



Communication Policy and Technology Section
Abstracts accepted for presentation at IAMCR 2015 in Montreal, Canada

Id: 9344

Title: Movimientos sociales ciborg ¿Hegemonía o resistencia' Cyborg Social Movements. Hegemony or Resistance'

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Abstract: La presentación primero explicará el marco teórico mediológico, (Debray, 1992) que plantea desde la historia del arte, de las mentalidades y de las religiones, la comprensión de las representaciones sociales de un fenómeno determinado desde 3 eras de la mirada: Logosfera o era de los ídolos, grafosfera o era del arte y videosfera o era económica. Posteriormente se planteará por qué y cómo se realizó el estudio histórico cultural, comprendido éste desde Chartier (1992) como una historia de las representaciones colectivas del mundo cultural. A continuación se expondrán las raíces de los movimientos sociales ciborg desde un recorrido mediasférico, que parte de los antepasados del ciborg hasta su organización política, ideológica y económica actual. El ciborg visto desde la mediología y la historia cultural parte de la leyenda logosférica del titán Prometeo, pasa por el Nuevo Prometeo grafosférico de Mary Shelley (1818) y se desplaza videosféricamente entre la estética (futurismo, cyberpunk, steam-punk, etc.), la cibernética de los 50s, los medios de comunicación y entretenimiento hasta los movimientos sociales (se presentarán los resultados de 6 movimientos sociales analizados) y las teorías que analizan el fenómeno ciborg (se presentarán los conceptos más importantes de las 13 teorías ciborg más representativas). Posteriormente se presentarán las seis categorías resultantes de la triangulación de datos entre la investigación del ciborg mediasférico y las teorías que lo estudian. Se explicará cómo estas categorías se desplazan entre la hegemonía y la resistencia transhumanista y posthumanista pregonando la libertad, las nuevas ciudadanías e incluso la inmortalidad. Se mostrará cómo la mirada ciborg cobra en la videosfera desde el tecnobiopoder, el enmascaramiento de la hegemonía tras el ideal de la resistencia y la libertad de los tradicionales movimientos sociales. La hegemonía logra desde el vacío humano ubicar al ciborg como líder que fortalece lo mercantil y la esclavitud, tras la imagen de un ente liberado y liberador. Para finalizar la ponencia, se plantearán las recomendaciones del estudio, las cuales se centran en la pedagogía interpretativa (Cuervo, 2012) (postura centrada en el campo de la comunicación-educación-cultura y política). Esta propuesta propone desde la trilogía estética-lúdica-mito caminos para reconocer, comprender e interpretar los movimientos sociales ciborg generando acciones en el contexto transhumanista y posthumanista donde los ciborgs fortalecen la hegemonía capitalista tras la máscara de la resistencia. Referencias Cuervo, M.. (2012). La pedagogía interpretativa. Una propuesta desde la Comunicación-Educación. Alemania: Editorial Académica Española Chartier, R. (1992) El mundo como representación. Estudios sobre historia cultural. Barcelona: Gedisa. Debray, R. (1992). Vida y muerte de la imagen. Historia de la mirada en occidente. Barcelona: Paidós.

Id: 9379

Title: Privacy on the Net: Connections between Knowledge, Concerns, and Behavior

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Abstract: For decades, privacy has been a matter of concern for individuals as well as for governments and social organizations. However, during the last two decades, facing the rapid developments in information and communication technologies, personal privacy as well as the governance of privacy has turned to be a worldwide first-level social and political issue (Bennett & Parsons, 2013; Millard, 2014; Westin, 2003). Two main clusters of studies can be identified in current literature about privacy: the first addresses the issue of policy and regulation regarding violation of privacy on the net. This cluster consists of studies regarding issues such as regulatory response to technological aspects of violating privacy, and state regulation vs. sites' self-regulation as shields against violating users' privacy (e.g. Anton, Bertino, Li, & Yu, 2007; Hells & Lomborg, 2013; Kobsa, 2007; Ang, 2001; Hirsh, 2011; Rasmus & Stine, 2013; Straus & Rogerson, 2002). The second cluster of studies addresses the concerns of Internet users regarding the possibilities of violating their privacy (e.g. Awad & Krishnan, 2006; Erap & Baumer, 2003, Luo, 2002; Paine, Reips, Stieger, Joinson, & Buchanan, 2007). Following the above-mentioned second cluster of studies, the main purpose of this study is to examine the relationships that exist between three dimensions of users' views regarding privacy on the net: knowledge and awareness of possible risks, concern regarding these risks, and personal behavior in order to limit these risks. In addition, we subject these dimensions to several attributional variable, such as age, sex, education, and internet surfing habits. We addressed a representative sample of 505 Hebrew-speakers Israelis (age 15-75) with an online query consisted of 60 closed questions, based on Westin's (1967; 2003) past queries. Based on the respondents' answers, we built three indexes: of knowledge, concerns, and behavior. We found a strong positive connection between user's knowledge and concern and a weaker positive connection between knowledge and behavior. Factor analysis of Likert scale statements revealed two explanatory factors: first, users do not trust formal institutions that are supposed to protect their privacy; second, users fear of malicious action of those who collect and keep their personal details. As to demography, we found a significant positive correlation between age and concern (elder respondents were more concern) and significant positive connection between education and concern (more educated respondents were more concern). No significant relations were found

between concern and the frequency of internet surfing; frequency online social networks use; or the extent of using the net for specific actions such as contents sharing. The current study makes a unique contribution to expanding knowledge about privacy on the Internet as perceived by web users. Many surfers are unaware of the existence of the problem and its effects on them, and many others - who are aware of the problem - do not know how to deal with it. This study seeks to address and understand the nature of these breaches.

Id: 9380

Title: Sociability, social presence, and media engagement: Examining Weibo user behavior for TV viewing in China

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Abstract: Using social media for TV viewing enhances audience engagement (Pynta et al., 2014) and improves TV ratings (Pomerantz, 2013). In China, popular TV programs are hot topics of social media discussions. More than 50% of Chinese audiences posted opinions about TV programs on Weibo (Kantar Media, 2014). Despite the hype, little scholarly research has been conducted in the emerging area. To fill the gap, this study proposes a research model to examine the relationships between social predictors of using TV-related Weibos and media engagement, and the influence on active and passive user behavior. Shin (2013) identifies that perceived sociability and social presence as key factors which positively affect the intention to use social TV. Media engagement plays a key role in shaping social media's user behaviour (Calder, Malthouse, & Schaedel, 2009; Wang & Calder, 2009). This study examines both personal engagement and social-interactive engagement (Mirabello & Pagani 2011) and their relations to active and passive use in the context of using Weibo for TV viewing. This web survey study will collect 500 Chinese Weibo users who avidly engage in social media discussions of TV programs. Participants will be recruited from fan pages of 10 most popular Chinese variety TV shows ranked by Weibo TV Index. Based on multivariate regression analysis, the results are expected to show that perceived sociability and social presence have positive associations with Chinese users' social-interactive and personal engagement in using weibos for TV viewing. The two types of media engagement will have positive effects on their active and passive behaviors. Theoretically, this proposed research model can explain the relations between social constructs, media engagement, and behaviors in using social media for TV viewing. Practically, the findings provide useful consumer

insights for industry players to better utilize social factors to engage TV audiences.

Id: 9456

Title: The Brazilian radio in the crossing of public policies with new technologies of communication

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Abstract: The proposed article analyses the public policies for radio and what may be called 'interference with the media' by Brazilian governments throughout the past decades. It is, however, focused on the current period, when the FM dial is being reconfigured to incorporate the AM broadcasters, while discussions still being held to choose a digital standard for radio broadcasting. Brazilian radio had different moments in History in which was used as a central point for government actions. For example, in the 1930 decade, President Getúlio Vargas transformed radio in his main resource to implement a 'Brazilian identity' among the population, a political ideology that helped Vargas to consolidate power. In the 1970's, the concept of 'national integration' is a public policy of military government made possible through radio and television, for example, with the creation of a national educational system via radio ' the Minerva project ' and the implementation of FM stations. The consequences of such actions are relevant to the present study: they were all forms of social control while making possible the development of radio technology that helped to consolidate the major communication companies. After the dictatorship period and with the introduction of digital technologies, Brazilian radio suffers today from a fragile policy: The legislation of community radios, conquered after 20 years of disputes, is too much controversial and have a negligent control, favouring much more the great broadcasters than the communities. The discussion about digital radio standards has more than 15 years and, after several tests, there is not yet a definition. The migration of AM stations to the FM dial aims at giving a new breath to those companies, whose are losing listeners, but its gradual implementation comes too late. Nonetheless, questions regarding the rental of stations by churches or the political use of radio frequencies still being a continuous matter in the communication debates in Brazil ' even though there is a specific regulation about the radio property. The main objective of the proposed article is to draw an overview of such public policies from 1930 to today as the basis to show how the technological changes proposed today in governmental politics can create one more mechanism to overcome the small broadcasters, favouring again the major companies.

Id: 9561

Title: How Do U.S. Health Departments Use Facebook to Create a Dialog Environment: Examine Social Media Strategies from a Longitudinal Perspective

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Abstract: Considering the rapid growth of social media use in the United States, state-level health departments have recognized the potential of social media platforms for increasing the public's awareness of health issues. However, are these departments using social media to the fullest potential in terms of creating a dialog environment? The study investigated this important issue in an attempt to discover to what extent state-level health departments were using social media to build relationships with the public. In addition, this study attempted to explore whether there were significant changes in terms of Facebook management strategies over time. Using Dialog Principles as a theoretical framework, we conducted a content analysis of state-level health departments' Facebook posts over a two-year period. The data were collected at two points of time. The first data collection occurred during the time period between March 9, 2012 and April 6, 2012, and the second data collection was during January 10, 2014 and February 6, 2014. All posts on the Facebook Wall of the state-level health departments included within the time frames were analyzed, resulting in a total sample of 517 posts in 2012 and 585 in 2014 for final analysis. The major component of the coding scheme was the four dialog principles in social media practice. They were: 1) creating a dialog loop; 2) posting useful information; 3) generating return visits; and 4) conserving visitors. An analysis of descriptive statistics of the 2012 data indicated that health departments of 21 states were employing Facebook during the time span of the study. In 2014, 15 additional state-level health departments adopted Facebook. Research questions explored to what extent state-level health departments utilized the four dialog principles on their Facebook pages in 2012 and 2014 respectively. An analysis of the key variables found that only a limited portion of the wall posts were utilizing the four principles. There was no significant change in 2014 when compared with the 2012 data. This analysis revealed some key

points regarding state-level health departments' use of Facebook as a relationship building tool. First, although a large number of health departments have adopted Facebook, it appears as though many health departments are not taking full advantage of the interactive function of Facebook. Second, most of the state-level health departments failed to create a dialog environment on Facebook reflected by individual postings. This study revealed significant practical implications for developing social media strategies. For example, in social media practice, 'conservation of visits' is an important principle to create a dialog environment, whereas it was the least utilized principle based on our data. State-level health departments' social media managing personals should consider including more interactive features such as YouTube videos on their Facebook posts. This may make the Facebook site more appealing to the general public and generate return visits to the sites. In conclusion, although it is promising to see state-level health departments adopt social media tools, most departments have a long way to go in terms of utilizing social media to its fullest potential and creating dialog environments. Future research is necessary to identify the barriers of state-level health departments to better understand how these state-level departments can reach the public and encourage pro-health behaviors.

