposed to the Eastern cities that represent Kurdish identity- inevitably raises the issues of gaps between the two politically contradictory identities and possible conflicts and negotiations throughout the process of socialising over cultural and artistic products. The first leg of the project has run through 2013, where the peace process has recently commenced, whereas the second leg of the project that has started in July 2014 has coincided with elections, armed clashes, military operations and assassinations that has agitated the identity groups against each other. In my analysis, I would like to focus on the discourses of city and memory in relation to rapidly shifting political agenda and provide an overview of the way that shift influenced the audio/visual productions and the collaborative process they have been produced. The data used for analysis is based on critical ethnography notes collected through my project long involvement as part of project rapporteur as well as in-depth interviews, focus group discussions and surveys.

Id: 13556

Title: Creating mini-publics of commemoration: Sharing memories and mourning on Instagram

Session Type: Individual submission

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Abstract: Driven by the increasing use of social media and their networking functionalities, more and more individuals have come to open up to the digital public with private issues. Often even intimate personal information of high emotionality is being disclosed. In many instances, this is done in order to find support by other like-minded individuals. However, unlike blogs for specific interests, which have a clear structure, more and more of these groups are created as random online mini-publics by just using social media operators like the hashtag. This also holds true for emotional topics like mourning and grief.

In our study we will develop a framework for these kinds of publics by introducing the interrelated and intertwined system of “digital mini-publics” in order to explain, how individuals can relate to the public with their own private issues. This approach of ‘online mini-publics’ conceptualizes smaller online discursive groups, such as Facebook discussions and groups, Instagram or Twitter hashtag communities, “which emphasize the discursive connectedness between people sharing their thoughts around a certain topic” (Thimm, 2015: 229). The paper will argue, that the formation of such online-mini-publics is characteristic not only for political, but also for private issues. Based on a new model of small digital publics it will be shown, how the dynamics of such mini-publics can influence not only public discourse, but intimate and private exchanges as well. The formation of such mini-publics is based on informal networking, mostly on social media. The model differentiates between two basic types:

1. User-initiated mini-publics, in which the users start their own publics and open it for others by using specific hashtags.
2. Event-driven mini-publics, which are created as reactions to catastrophes and scandals. These publics are often support groups for people struck by personal tragedies.

Additionally, the media themselves play a big role for the type of mini-public. Consequently we will differentiate between mini-publics, which are based in polymedia environments and those on single media platforms.

To show in detail how such mini-publics are created, how they are used and which dynamics evolve around a sensitive issue like death and mourning, Instagram hashtags were used to compile a large data set of photos and texts posted around the issue of mourning in Germany in a selected mini-public. Altogether 2.400 images and its corresponding texts were analysed in order to find patterns for this kind of visual commemoration. The analysis showed that many people were inspired by the creative appropriations of media content and joined in with equally creative replies using the relevant hashtags. The results show how social media logics and online mini-publics can function as supportive technological infrastructures for such sensitive issues like creating memories or mourning.

Thimm, Caja (2015): The mediatization of politics and the digital public sphere: Participatory dynamics in mini-publics. In: Frame, Alex/Brachotte, Gilles (eds.), *Forms and Functions of Political Participation in a Digital World*. Routledge: London, pp. 167-183.

Id: 13594

Title: Lebanon's Trash Crisis as an Exercise of Participation Rights

Session Type: Individual submission

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Abstract: A growing body of research reveals the emergence of forms of youth public participation, intensified by digital technologies, practices and cultures. In communication studies, “participation” has primarily been theorized in the subfields of participatory communication or culture. Participation also features prominently in provisions of the United Nations Convention on the Rights of the Child. However, interpretations of these provisions and participatory communication practices have provided an expedient discourse for multiple stakeholders. For example, the most popular social movements in contemporary Arab world, known as the Arab Spring (2010-), were interpreted as youth-led, unifying acts of citizens claiming their rights to speech, dignity and freedom – to participate in developing their future. Until then, young Arabs were described as incapacitated, apathetic, and politically disengaged. Yet, when young people decided to react, their self-expressive activities were subject to patronizing criticism, condemnation and accusations.