Id: 9576

Title: 'Micro-Society' Constructed by Chinese Mobile Media: Study on Wechat in Critical Perspective

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Abstract: Driven by the rapid development of Information and Communication Technologies (ICTs), mobile phones have become known as the 'Fifth media' that is based on the widely used mobile digital terminals. Up to September 2014, China's mobile phone users reached 1.273 billion, while China's mobile phone netizens reached 632 million by June 2014. However, in early 2014, Tencent, one of China's largest Internet service providers, announced that 'Wechat', Tencent's mobile messaging application, has received around 600 million subscribers. In 2014, an article entitled "What happened after a couple asked me 'do you need home delivery' in IKEA" has been read more than 10,000 times once it was published in the 'Moments' of 'Wechat' which is the sharing channel of 'Wechat'. With personal contact information of the hero in the article, it leads to a discussion of whether or not 'Wechat' becomes a tool of 'making money by taking advantage of friendship'. Such communication phenomenon and communication development trend greatly aroused our research interest. Different from the former research, this study hold a critical view and explored the communication activities and social impacts of Chinese mobile media by using Hovland's classic persuasive communication theory and sociological observation approaches. The main research questions of this study are: a. For the time being, what are the characteristics of persuasive communication such as marketing and publicity in 'Wechat'"b. What are the users' reactions (further communication behaviors) after receiving different text communication (persuasive communication and non-persuasive communication). c. What are the social impacts brought by the entire communication model of 'Wechat'" Based on our research questions, this study adopted research approaches of persuasive communication model analysis, which includes in-depth interviews and questionnaires. First, we selected six articles that have been read over 100,000 times and did text analysis on them, in order to summarize the persuasive text and non-persuasive text of communication discourse of 'Wechat'. Second, we conducted a questionnaire survey via the Internet, and tried to detect the reliability of source in different subjects and their media effects. In the meantime, we did in-depth interviews with the authors and readers of the selected articles, in order to understand the purposes and intentions of writing the

article, as well as the impact of these communication activities on their personal lives. The research result shows that: first, the marketing and publicity activities in 'Wechat' communication is tending to build up highly reliable 'friends network', and is trying to establish persuasive communication mechanism in the 'strong ties'. Second, communication activities based on 'Wechat' social network are gradually constructing a 'micro-society', and provide services and functions on its platform which are basic elements that form the society. Last but not least, in this "micro-society", when the recipients determine that the communicators' behaviors are for the purpose of persuasion or promotion, it will give adverse influence on the trust relationship in real life, and vice versa.

Id: 9597

Title: China's Internet Governmentality: An Investigation to the Occupy Central Case

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Abstract: Occupy Central was a civil disobedience campaign, which aimed at the election of the Chief Executive of Hong Kong beginning in 2017 by universal suffrage consistent with accepted international standards. On 31 August 2014, the Standing Committee of the National People's Congress announced its decision for Hong Kong's electoral systems in 2017. As a response to Beijing's final denial on 'civil nomination' and 'party nomination', organizers of Occupy Central Movement announced the commencement of Occupy Central on 28 September 2014. It then developed into the over-two-month-long non-centralized occupy movement, which received the worldwide attention. Yet the Occupy Central Movement was officially defined as 'an illegal movement in Hong Kong' by the central government of China. In order to maintain the social stability, and to occupy high ground of public opinion, the Chinese authorities strengthened the ideological management, especially on the Internet. The current study aims to investigate how Chinese authorities governed the Occupy Central issue on the Internet. The online observation was conducted in the Internet environment of Mainland China during the period between September 28, 2014 and October 1, 2014, when the Occupy Central Movement commenced. The follow-up research was conducted in Hong Kong. By collecting and analyzing the first-hand materials, this study further attempts to use Foucault's governmentality theory to get an in-depth understanding of China's Internet governance practices. The study shows that the Occupy Central issue was experiencing the strict Internet censorship in Mainland China. However, unlike some sensitive issues or words that were completely prohibited in Mainland China, more comprehensive and flexible measures were adopted to control the spread of information about Occupy Central in the Mainland China. Broadly speaking, the Internet governance over the Occupy Central issue in Mainland China was conducted from the aspects of Internet architecture and Internet content, while these two aspects interrelated with each other closely. On the Internet architecture aspect, in addition to Twitter, Facebook, Google and other global Internet service, which had been blocked in Mainland China, the popular photo-sharing application Instagram seemed to join the black list since the midnight of September 28, 2014. According to technicians, the domain name instagram.com was experiencing the keyword blocking by the networks in Mainland China. Since it happened during the sensitive period of Occupy Central, it was probably attributed to the flooding of the images that showed the conflicts between the demonstrators and the police. More attention was put on the Internet content aspect. Generally speaking, information that pros occupy central was blocked or under strict censorship, while information that against occupy central was vigorously promoted.

Searching results were arranged in advance artificially and unwittingly. Besides, the authorities also tried to prevent users from posting any unwanted content. Meanwhile, as long as its central point was to against the Occupy Central Movement, the expression would be allowed, even with something obviously wrong. In addition, the authorities also performed positively to create relevant content to lead the public opinion. Both online and offline means were jointly used to strengthen the propaganda effects. In essence, the current case fully reflects Foucault's theory of governmentality, which 'adequately take account of both the diffusion of micro-powers and the aggregation of such powers at the level of the state and other institutional levels.' (Foucault, 1977; Mehta & Darier, 1998) The Chinese authorities used various kinds of measures to govern the whole population and each individual. By doing so, it aimed to construct knowledge about Occupy Central as their willing, which would be then accepted and internalized by the public, thus to facilitate the governance.

Id: 9664

Title: Jeu et big data : stratégies de ludification et 'datafication' du marketing

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Abstract: La panoplie de plateformes offertes par les technologies informatiques de communication sont marquées par l'émergence de nouvelles stratégies marketing qui veillent à mettre les outils et les accès à des sources informationnelles au service de l'économie. Ces nouvelles stratégies marketing coïncident avec l'expansion d'une tendance ludique permettant d'utiliser des mécanismes et des éléments de jeu dans des contextes de non-jeu et connue sous le nom de gamification ou ludification (Zichermann, 2010; Deterding, Dixon, Khaled et Nacke, 2011; Fuchs, Fizek, Ruffino & Schrape, 2014; Deterding et Walz, 2014, etc.). Ainsi, le ludique ne se restreint plus au jeu et s'ouvre désormais largement aux champs éducatif, professionnel, médical, scientifique, mais également publicitaire. En effet, nous observons des évolutions du marketing liées à l'utilisation de stratégies de ludification et l'exploration des mécanismes de cueillette massive de données personnelles. Le lien étroit entre le design des interfaces numériques et la quantité importante d'informations recueillies par les technologies informatiques de communication nous a permis de nous interroger sur la contribution de la ludification à la transformation de ces informations aussi diversifiées en une base de données crédibles. Sous le règne d'un système néolibéral, ces données sont récupérées pour dessiner des profils de cibles recherchées par de multiples produits et services. Le profilage, de plus en plus précis, présente certainement déjà des effets sur nos modes de communication. Or, nous nous sommes également intéressées à la manière dont ces stratégies ludiques de marketing s'inscrivent de plus en plus au sein même des interactions sociales et cristallisent certains changements dans nos habitudes de communication. La ludification devient ainsi non seulement une stratégie afin de garder les consommateurs connectés le plus longtemps possible pour collecter des données personnelles, mais également une forme nouvelle de socialisation à laquelle les consommateurs s'habituent et qui traverse désormais un ensemble de plateformes numériques de communication ' rendant les frontières de plus en plus indistinctes entre communication, ludification et marketing. Au cours de notre présentation, nous ferons donc état de certains résultats de nos recherches afin de mettre en lumière les liens entre la cueillette massive des données personnelles et les effets des stratégies ludiques de marketing sur les rapports sociaux. Pour ce faire, nous nous référerons à des exemples d'applications ludiques à vocation publicitaire ainsi

qu'aux théories d'affordances (Gibson, 1979; Zhang, 2008) et à diverses approches critiques de la publicité (Baudrillard, 1968; Lipovetsky, 1987; Salmon, 2007; Coll, 2014, etc).

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Id: 9726

Title: AUDIOVISUAL AND PHONOGRAPHIC SEGMENTS IN CONTEMPORARY BRAZIL: A COMPARISON

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Abstract: This paper aims to discuss the experience of streaming in the contemporary organization of Brazilian cultural industry, observing two segments: phonographic and audiovisual. Emphasis will be placed on questions of technological change and new intermediaries in cultural production, with the focus on power relations. This digital transition will be grasped as a negotiated process, organized through historical and social movements. The development of networks for distribution of audiovisual and music comprehends institutional questions, as the negotiation of copyrights and the institutionalization of new intermediaries. Both will be treated as social problems, not only economical questions. Different from Negroponte and others, which tend to consider the transition from analogic to digital as an immediate process without mischances, this article attends to the reorganization of the cultural industry as a negotiated process between different social instances with distinct capacities to exert power. Among the vast array of themes involved in the expansion of information technologies, the discussion usually concentrates itself upon the production of content, focused on culture of convergence, interactive narratives, participation of the public, as presented by Jenkins and others. This article, orientated towards Bourdieu's theory of fields, concentrates less on characteristics of content, and more at dynamics of power at the organization of the infrastructure necessary to their circulation. Through this perspective, cultural industry must be understood as a field, occupied by different agents in a constant struggle. This paper debates the institutionalization of streaming as an experience at the reorganization of cultural industry. Streaming has become an accepted option, due to the possibility to negotiate with content corporations in order to provide temporary access to content. However, in most situations this distributor doesn't own the content. As an intermediary, he administrates a technical network and negotiates copyright. To understand the relationship between the various agents involved in this field becomes indispensable. Our question is: how, during the historical process of the constitution of streaming, different agents negotiate their position in this field? In the audiovisual segment, the institutionalization of streaming depends on the convergence with telecommunication entrepreneurship. An important experience has been conducted by Net, a cable operator

controlled by Telmex, a corporation with operations in Latin America. In the phonographic segment, after a preliminary moment, the national agents, historically weak, become less capable to consolidate a Brazilian model. As a consequence, international agents occupy that place. Different trajectories are being reconstructed in this process. Phonographic segment, constituted between 60s and 70s by multinationals capable to maintain intense control over the field, downsize their activities at the beginning of the 90s. At the 2000s, new intermediaries, specifically global corporations attentive to dynamics of negotiations in a network society, began to operate in Brazil. Audiovisual sector, specifically television, constituted between the 50s and the 70s by national entrepreneurship, which fails to diversify activities in business of cable and satellite television at the 90s. At the 2000s, the expansion of such activities becomes possible as a consequence of the presence of telecommunication corporations.

Id: 9746

Title: Mediating the Data City: Corporate and Civic Data Brokers

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Abstract: Datafication is transforming citizenship in cities around the world by introducing new relationships between citizens and governments. This paper examines how the emergence of various forms of data brokerage by companies as well as civic entities recasts notions of citizenship and institutional responsibility. Specifically, this paper compares and contrasts different forms of commercial and 'civic' data brokers, identifying how each kind of brokerage leverages analytic resources and contributes to the construction, imagination, and valuation of data in the city. It identifies brokerage as a form of heterarchical power composed of the 'soft biopower' (Cheney-Lippold, 2011) associated with control and categorization of data, but intersecting with economic power and with increasingly fluid notions of citizenship predicated on both an experience of cosmopolitan encounter and on the struggles for power that what Georgiou (2008) describes as mediated through 'meetings of people, technologies and places' (p.224). In a data city, this mediation includes production, exchange, and brokerage of data, and is linked to a consumer-led understanding of citizenship. Citizens can become consumer-producers of data, creating value for governments and for the companies that provide brokerage of that data. Governments too become consumers, of analytics that help them to rationally manage resources that are deemed scarce. These relationships are mediated by brokers' companies, organizations or other entities - who can negotiate the relationships between these two entities, positioning them both as consumers, but of different packages of analytic data. Brokerage can act as a means of controlling citizens through the calculation of data (part of van Dijk's notion of datafication), or as a means of surfacing the 'minor politics' (Feenberg, 2011) of technology. Calculating, packaging, and delivering representations of data is essential to the function of the so-called 'smart' city, and repositions urban problems as ones that can be solved through computation (Gabrys, 2013). An efficient way to structure the necessary computation processes is through public-private partnerships, which a recent EU report claims as a pillar of the 'smart' approach (2014). However, as critiques of the smart city begin to emerge, other entities enact different forms of brokerage' recalculating open data made available by cities, establishing data cooperatives to control the re-use of personal data, collecting or calculating their own data, or seeking to undermine the entire datafication endeavour by developing alternative forms or valorizations of 'what matters' for citizens of cities. The paper outlines contrasting case studies of conventional and civic brokerage efforts from across the UK, including commercial brokers like Urban Engines, who broker data for transport planning, data cooperatives like Data Commons, and 'citizen social science' efforts. The analysis in the paper clarifies the possibilities and limits of seeking to

challenge the consumer framework of citizenship by changing brokerage arrangements, asking about the extent to which different intermediaries are able to disrupt, repurpose or intervene in the interlocking forms of power and control now associated with datafication ' and in the logic of datafication itself.

Id: 9750

Title: How to Build a Trojan Horse for Intellectual Property in the Internet Age

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Abstract: In October 2008, the music streaming service from the Swedish company Spotify was officially launched in Sweden and several other European countries. Today, the service is available in 58 countries, providing 'at least in theory' a global catalog of more than 20 million songs to choose from. To gain access to such a plethora of music, the user only needs to install the official application, a computer software with versions for a myriad of operating systems and hardware devices. Spotify's business proposal can be defined in a succinct form as giving access to all the music one can possibly hear at near-zero cost. The aim of this recording industry authorized and funded alternative is thus to reduce the unauthorized online sharing of copyrighted songs (Allen-Robertson 2013, Schwarz 2013, Wikström 2013). Hence the relevance of comparing Spotify's experience of use with the experience of use provided by the sites and networks where this unauthorized sharing it was built to prevent occurs. Even though Spotify quotes several empirical studies showing a alleged positive impact of its service in the decrease of 'online music piracy' (Spotify 2013, Ernesto 2013), with this presentation I will try to highlight the main obstacles to an offer based on cultural diversity and on the democratization of access to culture that are put in place by commercial streaming services supported by the culture industries. This will be done by means of a comparative analysis between Spotify and a private file-sharing community (a private Bittorrent tracker) grounded in a experience of use of both services by a user living in a peripheral country of the European Union. In methodological terms, the descriptive empirical analysis of the services in question will be complemented by an approach modeled on critical technology studies focused in a precise distinction of the technological practices (streaming vis-à-vis downloading) and Internet protocols (HTTP vis-à-vis Peer-to-Peer [P2P] 'BitTorrent'), ending in the conceptual foundations of a critique to the political economy of intellectual property and, by extension, of information as a public good (Benkler 2006, Boyle 2003, Landes & Posner 2003, Lévêque & Ménière 2004, Quiggin 2013, Rosa 2006 & 2009, Söderberg & Daoud 2012, Verzola 2006). With this, I intend to emphasize the contradiction between the effective free flow of information enabled by the Internet - and, in particular, by file-sharing technologies - and the artificial limits set by law. Concerning the protection of literary or artistic works, both the continental *droite d'auteur* and the Anglo-Saxon copyright traditions grant to rights-holders a set of exclusive rights to exploit their works (Baldwin 2014, Goldstein 2003). In light of these rights, the sharing of copyrighted works between private individuals must be considered an infraction in the absence of a prior authorization given by each individual right-holder. Ultimately, this presentation aims to raise the awareness of other Communication

scholars to study more attentively Peer-Peer networks and file-sharing sites as tools for the democratization of the access to culture and knowledge (Aigrain 2012).

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Id: 9782

Title: Governance by Algorithms: Reality Construction by Algorithmic Selection on the Internet

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Abstract: The growing societal significance of algorithms on the Internet has by now been widely acknowledged in and beyond the academic field (Salvin 2011, Mager 2012, Gillespie 2012, Steiner 2012, Anderson 2013, Author 2014). A wide range of our daily activities in general and our media consumption in particular are increasingly shaped by algorithmic selection ' in essence, by the automated assignment of relevance to certain automatically selected pieces of information. The selection of online news via search engines and news aggregators or the consumption of music and video entertainment via recommender systems are prominent examples. This paper focuses on the governing effects of Internet algorithms in information societies. In particular, it scrutinizes the interplay with and the differences to reality constructions by traditional mass media, and investigates the societal and democratic consequences of this growing Internet phenomenon. Theoretically, the paper builds on (co-)evolutionary innovation studies (Nelson/Winter 1982, Ziman 2000, Frenken 2006, Author 2013) in order to adequately grasp the interplay of technological and societal change, and combines these with institutional approaches to incorporate governance by technology or rather software as institutions (Reidenberg 1998, Lessig 1999, Shah/Kesan 2010, Napoli 2014). The paper shows how the market of attention ' the central scarce resource in information societies ' is increasingly being co-produced and allocated by automated algorithmic selection in many life domains. Algorithmic selection on the Internet has in fact become a growing source and factor of social order (Scott 1987), of a shared social reality (Berger/Luckmann 1967) that is increasingly being co-constructed by automated algorithmic selection on the Internet. The paper reviews the wide spectrum of individual actions and behavior that is co-governed by algorithmic selection applications. For this endeavor it methodologically draws from an empirical survey of Internet-based services that rely on automated algorithmic selection (Author 2014), and a functional typology derived from it (search, aggregation, recommendations, scoring, content production etc). It argues that ' similar to the construction of realities by traditional mass media ' automated algorithmic selection applications shape daily lives and realities, increasingly affect the perception of the world, and influence behavior. However, major differences

are identified and their possible consequences, in particular for the democratic quality of societies, are discussed. It claims that these differences are to be found first in the growing individualization/personalization of constructed realities, and second in the constellation of actors. This constellation differs, because (a) the selection is shaped and dominated by global companies, and because (b) algorithms are increasingly (self-learning) autonomous actors. Finally, the paper points out that these differences create risks, among other things detrimental effects on the democratic quality of societies, and outlines options of how to influence this course of development by a mixture of governance by and governance of algorithms.

Id: 9835

Title: Social Media Communication Development as a Life Skill: K-12 Education Responsibilities

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Abstract: Social media literacy, a worthwhile study in pedagogy, helps to develop and foster habits and behaviors that encourage student growth and development. This synthesis takes a closer look at current social media use in the K-12 education system and what recent changes have been reported. Social Influence Theory will provide a necessary framework to outline how social media education is currently used, what benefits it has, current restrictions, and a review of what the future of social media education could become. This analysis includes a thorough review of literature and a proposal for curriculum creation for juvenile education systems. Social media literacy is a question of usage and understanding from all of the teachers, administration, students, and community. Review of current literature reveals the argument both for and against the use of social media as a teaching tool. The review presents an argument to develop a curriculum to educate children and young adults about the tools and use of social media in education, social life, and career. Expertise that is essential for succeeding in work and life in a 21st century global society includes 1) information, media and technology skills; 2) learning and innovation skills; and 3) life and career skills. Two main assessment tools will be used in a social media curriculum. The mastery learning approach helps teacher's benchmark students as they progress through standards based curriculum. Secondly, assessment of understanding will help teachers document the knowledge of material with reports and test results. The assessments will be outlined in the curriculum proposal along with objectives, assessment, timeline, policy creation, legal issues, and delivery. The objectives detailed in the curriculum proposal will outline three major goals for the school system. Major goals of this program will help gain learners attention, elicit excellent social media understanding, and assess that performance to provide useable feedback for student growth. The final portion of this analysis is a brief outline of curriculum that has been adopted by Farmington Central School district #265. The synthesis submitted reviews the components of communication and what will be addressed by this proposal. Teachers will need to help create content, lawyers help create policy, and ultimately students provide feedback. The paper and proposal is a starting block to help address the aforementioned need in social media education. The synthesis of literature and created social media curriculum will help outline the policy, practice, and technology use of a typical school system. The curriculum will provide policy foundation for administrators and ultimately new teaching tools for educators in a 21st century learning environment. The measurement of change in technological media understanding will provide desirable quantitative data to examine the influence of this

program. This critique will provide a glimpse into the argument behind the design of social media based curriculum in childhood and young adult education.

Id: 9918

Title: Controversy mapping: a method applied to the 'Ocupe Estelita' social movement

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Abstract: Is cartography a valid method for understanding social movements and controversy? Throughout this article, we will discuss if it is possible to use the cartographical method, specifically in social networks, to understand social movements and controversy, considering that social networks are used equally to discuss themes that are important to individuals or social groups and to organize them around those common themes. We begin our research using the idea of controversy mapping, developed by Latour, and the already classic notion of network society from Castells. Both theoretical backgrounds are used considering the rhizome concept, taken from Deleuze and Guatarri. The rhizome will help us understand how it is possible to 'decal' the networks established among individuals themselves, between individuals and social groups, or among social groups around a theme (cause or idea), and the controversies related to such interactions. Social networks may function in a fashion that Habermas calls public sphere, namely a realm within social life in which public opinion can be formed. In order to answer the purposed question, we will analyze the 'Ocupe Estelita' (Occupy Estelita) controversy that took place in Facebook. 'Ocupe Estelita' is a spontaneous movement now organized around a social movement called 'Direitos Urbanos' (Urban Rights) from Recife. The group members defend the preservation of the Estelita Pier, located in a historic area in the city of Recife (State of Pernambuco ' Brazil). The area was sold to a holding of construction companies and will be converted into a block of skyscrapers. To understand the controversy flow and attempt to establish a cartography we will analyze the publications in two Facebook groups, namely 'Direitos Urbanos' and 'Ocupe-se' (Occupy yourself), its antagonist. The idea behind 'Ocupe-se' is ironic, advocating that the members of 'Direitos Urbanos' are 'unoccupied' people once they have time to discuss about the city, riot against the construction companies and the prefecture/city mayor and occupy an otherwise empty urban area. This specific controversy is notably important for four main reasons: (1) it is deeply entangled with a discussion that is happening globally about capitalism and life quality (Occupy Wall Street, M-15 and Tahrir Square) ' and for this reason we insist in the network society and global village ideas; (2) it gained international notoriety (The Al Jazeera website wrote about it and Prof. David Harvey came to an occupation event held at the Estelita Pier, only to mention some examples); (3) all the discussions of 'Direitos Urbanos' and all the demonstrations and occupations have been triggered by Facebook activity; and (4) originality. Since the beginning of the 'Direitos Urbanos' movement, there are only a handful of academic articles written about it, none of which attempting to draw attention to the 'Ocupe Estelita' controversy and its cartography. Even though the 'Ocupe Estelita' topic is related to an ultimately local

struggle, it dialogues with a global approach, or rather zeitgeist mentality, about social movements and their demands.