The nature of children and young people’s participation in the decision making process generates anxieties which both undermine or bolster analysis, prompting questions of academic and policy significance. This is a multilevel study of the re-construction of youth and children’s rights in Lebanon through discourses and practices of participation in the #youstink campaign. Against the Lebanese government’s inability to find a solution for a two-month-old trash crisis, a number of young activists organized under different groups calling for a civic campaign to deal with the crisis and corruption. In a highly politically polarized country, these groups managed to attract young people, teenagers, and children – accompanying their parents. Sit-ins, social media, flash mob and feeding media live broadcasts with ‘material’, these activists are young, media savvy and eager to make their participation part of everyday life conversation. Using online and offline media tactics, they managed to break the socio-political stalemate that characterized the Lebanese scene for over a decade.

Based on fieldwork interviews with parents and children, analysis of pictures, videos and tweets, the article explores the exercise of participation rights by focusing on communicative practices to engage young people and children in politics, to express their views freely, and influence decisions. The article concludes by distinguishing between direct and indirect ways in which these practices become a contested resource for various actors, institutions, and networks, arguing that the significance of these practices resides in their ability to provide Arab youth with the tools to participate in the mediated ‘public sphere.’ Breaking away from the protection or child-saving model, these practices may just be demonstrating a rights-bearing model of participation.

Id: 13658

Title: Panel: Communication for development and social change in institutions and social movements: experiences and convergences

Session Type: Panel Submission

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Abstract: While Communication for development and social change in general and participatory communication in particular constitutes an established communicative practice carried out by many kinds of organizations within international development cooperation, we have in recent years seen a proliferation of experiences with communication for social change in the many social movements that have peaked in large and visible ways across the globe (ie Castells 2012, Gerbaudo 2012, Dellaporta 2014). Gaining momentum in the aftermath of the financial crisis in 2008, the concept of social movement has come to represent a rich albeit heterogeneous group of bottom-up citizen driven initiatives influencing institutionalized practices of communication for social change.

The role of digital media in this new wave of citizen engagement has been crucial, but also contested (Bennet and Segerberg 2013, Kavada 2015, Gerbaudo and Treré 2015). The debate has

moved beyond the initial techno-determinist fascination to an increased understanding of the dynamic relations between on- and offline communication, between movements and media, and between the variety of actors pursuing similar agendas.

The strategies and tactics adopted by social movements in their relation to media are present both in the contemporary wave of formations and in some of the longstanding social movements. These communication for social change practices have come to challenge and inspire more established organizations – both governmental and non-governmental in their communicative practice. Many organizations are currently seeking ways and means whereby they can reach and connect with the dynamic social movements in order to collaborate with them. Social movements are also challenging the communicative practices of organizations, their way of communicating and relating to the groups of citizens they want to engage with. The institutionalized way of conceiving C4D seems to be at a crossroads.

On this basis, this panel proposes to:

- revisit and critically assess the communication and social change paradigms that, in times of digital media and social movements, inform the field of Communication for development and social change;
- Offer in-depth analysis of case studies that shed light upon the new dynamics that are emerging in forms of citizen engagement and ways organizations in their communication for development practice support such initiatives, including how they are relating and supporting social movements;
- Critically reflect upon how social movements and organizations' use digital forms of communication to spark citizen engagement and communicate for social change.

Panel Convenor: Professor Thomas Tufte, Roskilde University

Presenters:

Silvio Waisbord, George Washington University: Revisiting digital activism and communication for social change.

Paola Sartoretto, Institute of Latin American Studies, Stockholm University: Between opportunities and threats: An analysis of the Brazilian Landless Workers movement experiences with new media technologies.

Thomas Tufte, Roskilde University: Caught between changing values, policy agendas and dynamics of social change. New challenges for institutions communicating for social change.

Rafael Obregon, UNICEF Headquarters (New York): Exploring the notion of social movement building in international development: key considerations for theory and practice.

Discussant: Anastasia Kavada, University of Westminster

Id: 13716

Title: Participatory Communication and Dialogic Democracy: Grounding Democracy Theory in the Practices of NGO-Driven Communication for Development

Session Type: Individual submission

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Abstract: In this paper, I take a grounded approach to exploring the practices of NGO-driven, international development work. On this basis, my aim is to reinvigorate ‘dialogue’ and ‘democracy’ as key concepts for participatory communication research and practice.