Id: 9981

Title: Panel:Fulfilling the Public Service Remit in the Post-Broadcasting Era: Does the Medium Still Matter'

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Abstract: Despite the ongoing transition from PSB towards PSM, the traditional values and basic principles of public service broadcasting have been resilient and remarkably persistent (e.g. nurturing and facilitating democracy, supporting domestic culture, ensuring universal service, etc.). But after 20 years of continuing growth in web traffic and increasing economic pressures to develop the capacity of fixed and mobile networks, as well as the number and scope of new services, this situation is increasingly tenuous. This is an opportune moment to query whether it is possible to maintain public service principles in an evolving media environment dominated by network communications. One of the main goals of traditional media policy and spectrum planning in Europe is ensuring that domestic public service broadcasters have the required resources to fulfill respective remits ' mandated roles and functions. Broadcasting in general has lost the hegemonic position it enjoyed for decades. An increasing number of governments are reducing funding for PSB and there is a more general threat in spectrum resources being taken from broadcasting to support network solutions for mobile industries. At the same time, public broadcasters are intentionally shifting their focus from broadcasting to invest in online services they hope will appeal to younger audiences more interested in 'new media' and 'social media'. In this context the widespread emphasis on updating their values, objectives and operational strategies is certainly imperative. But there are thorny questions that need deeper consideration. This panel examines current national media policies in Europe, Canada, the USA and Australia to consider implications for the foundational principles of public service broadcasting in the era of network communications. Does the medium matter for public service provision' Should spectrum allocation for mobile broadband be prioritized over broadcasting services' To what extent is broadcasting still a vital platform for fulfilling the remit' Can universal service for every citizen on equal terms still be guaranteed' The contributors work individually and collaboratively to address these issues.---The chair of the panel would be Taisto Hujanen, Professor Emeritus of Electronic Media at the School of Communication, Media and Theatre, University of Tampere, Finland (<http://www.uta.fi/cmt/post-broadcast/index.html>) and the discussant would be Hannu Nieminen, Professor of Media and Communication Policy at the University of Helsinki, Finland (<http://blogs.helsinki.fi/face-project/>)

Id: 9982

Title: Panel: Fulfilling the Public Service Remit in the Post-Broadcasting Era: Does the Medium Still Matter'

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Abstract: Paper title: Eroding the Assets of Citizenship' From Broadcast to BroadbandThe promise of convergence and the maturing internet create arenas of communicative plenty, but some forms of communication are endangered ' most notably broadcasting. Far from the end of spectrum scarcity we are witnessing a challenge of unsustainable 'coexistence' as broadcasters, mobile telephone and data companies compete fiercely for spectrum. The World Radio Conference in November 2015 will partly determine the outcome though the odds appear stacked against broadcasters. In this paper we explore the propositions that broadcasting remains the most efficient way of reaching very large numbers of people with audio-visual content on a 'one to many basis', continues to deliver information and cultural assets that are vital for citizenship, and does this at a cost likely to remain significantly lower than comparable service delivered via subscription or broadband providers. The European Community has had the privilege of devoting spectrum and other public resources to the development of (mainly) popular and impartial systems of public service broadcasting (PSB) and to providing a platform for exploring political conflicts and supporting indigenous cultures, languages and minorities. We argue that - while the development of new mobile technologies and markets is important - broadcasting must also be supported due to its role in the exercise of citizenship and of democracy. Though we also suggest that European PSB, in its content, is variably hegemonic and resistant. Our research draws on histories of technology, theories of hegemony, regulatory decisions and policy and the literature on spectrum allocation.

Id: 9983

Title: Panel: Fulfilling the Public Service Remit in the Post-Broadcasting Era: Does the Medium Still Matter'

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Abstract: Paper title: News as Public Service in the Era of Network

CommunicationThis paper examines the changing nature of news organizations in the networked age, comparing news production and provision in legacy media versus 'native digital' media. While many legacy firms are retrenching, studies suggest that up to one-third of the US journalistic workforce has been lost since 2001, a decline increasingly reflected in the West. Meanwhile, a new sector of digital native news media start-ups has emerged, operating solely in online and/or mobile platforms. Some are large, most are commercial and a few both national and global (e.g. Huffington Post, Vice Media, BuzzFeed), while more are small, locally focused, and often not for profit enterprises. The migration of star journalists from legacy newsrooms to digital startups, and the journalistic honors bestowed on them in recent years, legitimates the sector, attracting attention and capital. Given the significance of journalism to democracy, more analysis of the 'new normal' is needed. The crossing of multiple boundaries (broadcast/print, analog/digital, commercial/nonprofit, local/national/global) features high uncertainties and great opportunities. This has particular significance for public service media organizations because the principles and values that legitimated PSB, e.g. commitment to localism, a desire to engage citizens and support citizenship, and abiding commitment to the roles of journalism in democracy, overlap with the intentions of many digital native news firms. But this sector seems comfortable with mixing advertising and editorial content in ways and to degrees that could be problematic. The commonalities and differences pose challenges of many kinds across stakeholders and suggest a strategic role for PSM organizations to serve a 'convening' function.

Id: 9987

Title: Panel: Fulfilling the Public Service Remit in the Post-Broadcasting Era: Does the Medium Still Matter'

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Abstract: Paper title: Mobile PSM in Australia: Ubiquity and its consequences This paper considers the consequences of public service broadcasters reinterpreting their principle of universality as digital ubiquity. PSB development of mobile media seeks to demonstrate public relevance by providing services on any platform, any time, on any device. Yet mobile ubiquity involves greater contest with commercial actors, greater dependence on privately owned platforms and the commodification of public resources and communications. Thus mobile investment represents a critical balancing act between providing internetworked openness and delimiting commercial enclosure. This paper takes up Paul Dourish and Genevieve Bell's (2011) exhortation to critically analyse the social, cultural and political dimensions of ubiquitous and pervasive computing. It employs policy analysis and expert interviews to investigate the consequences of mobile media development at the Australian Broadcasting Corporation (ABC) and the Special Broadcasting Service (SBS), revealing how it is shaping managerial attitudes to audiences and to the public, as a social actor and realm of political engagement. New commercial entanglements are explored in four areas: on-demand video, social media, apps and audience measurement. The paper begins with a genealogy of attempts to provide universality, post-digitalisation, which are driven by market liberalisation, platform proliferation and the imperative to convergent, collaborative enterprise. It then traces the shift to ubiquity in terms of multiplatform, geographic, temporal and cultural presence. Key to this shift is a new understanding of audiences as 'algorithmic aggregates', whose individuated, cross-platform calculation complicates institutional accountability. The paper then examines how mobile ubiquity is being pursued in strategic plans, national inquiries and public/private collaborations, and based on the accounts of senior managers in each company. Here it emphasises the orientation of mobile strategies to the operations of the technology giants: Google, Facebook, Sony and Nintendo. Finally it assesses the political and cultural consequences of refiguring broadcast universality in pursuit of mobile audiences and the dubious ideal of technological convergence.

Id: 9988

Title: Panel: Fulfilling the Public Service Remit in the Post-Broadcasting Era: Does the Medium Still Matter'

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Abstract: Paper title: Dismantling the Public Airwaves: Shifting Canadian public broadcasting to an online service. The CBC has made it a public priority to transform from a television and radio broadcaster to a more rationalized organization that serves Canadians via streaming services on mobile devices. This transition has obvious cost savings that may prove necessary in the face of government austerity measures. However, it raises questions about public accessibility and the relationship between public broadcasting and spatial connections. The wider political project of Canada has always featured strong pull from the regions that can challenge a national vision. Does the online world provide the sense of political community that a public broadcaster is supposed to inform and engage' The methodology for Dr. Taylor's paper draws upon the legislative foundation of the CBC, interviews with CBC officials, as well as archival material from media regulator submissions and testimony from public hearings. Dismantling the Public Airwaves will demonstrate how the CBC began the transition process to post-broadcasting more than a decade ago in the early stages of digital television. It will also explore positions taken in submissions to Industry Canada's recent call for comments (due February, 2015) on the future of the 600 MHz spectrum, the frequencies where much of the Canadian over-the-air television broadcasting sector currently resides. While CBC management appears to view the traditional broadcasting sector as 'old' media, the current audience data offers a more nuanced picture. Traditional broadcasting has proven surprisingly resilient in the face of new distribution technologies. Is the movement to mobile online distribution the essential next phase of public broadcasting, or part of a wider liberalization process that undermines the historic foundations of Canadian public broadcasting' Dismantling the Public Airwaves asks if traditional public service obligations are truly served in this new environment'

Id: 9989

Title: Panel: Fulfilling the Public Service Remit in the Post-Broadcasting Era: Does the Medium Still Matter'

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Abstract: Paper title: The Short Future of Public Broadcasting: Replacing DTT with IP' According to recent European estimates, the life expectancy of broadcasting as a free-to-air television platform may not be more than 15 years. Both the BBC and YLE, the public service media companies in the UK and Finland ' as well as the UK regulator Ofcom ' have independently reached this conclusion in recent reports about the future of news, media distribution and digital terrestrial television (DTT). Although broadcasting is expected to be necessary at least until 2030, all three organizations assume that after that time DTT can be switched off and ' under certain conditions ' completely replaced with IP-based solutions for PSM delivery. This is not the first time a new distribution technology has been expected to replace earlier one(s). Television was expected to replace radio, FM to replace AM, DAB to replace FM, etc. But so far the telegraph is the only communication technology that has been completely displaced by newer systems. In the light of retrospective analysis in this paper, the idea of IPTV taking over DTT is a more sophisticated version of this 'black box fallacy'. Predictions of the early demise of the DTT are also contradictory. For example, in the UK Ofcom continues to support DAB digital radio broadcasting. The Finnish case is perhaps more straightforward as the spectrum for digital radio is used in clearing the 700 MHz band from DTT for mobile broadband use. But it is evident that in both countries the expectations of the growth of the mobile media ecosystem and economic profits are part of the force driving the latest version of an old idea. Using a theoretical perspective combining new institutionalism and political economy of communication, this paper examines potential and existing problems in replacing one sort of socio-technological system, i.e. broadcasting, with a completely different one. There are crucial technical difficulties and normative questions also arise. Would it be possible to secure universal access to public service content on a common platform' Would new gatekeepers emerge with access to IP-related data on users' identities and locations' How might data flows be tracked and managed' And how secure might such data remain'

Id: 10029

Title: Enhanced Democracy' Really' Assessing design-reality gaps in Canadian municipal-level open government platforms.

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Abstract: Much hope is expressed about the cultural, economic, political and social justice opportunities afforded by Geoweb and open data / open government initiatives. Echoing earlier promises of e-government wherein the delivery of services to clients was conflated with citizens' democratic engagement, the basic premise underlying much of the contemporary hyperbole is that open data / open government offers: (i) a mechanism for citizens to inform data; and for data to inform citizens; and (ii) a mechanism to facilitate civic engagement in the form of a 'conversation' between citizens and their governments. The changes espoused by this vision anticipate a revitalizing of mechanisms for informing and contributing to the making of policy and for engaging citizens. Such a view, however, tends to overlook the role of socio-technical factors that mediate the gap between where we are now and where the system design is meant to get us. It is precisely this gap ' a design-reality gap - that comprises the opportunities and constraints (i.e., access, data literacy, privacy, intellectual property) that influence what people can do with open data, and how open data / open government is manifest and experienced. Drawing of the findings of research conducted with the SSHRC funded partnership grant, "How the geospatial web 2.0 is reshaping government-citizen interactions," this paper presents early results of an ongoing detailed investigation of the open data / open government platforms of the 100 largest municipalities in Canada. Analysis of variables including, data policies, data formats, accessibility, data literacy skills required to work with the data provided reveals that while the opportunity to enhanced openness, transparency, and social justice may be tangibly manifest, its actual realization is constrained by a host of technological and non-technological considerations that are often overlooked in mainstream accounts about the democratizing potential of open data / government. To this end, the findings directly confront the historical amnesia about expectations for the democratic, economic, political, and social virtues of previous communication technologies that seemingly inform much fanfare associated with narratives of the supposed progressive and emancipatory powers of geospatial media and participatory social networking tools.