Over a 5-year period, from 2010 to 2015, I have conducted a multi-sited ethnographic study of a

communication for development program funded by the Danish state (Danida) and driven by a network of faith-based NGOs in Denmark and several East African countries. My fieldwork consisted in following the practices of NGO staff organizing and enacting the development program across three levels – from facilitating community development (community work practice) and producing radio and television content (media production practice), to working out strategies, monitoring, evaluating, and adapting the program profile to the shifting trends of international development (administrative practice).

The empirical materials of my study comprise field notes and photographs from doing participant observation (or in some cases, observant participation), in-depth interviews, video observations, group exercises with photo and video elicitation, and various documents.

Opting for a grounded and practice-oriented approach to analyzing these materials, I explore in this paper how participatory communication unfolds across the three levels of practice, or rather as a more or less defined process in the mesh of overlapping and interdependent practices that constitute the NGO program.

Drawing into my analysis insights from feminist democracy theory (notably Iris Young) as well as from the emerging field of dialogue studies, I then raise some critical questions relating to how the practices of NGO-driven development sometimes do strengthen dialogue and democratic communication, while in others it may also encumber it. My questions include how different forms of participatory communication contextualize and enable specific utterances and discourses (while constraining or excluding others), as well as to what degree, if any, the program users and producers are in control over development process.

By enriching such critical analysis with more descriptive and practice-oriented studies, I argue that participatory communication may move beyond conceiving of dialogue and democracy as either technical or radical concepts, and see them instead as normative guides for making ways through the complexities of doing of international development.

Id: 13724

Title: Panel: Communication for development and social change in institutions and social movements: experiences and convergences

Session Type: Panel Submission

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Abstract: Paper title: Caught between changing values, policy agendas and dynamics of social change. New challenges for institutions communicating for social change.

Current practices of communication for social change as seen in key international development organisations find themselves at a crossroads. They are increasingly caught between ‘business as usual’ in their communicative practices and the emergence of new dynamics of social change, informed again by changing values, policy agendas and discourses of development. It is resulting in a growing tension between theory and practice in communication for development and social change. Drawing on a review of experiences from NGOs and UN agencies, this paper seeks to unpack some of these tensions, pointing at the dilemmas and challenges these organisations are faced with in their endeavor to communicate for social change.

International development organisations are today influenced by the game-changers that have emerged in the field of communication and social change. They include the new media developments, the growing critique of the dominant development paradigm, the growth and expansion of civil society, and not least the emergence of a new generation of social movements. From this blend of contexts and opportunities springs a growing critical stand to the dominating neo-liberal development discourse and a call for alternative epistemologies of development and social change. With this call comes furthermore an increased opening towards social change from the perspective of the subaltern and rooted in often radical participatory approaches to development. These societal process are what spark the core question of this paper: while the emerging discourses of communication for social change reflect a growing attention to issues of voice and critiques of development, to which degree are such discourses and social dynamics reflected in the practices of communication for social change as seen amongst NGOs, UN agencies and government institutions communication for social change?

The paper will further explore a pallet of principles and practices seen in social movements’ communication practice suggesting them as a framework of analysis with which to critically assess the emerging challenges that institutions communicating for social change are faced with today.

Id: 13778

Title: From user stories to mobile narratives: developing apps for a rural community in South Africa

Session Type: Individual submission

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Abstract: The uptake of mobile phones in Africa is recognised as the fastest diffusion of an innovation in history. Examples of creativity in participation culture through the use of mobile phones (e.g. as an election monitoring tool in Nigeria) attest to the emergence of new processes, mechanisms and representations mediating the uses of mobile devices as objects of daily life. In South Africa, mobile penetration is one of the highest in the continent. Yet, majority of the population lives in rural areas, comparable to other Sub-Saharan realities.

In this paper I describe the approach informing a project titled: “Mediating the territory: mobile phones and hyperlocal services in a South African rural area”, sponsored by the South African National Research Foundation, hosted by the School of Journalism and Media Studies at Rhodes University. The goal of the project, within the Human and Social Dynamics in Development framework, is to develop mobile applications and services for rural communities. The site of the project is the Mbashe municipality in the former Transkei homeland in the Eastern Cape province. Previous research reveals relatively high penetration of internet-enabled mobile phones, fast uptake and recent devices. The potential is there to explore and contribute to shape the popularisation of mobile apps (Web and device-based) and their impact on everyday practices and activities.