Id: 10046

Title: Panel: Internet Intermediaries: Neutral Platforms or Opaque Networks of Power'

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Abstract: The primary question addressed by this paper is whether internet intermediaries are primarily neutral platforms or more like publishers responsible for the users and the content that they access and distribute over the internet' Based on a review of primary legal documents (for example, the United States' Digital Millennium Copyright Act, the European Union's Electronic Commerce Directive and China's Administration of Internet Information and Service Procedures, etc.) and scholarly reviews of emergent policy and legal domains mainly in the US, Canada, Australia, China and the European Union (e.g. Edwards, 2011; Seng, 2011), the paper will show that there is a strong tendency toward that latter and in ways that delegate state responsibilities to an ever lengthening chain of commercial actors and that such actions are typically opaque and sometimes outside the rule-of-law altogether. The approach taken within the paper is a hybrid of political economy, history and policy analysis. Internet intermediaries operate the facilities that provide access to, or services on, the internet, including: internet access providers, search engines, social media, etc. As with all media, there are questions about what, if any, responsibilities, they should have with respect to third party content and the users of their services. While many observers in the 1990s saw the decentralized and cross-border nature of the internet as making it inherently difficult to regulate, drawing on cross-national, original empirical research this paper shows that concentration levels for core internet resources -- ISPs, search engines, social media sites, etc. -- are in fact very high. This, in turn, has made them popular tools as part of the struggle by governments, copyright interests and others to regulate unwelcome content and user activity such as mass piracy, child pornography, whistle-blowers, bullies, terrorists, etc. Consequently, intermediaries are increasingly being tasked ' on a 'voluntary' and mandatory basis -- with a growing list of gatekeeper functions: website blocking and filtering, domain name seizures, copyright protection, administration of 'real name policies', data retention and disclosure to law enforcement and national security agencies, etc. The questions raised by issues of intermediary responsibility cut across numerous legal domains: copyright, telecommunications, speech, privacy, national security, competition and trade law, libel, among others. It is impossible to cover all of these areas, but this paper suggests that many of the most significant issues can be examined by focusing on four domains: common carriage, copyright, content regulation and national security.

Id: 10061

Title: Fluidity and the emerging media firm

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Abstract: In this paper we examine media firms that have fluid structures and/or processes and identify practices which improve the responsiveness to constantly changing external factors in emerging media firms. The aim is to identify different types of fluidity, for example within management practices and in the relationships between staff, including informal knowledge exchanges, rapid prototyping and changes of power and control (Freedman, 2014). Overall rather than being flat the meta-organisational structure is fluid, that is organised around projects as they come up, and then reorganised around the next one. Projects aggregate a constant flow of people who may have different skills and backgrounds. Processes to create new products may also involve the aggregation of hundreds of media-makers in - for example - crowd-created publishing. Fluidity may therefore be identifiable at geographical, institutional, or production levels. At geographical level fluidity is observable in Silicon Valley (USA) and TechCity (UK). At institutional level start-ups may have strong fluidity, and at production level, this can be found in agile research and development practices and crowd-creation. According to Hargadon fluidity 'supports innovation because it exposes the firm's members to a continual flow of new problems requiring novel solutions' (Hargadon, 2003: 144). Overall, we ask whether fluid structures assist in the production of recombinatory media and agile business practices' Fluidity and flexibility have been found to be an indicator of business longevity (Flynn, 2012; De Geus, 2002). The recombination of different strategies, practices and even media assets has also been found to improve levels of innovation (Brynjollson and McAfee, 2014). Overall, It is believed more fluid production ecologies may be necessary in order to keep pace with market changes and cultural-socio-economic flows. The paper aims to identify ten indicators of media fluidity which may range from co-located clusters of media firms, to horizontal, or 'lean' organisational structures of media start ups (Ries, 2011), or - lastly - within production processes (Miller, 2010). Our hypothesis is that fluidity improves a media firm's ability to respond and to innovate. The researchers will draw together scholarly work from the following fields: organisational culture, business studies, psychology, media studies, and production studies. In addition grey literature and news reports in connection with business innovation will be analysed in order to identify ten factors that may indicate

structural fluidity in both emerging and established media firms. These indicators are likely to include knowledge exchange, collaboration, and open and transparent working. The following media aggregations, media firms, and firms which demonstrate fluidity will be analysed: TechCity, Silicon Valley, Netflix, Amazon, BuzzFeed, The Huffington Post, Kickstarter, and Uber.

Id: 10075

Title: Straddling Hegemony and Resistance in Internet Governance: The Soft Power of International Organizations

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Abstract: Since the World Summit on the Information Society's Working Group on Internet Governance (2004-2005), there has been a growing emphasis on the use of the term multistakeholder in Internet governance (IG) (Brousseau et al. 2012; Mueller 2010; Radu et al. 2014). The annual Internet Governance Forum established in 2006, the 'NetMundial' jointly convened by ICANN and Brazil in May, 2014 and the recent and more controversial 'NetMundial Initiative' launched as a follow-up with the World Economic Forum, highlight the need for multistakeholder discussions and consensus finding. They almost always delineate three main categories of stakeholders: governments, private sector, and civil society (Cammaerts 2011; DeNardis & Raymond 2013; Gasser et al. 2015). However, we have shown in previous work (2014 and forthcoming 2015) that International Organizations (IOs) also are crafting roles for themselves as IG actors. Underlining the need for their invaluable experience, capacity and mandate to co-elaborate binding and non binding standards, they have been trying to establish themselves as key players in multistakeholder settings. With a focus on two regional organizations (OECD and Council of Europe) and a global UN agency (UNESCO), explored through a set of interviews of their key leaders and personnel and through the analysis of their main produced outcomes, this paper addresses how IOs have been successful in navigating the murky waters of IG and multistakeholderism. Using both qualitative and quantitative analysis of interview and archival data, we examine the emergent roles of IOs and the paths they forge in multistakeholder arenas. Such pathways include coalescing with other stakeholders around some issues of common interest, crafting research agendas, and allowing their Secretariats to smoothly circumvent some of their Member States positions and, as a result, producing positions and non-binding international instruments related to the most contentious IG issues. We explore in-depth how these outcomes have managed to overcome sometimes very conflicting positions among different stakeholders, analyzing critically the processes and means that IOs use to straddle hegemonic and resisting positions from other stakeholders, in particular by shaping dialogues and influencing best practices. We use a conceptual framework from

political science, communication theory, and organizational sociology. Enriched with empirical results, our research provides an inside and heretofore unexplored view of the workings of IOs in the IG field, illuminating how they enhance their roles (and concomitant power) in a complex, multilayered, highly discursive and often uncertain internet governance ecosystem. Select References

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Id: 10149

Title: Collective Actions on Twitter - Digital Storytelling as a Resistance Strategy

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Abstract: In today's social environments, many activities implying the construction of cultural and social meaning are based on digital media. This holds also true for collective actions and ways of resistance, particularly in cases of political conflict between states and citizens. More recently, social media have enhanced the options of civic participation, control and information flow. Based on the mediatization model it will be argued in this paper that social media have to be conceptualized as an interwoven system, which can not only influence, but even determine, societal developments by mediatizing interactive exchange. To support this notion, we want to demonstrate how digital storytelling on Twitter in political contexts can be approached systematically, both from a level of media-based categories as from the perspective of narration patterns. We differentiate three media-based levels of storytelling on Twitter based on the 'operator model': (1) textual level of storytelling, (2) semiotic level of storytelling (operators such as hashtags and links) and (3) visual level of storytelling (twitpics, videos). From the perspective of narration, we assess narrative and discursive value to the storytelling episodes within the political context by distinguishing the following patterns: (a) multi-actor storytelling (b) collaborative vs. argumentational storytelling (c) cascaded storytelling This model will be exemplified by analysing a large amount of tweets collected during political conflicts in various settings with a particular focus on anti- and pro-European voices on Twitter. Based on an analysis of more than 120 000 tweets it will be shown, how three groups of Twitter users (politicians, media accounts, citizens) engage in specific types of storytelling as part of political protest. Focus will be on collective actions of the twitter community as a 'mini public', which engages in information collection and argumentation with the goal to make their protest heard. The paper aims to show that political resistance can be based on specific social media strategies which are grounded in the media logic of the respective digital environment. This perspective will be substantiated by quantitative as well as by qualitative measures on a micro-level.

Id: 10161

Title: The Recruitment of Passion and Community in the Service of Capital: Online Community Managers in the Surveillant Assemblage

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Abstract: Online games are technology based services that are networked, operate transnationally and require ongoing player and company input. We can conceptualise these online services in terms of cultural production logics, following Miège (2011) and Bolin (2011), even if these logics needs to be extended to include user generated productions, new types of cultural workers and new technical configurations. This paper brings the literature on cultural production and critical studies of labour and work into conversation with the literature emerging from surveillance studies. Community managers are a new form of cultural work, which is often outsourced to near to market locations, and plays an important role in systems for monitoring online user behaviour. Community managers are part of 'a surveillant assemblage' of human and non-human elements, which attempts to manage diverse transnational online user communities and in commercial enterprises, create value (Haggerty and Ericson, 2000). They attempt to govern by consent and impose both formal and informal regulations on their users. They attempt to manage disruptive behaviour like trolling, grieving and cheating which undermine the goals of a service and ultimately reduce revenues (Bakioglu, 2013, Humphreys, 2008, Whitson, 2010). While there is research exploring the implications of algorithms and datafication for users, little is known about the media workers who support these technical infrastructures, implement ICT policies and interface between users and more high status creative workers (Introna and Wood, 2004, Gillespie, 2010, Marx 2007). This paper presents the findings of a content analysis of job advertisements and face-to-face interviews with community managers in commercial digital games companies. We analysed the language of a sample of 75 job advertisements for positions located around the world, focussing on the skills required for these positions. We then supplemented this analysis with 5 in-depth semi-structured interviews with community managers which explored the application of these skills and the challenges these workers faced on a daily basis. The findings would suggest that these new intermediaries are largely invisible and disempowered. This paper argues that digital games companies are using recruitment and organisational practices to appropriate user 'passion', 'community' and 'experience' in the service of capital flows, but also act to marginalise and disempower these 'below the line' workers. While community managers see themselves as creative workers, their visibility and creative autonomy, are limited by organisational, geographical, legal and technical issues. It would appear therefore that while these workers play an important role in 'caring' for users, enforcing surveillance polices and punishing resistant behaviour, the workers themselves are relatively disempowered

compared to other actors in production network. In the conclusion we explore the implications of our findings for our understanding of empowerment and creative autonomy for both users and workers in the communication and cultural industries.