The design of mobile services may involve a diverse set of processes, drawing on established practices such as participatory design. Attempts have been made to contextualise such processes in Sub-Saharan Africa by involving target users. However, the technologically deterministic view informing most interventions is reflected in the methods used (interviews, questionnaires, brainstorming-sessions, workshops) which are inherently biased towards reproducing power dynamics between developers and community members.

Recent models of project management such as agile programming attempt to bring the users' voice into the software development process by collecting user stories. These could be attempts by members of the target community of users to imagine actual people and scenarios for the use of a particular service. This method assumes: 1)epistemological access to a metadiscourse to make cultural processes and associated emerging needs explicit; 2)the users' familiarity with the terms of discourse, defining what is technically possible; 3)a shared understanding between developers and users as the basis for meaningful communication. In South African rural areas communication and interactions are heavily contextualised, posing particular challenges to collecting user stories as a meaningful exercise. The project discussed places mobile narratives rather than user stories at the centre of the development process. Although the acquisition of

mobile phones is a relatively new phenomenon, these devices have already acquired symbolic and instrumental value for Mbashe community members. Self-directed narratives about local uses of mobile phones highlighted gender dynamics and language use. A comprehensive analysis of such narratives provides insights into representations of mobile phones in popular discussions and their place within cultural routines such as organising transport to town, soliciting remittances or checking on one's partner.

Id: 13802

Title: Future directions for Development Communication and Social Change: The Participatory Turn and Public Self-Expression

Session Type: Individual submission

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Abstract: IAMCR proposal
Participatory Communication Research section

Future directions for Development Communication and Social Change:
The Participatory Turn and Public Self-Expression

Looking back: The field of development communication is maturing and celebrates decades of successes of project-based (externally initiated) development communication – both on the implementation level and on the level of scholarly enquiry. Likewise, the social movement perspective of communication for social change (internally initiated actions) has been charted well and serves both as a critical reflection on project-based development communication and as a field of enquiry on its own. This line of thinking remains crucial in the turbulent current times.

Looking forward: However, a third strand associated with the broad field of development communication and social change is gaining increased interest. Different aspects of this strand, popular culture, are currently investigated by a wide range of scholars.

More specifically, this paper is interested a particular subset of popular culture, the participatory turn, and how that intersects with development communication/social change.

The participatory turn is used to describe the trend whereby ordinary people want to participate ‘in something’ (Jenkins 2006, 2008, 2009, 2013, Couldry 2013, Andrejevic 2013). In specific contexts such participations has been associated with mass-self-communication (Castells, 2003) and self-representation (Thumin 2012) and participation through reality television (Carpentier, 2011). It seems that this participatory model that guides many aspects of social life (Barker 2012, 177) implies a shift toward the ordinary person and popular culture as opposed to the expert and serious civil issues (Jenkins 2006, 1–2, 37–55). Humans seek cultural significance, and they therefore engage with their identities (Willis 2012, xxiii–xxiv) in an unprecedented scale. This identity paradigm (cf Barker 2012, 176–179; Bordenave 2006, 421; Castells 2001, 62–63; Huesca 2006, 75; Tufte 2013,32) seems to play out, amongst others, whereby people engage publicly with their identities whilst they participate ‘in something else’. Such public self-expression (Burger, 2015) is evident when ordinary people post a citizen journalistic piece online

to tell their own story, when they gossip about a celebrity to assert own-group values as this works towards defining the self, they blog to literally ‘write the self’, they produce an autobiographical novel, and so on.

This global trend of ordinary people participating ‘in something’ (not strategically in an externally initiated project, nor participating in a social change movement) to work publicly on their identities and how this intersects development communication/social change, is the focus of this paper. This paper hence charts practices of public self-expression and development communication/social change (such as selfies, celebrity culture, digital culture, gaming, blogging, autobiography, reality television, visual culture, fashion, youth culture, graffiti, art, storytelling). This conceptual map is organised around the theme of public self-expression to create a story or memory of the self.

Id: 13803

Title: PANEL: Revisiting digital activism and communication for social change

Session Type: Panel Submission

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Abstract: The literatures on digital activism and communication for social change share various interests yet they have yet to become in closer contact with each other. Although both are concerned with understanding the nexus between communication and social change, they have largely remained at arm's length. This is the result of different intellectual lineages: studies on digital activism are embedded in long-standing research about social movements, collective action, and network analysis; communication for social change, instead, brings together disparate interests in international development, participatory communication, and alternative media and communication. Bringing these literatures in dialogue is necessary for mutual learning, tempering excessive techno-optimism, and indicating analytical blindspots.

In this paper, I critically assess the study of digital activism from the perspective of communication for development and social change. My argument is threefold. First, it is important to broaden the analytical focus beyond protest, the common focus of digital activism analysis. Social change entails a range of forms of participatory communication, not only or mainly protest. Therefore, the contributions of communication need to be examined by addressing myriad forms of participation and foci of action. Second, it is necessary to foreground the temporal dimension of participation and social change. Numerous cases attest to the gradual pace of social change, particularly regarding policy issues and social norms. Addressing central challenges demands patient, long-term activism more than fleeting, digitally enabled actions. Third, it is also necessary to recontextualize the sociological significance of digital activism in the global South. Conclusions about digital activism are largely grounded in the study of urban movements of middle-class citizens and students in the West (and few urban settings in the global South). To state the obvious, such arguments do not necessarily apply to communities with limited and unpredictable Internet access, different social make-ups, and uses of digital technologies and public participation shaped by power inequalities. Together with other recent critiques of the digital activism paradigm, the arguments here presented hopefully contribute to revisiting conventional arguments about the relationship between digital communication and social change.

Id: 13879

Title: Panel: Exploring the Notion of social movement building in international development: Key considerations for theory and practice

Session Type: Panel Submission

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Abstract: As the international development community embarks on global initiatives aimed at achieving lofty goals such as eradicating disease (e.g. polio), addressing fundamental rights issues (e.g. violence against children), and bringing together multiple stakeholders to work on issues that large population segments (e.g. stunting), the notion of building social movements has attracted significant attention among key development stakeholders. This paper will examine where in the theory and practice of social movements these efforts fit with a particular focus on the role of media and participatory communication approaches. The paper builds on two examples undertaken by international development actors - violence against children, and scaling up nutrition -, and discusses the extent to which these initiatives may reflect social movement principles, and the role that media and communication-driven participatory approaches and advocacy have played. The paper ends with a set of considerations for social movement theory and practice that may inform future initiatives.

Id: 13927

Title: Activist Archives: Mediating Social Justice in the Past, Present, and Future

Session Type: Individual submission

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Abstract: Archives have come under increasing scrutiny as the uses of information in contemporary politics shifts and changes. As institutions, archives are central in controlling and ordering information (Foucault 1972), and in making knowledge accessible and public (Swartz and Cook 2002). They are spaces of power, holding the records that underwrite and lending authority to the cultural narratives and political practices of social groups. While much of the academic attention on uses of archives has focused on their role in relations of domination (Stoler 2002), archiving can also be a practice of empowerment as groups turn attention to the preservation of their own records and their potential uses in cultural and political struggles (Flinn 2011, Eichhorn 2013).

Activist archives are particularly rich sites in which to examine the formation and mobilization of archives within a social justice context (Duff, et al. 2013). More than just a repository of activist materials, these radical archives are used directly in social struggles, tying together knowledge, discursive, and political practices. They serve as spaces in which collective knowledge and memories are cultivated and activated within contemporary campaigns, and also as spaces of experimentation and collaboration in which to create, organize, and publicize different public discourses (Moore and Pell 2010).

Drawing on ethnographic fieldwork in activist archives in London (UK) and Vancouver (Canada), this presentation will consider ways in which activists use archives in their political struggles. It will argue that activist archiving is a practice of participatory communication that works to mediate and connect the past, present, and future of political campaigns by collecting and telling stories that would otherwise not be told. Through such practices activist archives have the potential to challenge dominant narratives of the past, intervene in current hegemonic struggles, and open up the future to alternative possibilities of social justice.

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Id: 13963

Title: Mind that Gap: reflections on the difference between participatory structure and agency in advertising.

Session Type: Individual submission

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Abstract: Is advertising promoting participatory culture or branded participation? This is the core question of this paper that intends to critically reflect on the participation of consumer-citizens in and through advertising and its meaning and consequences.

Participatory culture has become a contemporary motto driven by the new media ecology possibilities, the cult of self-determination and the rhetoric of convergence. Both in the political sphere and in the economic universe, participation has set ground for legitimation and performance and therefore flooded both media and institutional discourse.