Id: 10207

Title: Re-appropriating Big Data: Independent Game Developers' Strategic use of Analytics

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Abstract: With the rise of gamification (O'Donnell 2014), games not only provide entertainment, but also educate and assess students promote healthy living, and create more engaging workplaces. The revitalized power of games is rooted in technological developments and the increased capability to respond, adapt to, and predict players' behaviour via 'telemetry' and 'analytics'. These analytics are at the heart of 'big data', which refers to 'both the unprecedented size of contemporary databases and the emerging techniques for making sense of them' (Andrejevic and Gates 2014, 186). However, little is known about informational practices of companies that collect player data. When these practices are spoken about, it is commonly in reference to the secret collection of users' data, such as the leaked Snowden documents documenting NSA and CIA surveillance of players. To date, the edited collection *Game Analytics* provides the only in-depth discussion of what these practices may entail (El-Nasr, Drachen, and Canossa 2013). As with other reporting on big data -both critical and euphoric- it is difficult to disentangle the often hyperbolic media and academic discourse from the everyday, pragmatic realities of how companies actually use data in their everyday work. This project answers French's (2014) call for more empirically grounded studies of frontline informational practice. Drawing from a two-year ethnographic study of game developers in Montreal, Canada, and deploying grounded theory (Glaser and Strauss 1999), I illustrate the human aspect of informational practice, providing a description of what of big data practice looks like in the trenches of digital media production. To provide context, I first document the rise of data-driven design in the game industry, the resulting shifts in the forms and shape of games being made, and the impact that data-driven design has on the creative autonomy of new media workers. I then focus on independent game developers and their strategic adoption of data analytics. Intriguingly, these metrics practices are deployed in ways that place less emphasis on using data analytics to fine-tune game mechanics or learn about player communities, and more on signalling measurable success in culture industries to the press, player communities, and funding agencies. Developers that deploy this empirical language, however, are very aware of the gaps and failures of analytics and are critical of the role of analytics in game-making, thus illustrating the ways surveillant technologies are resisted, re-appropriated, and re-formed by frontline software developers.

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Id: 10223

Title: When Pipes Become Banks: Sociotechnical Control in the Infrastructure of Payments

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Abstract: New forms of algorithmic governmentality are emerging as computational platforms displace and in some cases replace many of the traditional core functions of the state (Bratton, 2014; Galloway, 2004; Rouvroy, 2013; Parisi, 2014; Pasquinelli, 2009, 2011). These new forms of governmentality and sovereignty are particularly significant in the case of virtual currencies and payments systems, where sociotechnical systems are emerging from the convergence of communications and money networks. Innovations in cryptocurrencies, in near field communications (NFCs) and QR code payments, in mobile wallets and in mobile money are becoming commonplace. These services position network operators and service providers not only as the managers of massive computational infrastructures, controlling information, user data and metadata in the cloud, but as emerging financial institutions - de facto banks of a kind set to compete with and potentially replace publicly mandated systems and state institutions. What happens when network operators control not only the flow of information but also value, managing, monitoring and gate-keeping financial transactivity and in some cases even producing new currencies and guaranteeing their worth? What are the algorithmic politics of the computational platforms on which we now produce and circulate value and how will they shape the sociotechnical geography of financial power, access and exclusion going forward? This paper will trace some of these new forms of network sovereignty and their effects through a complex sociotechnical system. Using methodologies from software and sociotechnical infrastructure studies (Hanseth & Monteiro, 1997; Kitchin, 2014; Mackenzie, 2012; Rossiter; 2014 Star, 1996), the paper uses a mobile payment platform as a lens to examine the ways algorithmic forms of governance are now converging with more traditional payment systems. This research demonstrates that networked payments facilitate new forms of profiling and discrimination of users according to oblique data points. Furthermore, these networked payments systems also enable new forms of algorithmic value accumulation based not on transaction fees but on the data generated by user payments (Maurer, 2012).

Id: 10256

Title: Evolving with technology: An analytical framework for embodied experience in the digital era

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Abstract: As the appearing and transforming of contemporary media, thinking on 'human-technology-world' has been reversed. Body not merely occupies the actual physical spaces but also interact under virtually realistic situation in spaces.(Farman, 2012; Palen, Salzman and Youngs, 2001; as cited in Rettie, 2005). This could allow profound and meaningful changes for the meanings of embodied experiences, which is the less considered part in traditional research approaches. Wherefore, in this article, I will start from the horizon of 'co-evolution' to rethink the meanings for 'embodied experiences' in the digital era. That is to say, how humans and technologies cooperate to bring out 'mediated bodily experiences' is the key point. This epistemology-based question involves several key debate issues such as embodied cognition, bodily perceptual, and sensory alignment, etc.The claim of this article is that the changes of technical gestalt involve the emergence of related 'bodily perceptual' such as the posture and style changes of body and the alteration of sensory, perspective, knowledge, and ability. These actions are always the expression of 'mediated action.' Certainly, what should be emphasized is not to highlight how alteration of technology influence the perceptual of human from the horizon of technological determinism. On the contrary, it is to highlight a key question: 'how to coordinate with media' in the transformation of contemporary media. This means that what perceived space is provided by media, what meanings are unfolded, and what world is brought to. The truth is that we are no longer only keep media alongside. We further make thinking, acting, and playing with media. In other words, action is the re-enactment for existing perceived space of media, which makes us encounter media again and again and simultaneously intertwining within. This poses the puzzles in research because 'People 'know' how their lives are inextricable from media but their ways of knowing are often embodied and sensory rather than always linguistic. Pink & Mackley (2013, p.682) ' . Therefore, we must face the 'vagueness ' of experience itself. Such vagueness is exactly derived from the co-construction of media logics and feeling logics. 'Media logics' means the perceived spaces that media provide, which is highly related to the issues about the materiality and affordance of media. 'Feeling logics' indicates that the using actions of humans in a media are always packaged with thinking about another media. What should be concerned is how to integrate 'media logics' and 'feeling logics.'This article aims to propose an analytical framework for embodied experiences. The structure of this article could be divided into four parts. First is the background of the rise of technological determinism and the overview of why this article focuses on the horizon of 'co-evolution' to rethink the meanings for 'embodied

experiences'. Second, emphasizing the appearing of bodily perceptual is one of the keys to promote co-evolutions between human and technologies, which indicates the way how body-mind concepts appear under the structural coupling of situations. In micro level, this is the sensory alignment between human, technology, and situation. In macro level, it is the alteration on structure of feeling. Third, according to the points listed above, the appearing of bodily perceptual involves the alterations about the meanings of action and perception. The theoretical bases about perception concept adopted in this article partly come from the enactive approach proposed by Alva Nöe(2004). Finally, to summarize, the ecology relation structure of the co-evolution between human and technology according to the concepts of body-mind, action, perception, and etc. could be proposed. Key words: bodily perceptual, embodied experience, perception, sensory alignment

Id: 10276

Title: Public Interest in FCC National Broadband Plan

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Abstract: Public interest is one of the key words widely used by FCC(Federal Communications Commission) to legitimize its broadband policy in the National Broadband Plan. (2010) But what does public interest mean in this plan' How is public interest located and perceived in this plan' In terms of public interest, what are the continuity and difference between this broadband plan and past communication policy discourses, such as the Blue Book, the deregulation policies in 1980s and 1990s, and the Telecommunication Act of 1996' To address the above questions, through frame analysis, in this article, I will explore the public interest frames (the interpretative schemata regarding public interest) in the FCC broadband plan. This research is both practically and theoretically significant. On the practical level, broadband policy is widely considered to have crucial effects on the economic, social and political future of the US. (e.g., FCC 2010; Schejter, 2009) FCC stated that the broadband plan 'lays out a bold roadmap to American's future' (FCC, 2010) This study will be helpful for the public and concerned groups to understand how public and public interest is located, identified and labeled in this roadmap concerning their future. Moreover, the old broadband or Internet policy in the past two decades have been criticized by scholars from different perspectives. (e.g., Ferguson, 2004; Frieden, 2005; McChesney, 1996; McChesney, 2004; Picot & Wernick, 2007; Schejter, 2009). For example, Schejter argued that the old Internet policy has resulted in the United States being left behind in Internet use compared with other developed countries (2009). Thus, it is important for the academic communities and the public to examine the difference and continuities between this broadband plan and the past Internet and communication policies. This research attempts to address the issue from a public interest perspective. On a theoretical level, public interest has been considered as a fundamental principle in US communication regulations (e.g., Aufderheide, 1999; Napoli, 2001; Rowland, 1997a). Yet the ambiguity of the this concept and the divergent interpretations of this concept have also been highlighted by past research. (e.g., Aufderheide, 1999; Bozemen, 2007, Fowler & Brenner, 1981; McQuail, 1992; Napoli, 2001; Rowland, 1997b; Schubert, 1961). This research will clarify the meaning of public interest in the broadband plan. By so doing, it will significantly contribute to future research on US communication policy and Internet policy. The theoretical and methodological framework of this research includes two components. In terms of theories about public interest, van Cuilenburg and McQuail's model of public interest in communication policy (2003) and other past research on communication policy and public interest (e.g., Aufderheide, 1999; Fowler & Brenner, 1981; Friedrich, 1998; Horwitz, 1989; Krasnow & Goodman, 1998; Napoli, 2001;

Rowland, 1997a, 1997b) contributed to the conceptualization of public interest of this research. As a well developed methodological framework for communication (e.g., Benford & Snow, 2000; Campbell, 2002; Goffman, 1974; Johnston, 1995, 2002; Snow, Rochford, Worden & Benford, 1986), and policy analysis (e.g., Fletcher, 2009; Meier & Lombardo, 2008), frame analysis is the primary method in this research.

Id: 10333

Title: Unpacking 'Black Boxes': Understanding Digital Intermediary Innovation

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Abstract: Conceptual frameworks for analysing innovative digital technologies can be found across the social sciences, and indeed, are present in the computing and engineering sciences. In the latter two, notions of 'social computing' or 'social machines' are increasingly discussed,(1) in many instances, drawing upon theoretical traditions that emerged in the social sciences ' both critical and mainstream/instrumental. Research on the development and deployment of social machines is often claimed to be informed by values consistent with empowering citizens and consumers. This paper provides a close reading of these literatures with the aim of highlighting which conceptual frameworks are being translated into research on social machines and what contradictory understandings of key concepts are present. The analysis will be based on a comparison of the scholarly references drawn from the social sciences that are appearing in research on social machines. These machines are central to the operations of digital intermediary platform providers. They encompass the information processing or algorithmic features and the business strategies and models. One aim of this paper is to demonstrate how many of the concepts that are being translated into new fields of research, e.g. autonomy, responsibility, or privacy, are transformed in the journey, acquiring new meanings and, in some cases, losing key features of the normative positions that informed the works of authors who are cited. A second aim of the paper is to illustrate how little of the analytical work of social scientists for whom unequal or exploitative power relationships are key to understanding the digitally mediated environment is cited by those working in fields such as computing and engineering science. It will be beyond the scope of this paper to examine how constructs from these fields are taken up within social science. Following an analysis of cross-citations and a discussion of the concepts that are being translated across scholarly boundaries, the second part of the paper will discuss how certain features of concepts, especially those that are intended to illuminate power dynamics, become 'black boxed' such that power relationships are concealed, even as the researchers assert that their aim is to contribute insight into how digital intermediary services can be empowering for citizens. In an age when digital intermediaries ' platform organizations such as Google or Facebook and others - sit at the very core a complex media ecology, there is concern among policy makers and citizen groups about digital intermediary accountability and transparency. It is timely to examine the concepts that are prominent in the scholarship of leading computer scientists and software engineers. Many of those whose work will be considered are influential in policy debates where the mandate is expressly to uphold human rights. This paper will highlight some of those pathways to influence and the way social science concepts are implicated. (1) Smart, P. R. and

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Id: 10345

Title: To be happy' Seeking for the social responsibility of internet platform providers

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Abstract: "Ethics is not a dogma, but a lock and key, happy life." (Lin, 2006) On November 17 of 2011, the preliminary draft amendments of "Children and Youth Welfare Act", proposed by the Executive Yuan, has extended the provisions of "Child and Youth Welfare and Protection Act" from the existing 75 added to 115, thereby maintaining the Taiwanese community interests of children and teenagers, which show our efforts to implement the UN Convention on the Rights of the child. According to "Children and Youth Welfare and Protection Act," 46 states: In order to prevent children and teenagers exposed to harmful Internet content of their physical and mental development, convened by the National Communications competent authority of each competent authority entrusted Content Protection Agency to set up non-governmental organizations, internet platform provides protection mechanism should be in accordance with the preceding paragraph, to set clear and realistic self-regulate to take protective measures; not self-regulate set, should be in accordance with the relevant public (HS) clubs set of self-discipline to take the necessary measures. Among them, the social responsibility theory by the American academic elite Ivy League universities raised (Li, 2009), is a variant of liberalism advocated liberal media must be based on a precondition that "there must be a point and "free market" of information, whether minority or majority, strong or weak, are able to contact the media (access to the press). "(Dai Xin translation, 2007: 3); in media ownership increasingly concentrated market vicious competition, government faire has been unable to protect the people of the media near right, also appeared on the point of view of social responsibility that must be taken to ensure the necessary involvement of media to play its social responsibility. Based on the viewpoints of "Children and Youth Welfare and Protection Act" and social responsibility theory, self-discipline by information technology industry may reflect the industry for corporate social responsibility and public interest concerns or not (Huang, 2014).Both documentary analysis and focus groups interview will be conducted in this study. First of all, documentary analysis will analyze the cases reported to online complaint of Watch Internet Network for the last three years. Secondly, three focus groups interviews separately for representatives from rights on children and women NGO, ICT, government, and academia would discuss and share their viewpoints regarding self-discipline and how to implement and practice.The findings will examine the social responsibility practices of Internet platform providers, and made recommendations on ethical norms of self-discipline.