Advertising — being considered one of the most influential institutions of our times — provides a massive platform of interaction between consumer-citizens and brands, products, services and therefore stands as an ideal setting to observe the phenomenon of participation.

In this paper we will analyse the role of advertising as a driver of participation and citizenship and discuss the difference between institutional regulatory settings and their actual use by citizens and consumers to regulate, discuss and participate in advertising. Observation of citizen's participation in advertising regulatory bodies — including self-regulatory — for the last five years, suggest a lack of agency to participate. Conversely, in the context of advertising communication, consumers tend to massively interact and brands focus their strategies on the participatory stream of consumers in their communicational flow.

This suggests a difference between the so-called institutional environment to promote participation and empowerment, as an extension of the concept of agency (Ibrahim & Alkire, 2007) when the institutional dimension of participation is active. The opposite seems to occur when is the consuming dimension of the citizen that triggers the urge to participate. What makes people participate actively in advertising campaigns and promotions and makes them dumb and apathetic in the participatory structures that the advertising regulation provides to make their voice heard? We will discuss motivations, limitations and effectiveness of participation in and through advertising and critically reflect on its effectiveness towards active citizenship and social change.

Id: 13980

Title: Relative Autonomy and dispute for hegemony in the public television: the participation of social movements in the TV Brasil

Session Type: Individual submission

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Abstract: This paper analyses the participation of social movements in the Brazilian public television, TV Brasil, in order to think about the relative autonomy of this broadcasting station and the possibilities of dispute for hegemony through and inside it. In Brazil, the communication system is marked by commercial channels, by media concentration and by the lack of plurality in journalism. In this context, it was created the TV Brasil, in 2007, in order to fulfill the lack in the communication system, since the Brazilian Constitution establishes a complementation between commercial, governmental and public models of TV. The paper starts based on Marxist authors, as Antonio Gramsci and Raymond Williams, regarding the determinations and reproductions of the Cultural Industry in the democratic capitalist context as well as regarding the possibilities for resistance and contestation in this sphere. It is adopted the macro perspective of the idea of participation in television, considering it beyond the presence on the video or the interaction with content. In this sense, the understanding is that the participation has to be observed in process of decision and production of content as well as in other strategic deliberations of the enterprise. In addition, considering the interest in investigating the dispute for hegemony, it was chosen social movements as actors of participation. Therefore, the empirical analysis is focused on the main instance of participation from the civil society in the EBC, the Board of Trustees, observing the determinations and the resistances in this space. The Board of Trustees in TV Brasil is the organism responsible for guaranteeing the fulfillment of its public commitment and its autonomy, analyzing and defining the programming. In this way, the results of the documentary research, interviews, content analysis of the Board of Trustees meetings are presented, with the objective of explaining its configuration, its dynamics and its influences on journalism. Considering the rules and the authors that act in this sphere, it is observed which groups are more active and have more power of influence and how the deliberation process is realized. The analysis includes the observation of historical changes in the configuration of the Board of Trustees. It was possible to notice a gradual empowerment of civil society representatives in the Board of Trustees and, consequently, the participation of social movements in the relevant decisions of TV Brasil is increasing. In this sense, this research is important to think about the possibilities of participation in public televisions.

Id: 14040

Title: Participatory Research in Health Communication: Challenges for Measuring Outcomes.

Session Type: Individual submission

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Abstract: Participatory communication research also referred to as community-based participatory research (CBPR) aims to bridge the gap between researchers and communities that are targeted for planned interventions. The goal of this approach is to empower communities in order to participate fully in making decisions that impact them, build trust between communities and researchers, and create a sense of ownership among community members for the sustainability of the implemented interventions. Participatory communication scholars have viewed it as an attempt to engage communities in identifying problems and develop culturally relevant research models that address issues of injustice, inequality, and exploitation [1] and to

design indicators for participatory communication at the project level [2].

In health communication and promotion programs, the participatory approach is an on-going, arduous, and necessary process for developing an effective program [3]. The approach has increasingly been recognized by scholars and funders as a potential approach to collaborative studying and acting to address health disparities [4]. There is, however, still limited knowledge on the effects of this approach specifically on public health interventions and health outcomes that can be attributed to community-based partnerships and interventions [5]. Some of the documented challenges are in the areas of partnership capacity and readiness, time requirements, funding flexibility and evaluation [4].