Id: 10356

Title: TO STUDY THE EFFECTIVENESS OF MOBILE COMMUNICATION AS A TOOL FOR RURAL DEVELOPMENT IN RAISEN DISTRICT OF MADHYA PRADESH, INDIA

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Abstract: Mobile Communication system is believed to reform the lifestyle of rural India in coming years. While India is becoming a global village, communication is still a challenge in many of the villages and remote places. As a result, rural population is thrown out from the communication system of India and there is always a digital divide among urban and rural areas. As Prime Minister Narendra Modi dreams of digital India, the residents of rural areas can possibly have access to services like agriculture, education, entertainment, banking, governance, healthcare and transportation through their mobile phones. Today, India has many new mobile users who live in rural areas with poor infrastructure and still are connected to the urban sector through mobile phones. Mobile technology has played a major part in achieving this information accessibility. Due to increased ownership of mobile phones, rural sectors in Madhya Pradesh have a prospective for social and economic development. Gradually, a mobile phone is likely to become an important tool for Information Communication Technology in rural areas. Telecom Regulatory Authority of India (TRAI) has released actions in providing access to mobile networks by creating a map covering over 6 lakh villages in India to estimate the available connectivity in Rural Areas. Mobile Phones at affordable cost and Mobile services in rural areas can be a solution to existing communication barriers. This research tries to study the effectiveness of mobile communication in overcoming such problems and allowing rural sector to participate in the development process. It aims at presenting the role of Mobile Communication as a medium to empower the residents of a village in a local area. Through this research, the author tries to check if the technological advancement, ease of mobile use and the subsiding costs of mobile devices will make the mobile an accessible and affordable tool for development based communication in rural sectors with a focus group study of Mobile Phone Users in Raisen District of Madhya Pradesh in India as the universe.

Id: 10382

Title: Reconceptualizing 'privacy': Consensus and conflicts at the U.S. NTIA Facial Recognition Technology multistakeholder forum

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Abstract: Privacy is at the center of a major American controversy. According to the Pew Research Center, 68% of Internet users believe current privacy laws do not provide enough protection and 50% are worried about the amount of personal information that is available about them online. In this paper, we study the conceptualizations of 'privacy' as they emerge from the multistakeholder forum, convened by the U.S. National Telecommunications and Information Administration (NTIA) in the beginning of 2014 to develop the regulatory regime for the commercial use of Facial Recognition Technology (FRT). More specifically, the forum is mandated to develop 'a voluntary, enforceable code of conduct that specifies how the Consumer Privacy Bill of Rights applies to facial recognition technology' (NTIA.gov). FRT is used to record or scan an image, and to process the data for recognition or verification. For this study, theoretical constructs on privacy, surveillance, and technology regulation are discussed. After reviewing the conventional conceptions of privacy in legal studies, political philosophy, and human rights literature, we propose that a new conception of privacy is emerging. FRT conflates the distinctions that have previously been made about privacy (i.e. physical, cognitive, or information privacy), and challenges us to consider the full spectrum of affordances and impacts on the right to privacy. Thus, marketers and retailers deploy FRT to study consumers' affects in stores, which could be construed as invading the cognitive layer of privacy. Pictures and other forms of identification link people to databases, which constitutes invasion of information privacy. Considering that FRT code of conduct is seen as an alternative to a legal act, what the conceptual foundation of that code would be, in terms of defining the scope of 'privacy', emerges as an important issue. The paper is based on the critical discourse analysis approach to outline and juxtapose the differing interpretations of 'privacy', in relation to FRT, and to identify the conflicting positions of the participating stakeholders. In that respect, it contributes to the contemporary research in Digital Technology Regulation and in Multistakeholder Collaboration studies.

Id: 10468

Title: Always with an agenda: Mapping the evolution of diversity in Canadian broadcast policy

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Abstract: Diversity is a foundation principle of communication policy in many Western countries, reflecting the belief that heterogeneity in media sources, content, and exposure is crucial for the protection and promotion of democracy and cultural diversity (Fleras 2011). However, while there is generally broad agreement that 'diversity' in broadcasting is good, there is much less agreement about what diversity means, or what an ideally diverse media landscape would look like. Canada has a history of contradictory positions on diversity. While it has traditionally maintained a 'toolkit' of regulatory measures to promote media diversity (Grant & Wood, 2004) and has been a driver for global cultural diversity frameworks such as the CCD (Graber, 2008), it is critiqued for not enforcing its own diversity policies (Raboy & Shtern, 2010) and for using policy to protect large domestic firms in a highly concentrated market (Winseck, 2011). Despite its wide support, 'diversity' as it refers to broadcast media remains vague and under-theorized (Karppinen 2013), rendering it vulnerable to mobilization in support of specific economic and political agendas. This vulnerability is augmented in a new media environment characterized by content abundance, rapid technological change, and industry globalization. The objective of this concept mapping project is to lay the historical and theoretical basis to theorize as to why fundamental questions of voice and representation in broadcasting policy continue today, despite national (eg: CRTC initiatives) and international (eg: the UNESCO Convention) assertions of support for broadcast diversity. This project traces policy for diversity in broadcasting beginning in the 1920s. I identify and historically place eight primary conceptualizations of diversity: Canadian cultural expression; bilingualism/ biculturalism; post-colonialism (including Aboriginal voices); voices of equity-seeking groups; industry ownership; free market/ consumer sovereignty; local cultural expression; and sector diversity (eg: public, independent, private). I illustrate that normative considerations surrounding diversity surpass economic and trade arguments for 'levelling the playing field' (Grant & Wood, 2004) for Canadian products, instead speaking to a wide variety of concerns that are not necessarily addressed through state-levelled diversity debates. I understand the concept of diversity as it pertains to broadcasting to be polysemous, and usually defined within an institutional context. If we are to create meaningful policy to respond to diversity challenges in an emerging new media environment, we must first understand what various stakeholders are referring to when they discuss 'diversity' in Canadian broadcasting. Understanding contemporary diversity issues requires understanding the political, social, and technological spaces and circumstances from which various conceptions of diversity arise, and critically examining

where we have historically drawn lines between conceptions of diversity that are deemed acceptable and mutually beneficial, and those which are dismissed as unnecessary, self-serving or deviant.

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Id: 10579

Title: Networked Flows of Information in Social Movements ' Networked Spaces of Resistance in Myanmar's Pro-Democracy Movement

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Abstract: Digitalization and international connectivity through new media technologies lead to the networking of societies and politics worldwide and has a crucial impact on the organization of 'networked social movements' (Castells, 2013). The Internet is often considered a change agent within and for democratization processes. Castells emphasizes the potential of the Internet, particularly of the network society, to create social transformation processes. He proposes a drift of vertical powers (hegemony) to horizontal 'counter-powers'. Referring to social movements as representation of civil society, the Internet is especially in authoritarian contexts a good means of countering power and hegemony. Although there is a lot of research conducted into the interdependence of the use of the Internet and social movements, which gives evidence and postulates general democratizing effects of the Internet diffusion, most scholars agree about dependency on context. Despite the very low Internet penetration rate of about 1 percent, new media technologies as alternative communication and information tool play a special role in the restricted media system for the pro-democracy movement in Myanmar. During 48 years of military rule, access to alternative networked flows of information was only possible with the connection of the diaspora and the established news feedback loop, institutionalized by exile media organizations, which often occurs in restricted crisis-affected media landscapes. Due to the special role of networked flows of information as spaces for resistance I do not solely consider the Internet which provides alternative ways for networked communication and information flows in Myanmar, I additionally show the importance of the international community, international media and the role of the exile media organizations. In Myanmar pro-democracy movements which oppose the repression of the former military junta have a long tradition and arose before the 'state-controlled and top-down' initiated democratization process in Myanmar. The Saffron Revolution is one peak of the pro-democracy movement in Myanmar and has a longer history than this 2007 Uprising and its bloody crackdown. Already in 1995 the 'International Day of Action to Free Burma' developed into one of the very first social movements which used the Internet to support the pro-democracy movement inside Myanmar. The connection between online and offline networks was a crucial factor for the dissemination of information during the Saffron Revolution, not only inside Myanmar. Virtual and physical Thai-Myanmar trans-border networked flows of information to media organizations like Democratic Voice of Burma enabled a news feedback loop back to Myanmar. Material mainly smuggled by citizen journalists out of the country or sent via Internet was quickly integrated into international broadcasting

programs to inform the international community. Although the Saffron Revolution did not lead to a direct political change, international awareness raised by the networked flows of information had an enormous effect on the regimes reputation, sanctions followed the crackdown of the Saffron Revolution. Hence, networked flows of information did not only provide reporting inside and outside Myanmar they were part of the scene and affected the course of the events as spaces of resistance.