This paper will focus on an ongoing community-based health program that is implemented among ethnic minorities in three US states – Kansas, Ohio and South Dakota. The project, funded by US Department of Agriculture (USDA), seeks to address health disparities by engaging ethnic minority communities in preventing childhood obesity through promoting healthier nutrition and physical activity. The paper will describe the partnerships, research designs employed, and the interventions. The researchers will share some of the key successes and challenges in the project implementation process. The overall purpose of the presentation will be to stimulate high-level academic discussion on and measuring effectiveness in the participatory approach, which remains murky for many communication researchers.

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Id: 14065

Title: Media in Action: A Field Scan of Media & Youth Organizing in the United States

Session Type: Individual submission

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Abstract: The media landscape is quickly changing. New digital tools and mobile platforms have reshaped the possibilities of storytelling, aesthetics, outreach, and community organizing. At the same time, young people occupy leadership roles in struggles against systemic inequalities, including the school-to-prison pipeline, police violence against Black and Brown youth, and detention and deportation policies, just to name a few. Youth organizers use, make, and analyze mass media, alternative media, and social media in order to amplify their messages. Media production and analysis can also be formative, creative ways to strengthen the leadership skills that young people need to become effective community organizers and to build strong youth-led social movements. Global Action Project (G.A.P.), a social justice youth media arts organization based in NYC, wanted to hear more about, and support, media organizing practices that further visionary change. Between 2012 and 2014, together with DataCenter and Research Action Design, G.A.P. conducted surveys, focus groups, interviews, and participatory data analysis workshops with youth organizers across the country. Our research focused on the following questions: 1) What stories do youth want to tell?; 2) How do youth organizing and media strategy fit together?; 3) How do youth organizers gauge impact and reach audiences?; 4) What media tools are youth organizers using and how?; 5) What challenges do youth organizers face in using media as part of their organizing strategy? We analyzed results from 6 focus groups with 49 participants, 166 survey respondents, a series of in-depth interviews with key youth organizers, and two participatory data analysis workshops. We found that many groups use a “transformative media organizing” approach: they invite their members to participate in cross-platform media production that is linked directly to action, is accountable to the group whose stories are being told, and strengthens critical consciousness. This approach builds the knowledge, skills, and self-determination of participants as they create change with the media they make, be it campaign-driven, personal narrative, or dramatic fiction. Youth organizers build solidarity across communities and generate new forms of cultural expression through making, analyzing, and sharing media. Our study lifts up the stories that youth want to tell about the role of media-making in their organizing work, especially young people who identify as Queer, Trans*, People of Color (QTPOC). We highlight relevant results for educators, and emphasize that media-making, when it takes place within a political education and movement-building framework, can be a transformative experience for youth participants and their communities. We hope that our findings will generate increased support for youth-led, transformative media work that is explicitly embedded in community organizing.

Id: 14081

Title: Mediation matters: participation in interactive broadcast media in Africa as a convened social space

Session Type: Individual submission

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Abstract: This paper makes two important contributions to our understanding of interactive broadcast media. First it provides empirical evidence that such shows are convened social spaces. It does this by introducing, and providing evidence of, the distinct role of the ‘mediation context’ as a determinant of audience participation. We use the ‘mediation context’ to refer to ways in which audiences are socialised into thinking about this space as one in which people like them may have a voice that counts. Analysing data from a household survey conducted in rural and urban constituencies in Kenya and Zambia in 2013, we find strong evidence that if audience members trust the presenter or know others who participate in these shows, all other things equal, the odds are much higher that they are likely to participate themselves. Secondly, the paper looks more closely at why the mediation context and the convened nature of interactive broadcast matters to whether and how these social spaces may constitute ‘publics,’ that involve active citizen engagement in public and political affairs. In so doing, the paper makes a distinctive contribution to theoretical understandings of how participatory digital media – specifically here, the convergence of broadcast media with new ICT – are shaping African democracy.

Id: 14099

Title: Evidence-driven research and practice in rural communication

Session Type: Individual submission

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Abstract: One of the consistent challenges facing the field of development communication (or C4D) has been establishing evidence of what communication is taking place, how it is taking place, and the results of communication interventions. This is further complicated by the increasing demand for communication research that is policy-relevant – where evidence that is established must have implications for development communication policy decision making at a range of levels (i.e. from the field to the global), for a variety of decision makers (i.e. local leaders to heads of international-level organisations). This paper proposes to reflect on this challenge of evidence across a range of process. First, it will consider the evidence and evaluation within the research process: What are the challenges and opportunities for creating and developing evidence in the process of conducting research and engaging in development communication interventions? What are the capacities and challenges in meeting the apparent requirements for robust evidence? Secondly, we will consider the paradigmatic issues: What constitutes evidence from the perspective of different research paradigms? What does this mean for what is prioritized and how development communication research and practice is conducted? Thirdly, we will consider the issue of voice: What constitutes evidence, and for whom? Whose voices are being excluded because of how different types of evidence, from different audiences, is privileged? Drawing together themes from each of these interrogations, we will then consider: what is policy-relevant evidence and research? Implications from this discussion will be framed for rural communication research and practice, including generative questions for researchers and practitioners to continue the discussion.

Id: 14118

Title: "Transforming Our World,' and the Paradox of Global Partnership in SDGs: A Conceptual Framework for Social Justice and Empowerment

Session Type: Individual submission

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Abstract: This paper compares the United Nations' Sustainable Development Goals (SDGs), as adopted last year, with the Millennium Development Goals (MDGs) in order to understand the extent to which the new set of goals are designed to address the challenges posed during last 15 years. The research is performed in two phases. First, an analysis of the goals, targets, approaches, and means of SDGs explores how they are set to address the challenges of social justice and empowerment that MDGs failed to resolve. Second, a review of literature synthesizes the critical debates concerning the role of MDGs and SDGs in addressing social injustice and inequalities. The 2030 UN Agenda for Sustainable Development reveals that the vision, goals, principles, and commitments of SDGs, compared to that of MDGs, integrate the components of social justice, ideally and ambitiously. However, the means of implementation, call for actions, and review and evaluation frameworks of SDGs seems not only paradoxical, but also frustrating in the sense that the partaking of the developed and developing worlds is asymmetrical in the processes of the newly adopted development agenda. The analysis also exposes a lopsided flow of capital and expertise between the both worlds under the SDGs. Drawing on this analysis, this paper then proposes a conceptual framework for communication and development under the sustainable development agenda, especially while planning to address the issues of injustice and inequalities.

Id: 14168

Title: Mapping the invisible to explore connections between young people, technology, place and wellbeing

Session Type: Individual submission

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Abstract: “Everything imaginable can be dreamed, but even the most unexpected dream is a rebus that conceals a desire or, its reverse, a fear. Cities, like dreams, are made of desires and fears, even if the thread of their discourse is secret, their rules are absurd, their perspectives deceitful, and everything conceals something else.”

— Italo Calvino,

Invisible Cities, 1972

To imagine a generic city is to bring forth images of uniform high-rises, frenetic highways and crowds of workers in identical suits. To peruse a map of a city is to follow roads and intersections and locate landmarks and places of interest. Yet cities are also spaces of imagination, creativity and inspiration and these intangible aspects of the city impact on inhabitants and travellers alike in visceral ways.

In our project*, invisiblecity (www.invisiblecity.org.au), our aim is to open up a conversation about the less tangible qualities of a city that we carry inside us: memories, experiences, emotional connections, and aspirations. To bring these invisible aspects into focus, we designed a digital platform that allows young people to report, explain (visually and textually) and map their emotional responses to different parts of a city. The emotion-based reports created by young people are automatically visualised by the platform and become part of a searchable and analysable database, allowing us to investigate and imagine the city in new ways.

By using technology (primarily ipads and smartphones) to mediate an interaction between young people, researchers, city planners, and the other inhabitants of the city, the invisiblecity project grants agency to young people, allowing them to record and share information that explains how they feel about the city and why. By reflecting on the collective emotive responses of young people we are able to make visible what Ben Anderson (2009:78-80) calls “affective atmospheres” and consider how these are manifested by social, material and cultural factors in the city. Through this kind of reflection we are able to ask: What might be needed to support more positive, meaningful and engaging atmospheres for young people?

*This project is supported by the Young and Well Cooperative Research Centre (CRC), an Australian-based international research centre that unites young people with researchers, practitioners, innovators and policy-makers from over 70 partner organisations.