Id: 10661

Title: Techniques of Internet Control: connecting, standardizing, mediating, securing and transmitting

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Abstract: Where who controls the Internet is a popular question (Eeten & Mueller, 2013; Goldsmith & Wu, 2006), this presentation explores how control operates on the Internet. Internet controls matter as they are major sites of struggle. Laura DeNardis (2014) convincingly described a global war over Internet governance. Internet governance, as an area of study, asks what institutions configure technical controls. This presentation instead focuses on the types of control online and introduces five techniques broadly involving control over connecting, standardizing, mediating, securing and finally transmitting. These controls produce the Internet and influences its parts as much as the whole, the users as much as the infrastructure. Each control has a specific function, resulting in a particular order and its own exploits or limits. This presentation briefly outlines the first four techniques of control in order to emphasize the last technique of control ' a transmissive control. Transmissive control produces and assigns different rates of transmission simultaneously. Internet routing algorithms create a non-synchronous synchronization. These computational routines can promote and delay packets at the same time, placing them in fast lanes or slow lanes. But it's not just about fast or slow, thinking about transmissive control requires taking serious William Gibson's claim that 'the future has arrived ' it's just not evenly distributed yet.' Transmissive control allows for uneven times. For a system where some nodes exist in the future of others. Times of privilege made possible only by relegating others to a past, or even a present with limited access to a queried past or a recorded future. The presentation introduces the power of Internet routing through the concept of transmissive control and the kinds of uneven communication it creates. The presentation demonstrates the contribution of transmissive control through comparison with the four other techniques of control. In doing so, the presentation demonstrates how transmissive control illuminates the infrastructural politics of Network Neutrality ' a normative policy position separating carrier from content. As the Internet grows more complex and crowded, as networks become overworked or oversubscribed, transmissive control guides what forms of communication succeed and fail. Algorithms, to network owners and Internet Service Providers, have become the technological fix to these problems of congestion and competing networks (Gillespie, 2007). Transmissive control can decide how to assign and use finite network resources related to transmitting. References DeNardis, L. (2014). The Global War for Internet Governance. New Haven: Yale University Press. Eeten, M. J. van, & Mueller, M. (2013). Where is the governance in Internet governance' New Media & Society, 15(5), 720'736. doi:10.1177/1461444812462850 Gillespie, T. (2007). Wired Shut: Copyright and the

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Id: 10683

Title: Accidental, Assisted, Algorithmic: The Emerging Mobile Communication Practices of Infants

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Abstract: This paper explores the emerging mobile communications practices of infants through the ambient media environments inhabited by infants, the mobile and touchscreen interfaces surround them, the role of intermediaries posting content on their behalf, and the design of software applications for them. It argues that infants are now constituted as users of mobile media, and that this participation in digital culture demands consideration..Media and communication research is beginning to investigate how technologies are increasingly entwined in the lives of ever-younger children. Studies are, for example, quantifying the devices and time spent by young children with mobile devices (Commonsense, 2013), mapping the explosion in mobile applications designed specifically for young children (Shuler, 2009), researching the practices of mothers sharing content about their young children on social media (Morris, 2014). Yet, infants (aged from 0-2) have largely been excluded from such analyses of mobile mediality (Sheller, 2012). Given infants' historically limited engagement with or capacity to use mobile communication technologies, this lacuna is understandable. However, this situation is changing as mobile devices become increasingly domesticated in children's homes and as touchscreen interfaces lower thresholds of usability. This study of infant mobile communication draws on multiple strands of research: an ethnographic study of infants use of interactive and mobile media in the home; an analysis of publicly shared images tagged with #babyselfie collected online using Instagram's API; and case studies of applications and technologies designed to automate baby image capture and sharing. Based on this empirical research, the paper develops three themes to describe the mobile communication practices of infants: accidental communication, whereby ambient and haptic media contributed to infants accidentally dialing and texting; assisted communication, where parents act as intermediaries to infant communication or as proxy users posting content on their behalf; and, algorithmic communication, facilitated through the design of software platforms that automate baby image capture and data sharing, such as the BabySelfie app. The paper shows that the communicative agency of infants is distributed amongst a network of ambient devices, 'natural' user interfaces, proxy parental users, and child-oriented product designs. Such distributions of agency challenge notions of empowerment or resistance. Rather, this ubiquity, habituation and embodiment of media technologies implies a need for more immanent relations that seek to modulate actions from within media life (Deuze, 2011). The paper concludes by discussing examples of immanent ethics and critical aesthetics in the production, archiving and curation of infants' digital communication. References Commonsense Media. (2013).

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Id: 10686

Title: 'Public peace and order': Dutch policy measures to repress an anti-colonial movement in pre-independence Indonesia

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Abstract: The period 1920-1927 was a critical turning point for the modern anti-colonial social movement in the Dutch East Indies (now Indonesia). While for three centuries struggles against Dutch imperialism had been sporadic, local and traditional in character, in this period people organized themselves for the first time in a radical, national and global revolutionary movement. This communist-led popular movement was not only broader in scope but also innovative in its strategies. While previously anti-colonial struggles had resorted to weapons and warfare, this time it was organized through schools, public debates, popular journalism, arts and literature. This paper provides an historical account of the Dutch colonial state's policy interventions on communication technologies in the aftermath of the 1926/7 communist revolt in the Dutch East Indies. The purpose of the paper is to demonstrate how communication technologies have historically been a battleground for power between the state and the people and to question the perversion of 'public peace and order' that has often become the state's pretext to create policy products that actually suppress and disempower, rather than protect. The paper relies on historical research to examine the rationale behind three legal products of the Dutch colonial state, "the Press Banning Ordinance," "the Wild School Ordinance," and (the repression of) "the Rights of Association and Gathering" after the revolt. This paper argues that, while the native Indonesians utilized existing communication technologies in creative ways to organize and mobilize themselves in an anti-colonial movement, the colonial state dialectically responded through more repressive policy measures by banning the people's access to public media on the one hand and also utilizing surveillance and profiling mechanisms on the other. This historical study will contribute to the discussion on the present problems surrounding social movements and the vital role of communication technologies in empowering but also disempowering the people through legal interventions in the name of restoring/maintaining 'public peace and order.'

Id: 10766

Title: Critical notes on The OPEN

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Abstract: Open Society, Open Access, Open Source, Open Data, Open (e)Government are now part of The Open discourse that invokes political and social concepts such as freedom, human rights, and inclusion that appear to provide tools for better lives. It also attempts to de-hegemonise nation-states and corporations. This paper will argue that The Open is not that simple and absolute and it can be seen as another structure, inbuilt with barriers. The digital world is not only seen as the space for asserting hegemony by states and corporations but also a site for resistance where groups and activists organise for common causes. The terrains of The Open, as facilitated and constrained by digital landscape, is now central to economy, politics and democracy, modern science, creative industry and in the academia. Voters turn out in old and mature democracies are in constant decline and The Open provides the political framework through substantive means to re-engage with procedural democracies (Kaldor, Mary: 2008). The philosophy behind the modern Open (Society), as developed by Karl Popper made the case for free democracy and rejected all forms of totalitarianisms found in theories of nation-states such as in Plato's ideal state. With the expansion of globalisation and financial market due to information and communication technologies, the concepts of global Open (society) 'and market economy are closely linked, and global capitalism has brought us close to a global open society' (Soros. G: 2000). The Open, as a populist ideology, holds an essentialist view that exclusion is a political strategy of the power-holders. The Open presupposes equalities amongst members of the society and its emphasis is on inclusion and participation and not exactly concerned with systemic inequalities entrenched in social hierarchies. Inequalities, in the information society, are defined by exclusion and not by exploitation (Lash, Scott: 2002). The Open, therefore, is now truncated to accountability, transparency, citizenship engagement largely facilitated by digital platforms and the meaningful discursive and theoretical analysis appear to be fading. Another important feature of The Open in the digital world is the non-discursive nature of data. The Open discourse has moved from being an intrinsic social value towards an instrumentalist tool for better governance. As a result, nation-states which continue to remain largest repository of data are rapidly moving on to free public domains ' often owned by global corporations ' to store their data. This links to the much broader analysis on the internet open which offers the basis for the several terrains of The Open. The paper will offer the much needed critical analysis on The Open by first locating the concept in political and media theories context. It will then provide a historical analysis of The Open and how the term is now increasingly associated with digital (communication) studies. In specific, the paper will provide an analysis on how The Open

is conceptualised, (de)contextualised, (dis)articulated to locate The Open in media, communication and internet studies.

Id: 10772

Title: Connecting Citizens: Threat or Advancement' A Study of Digital Vulnerability in Social Media

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Abstract: This research explores the repercussions of globalization through increased connectivity and access to information. Internet and network based communication has ensured contraction of the digital divide. Globalization as such has augmented dissemination of information in the arenas of trade, education, socioeconomics and politics. Provided these multivariate advantages of the Internet and social media, netizens are now more inclined to share mass information of three types, personal, financial and professional. The aftermath of mass sharing of information has given rise to dire issues such as privacy breach, identity theft, and cyber harassment and violations in digital afterlife. The threat is much greater in the countries with high growth potential and relatively weaker governance. In order to study and analyze the vulnerability of privacy in a premier social media platform (Facebook) in such a setting, this research investigates the privacy policies of Facebook specifically in the context of emerging economy, Bangladesh. The policy of the government of Bangladesh, Digital Bangladesh within 2021, has ensured increasing use of digital media and more ICT based solutions such as e-learning, e-health, e-commerce results in mass communication via social media, resulting in millions of people being exposed to online citizen services and communication. Our research explores solutions addressing the user vulnerability created by the leading global social network service provider (i.e., the terms of condition, public sharing information, third party involvement). This study combines in-depth qualitative analyses of cyber exploitation case studies in Bangladesh along with evidence based ICT policy research on digital vulnerability. We have found significant knowledge gap among the common users regarding Internet fraud and cyber crimes. Findings in this paper furthermore reflect how netizens are coping with the advancement of technology while accumulating digital property, without sufficient knowledge regarding their rights to the property (Photos, Videos, Documentation, Music). This analysis urges a question regarding the level of readiness among netizens in dealing with both expected and unexpected consequences of mass communication over Internet and social media. Our work shows that increased user vulnerability related to digital after life and other cyber crimes have resulted in significant hindrance on developing a truly participatory digital

space for interaction. This study analyzes the need for awareness for the mass population and sustainable changes in policies, while ensuring that punitive measures are taken by the global elites such as Facebook.

Id: 10784

Title: Leading by example' An Assessment of the European Union's operationalization of Cultural Diversity objectives at internal and external level

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Abstract: Identity and diversity have been the cornerstones of national audiovisual policies since their inception. Creating cultural narratives aims to serve local bonding and to stimulate the expression of fundamental values and norms within communities. In light of market failures in the production of local audiovisual content, several policies have been set up in the EU and its member states to support local cultural industries. Local cultural narratives are also passed on among groups and societies, and contribute to intercultural understanding. Exporting cultural expressions to set up intercultural dialogue can therefore be seen as another objective of both film and (public service) broadcasting policies. With the publication of Unesco's 'Many Voices, One World' report in 1980, it became clear however that shaping the concept of cultural diversity onto the international level created controversy. The 'culture as commodity' approach of the US conflicted with a 'culture as dialogue' approach usually associated with Unesco, Canada and some leading EU Member States (Sauvé & Steinfatt, 2003). The culture as commodity view of serving cultural diversity internationally via free trade was best accommodated in subsequent GATT/GATS and WTO negotiations. Proponents of a cultural dialogue view prefer Unesco to discuss cultural diversity in media flows among countries. The closing of the WTO Uruguay round in 1994 made clear that there was no common ground for an 'exception culturelle' and initiated a gradual yet irreversible tendency towards liberalization of the audiovisual sector at world level, and pressure on protectionist measures to ensure cultural diversity (Pauwels & Loisen, 2003). In light of this perceived pressure, Unesco's Convention on Cultural Diversity was welcomed by many who wish for a counterbalance to WTO developments (Graber, 2006). With the US rejoining Unesco in 2003, one may argue that Unesco's approach towards culture as dialogue was gaining momentum at the international level. Ten years after the adoption of the Convention, it is time to take stock (see, e.g., De Beukelaer et al., 2015). Setting out from an earlier contribution (in Germann et al., 2010) on the EU's implementation of the Convention five years after its adoption ' in which survey data, expert interviews and document analysis were combined ' we update and critically analyse developments since (via document and stakeholder analysis, including new expert interviews). A first part is

devoted to the analysis of how the EU implemented the concept of cultural diversity both internally (e.g. in the 2007 AVMS) (Richieri Hanania, 2014) and externally (e.g. in cultural cooperation agreements with third countries) (Loisen, 2015). Second, we will evaluate the coherence of the EU approach in implementing the Convention and the prospects and pitfalls for increased cultural diversity in audiovisual sectors nationally, in Europe and worldwide. The underlying question of the paper is whether we have moved beyond the period of paying only lip service to the concept, and entered an era of true political and legal commitments to its implementation.

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Id: 10794

Title: PANEL: Disability, Deafhood, and Other Altered States of Communication
Technology: Reflections from Empowerment

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Abstract: A rich, dynamic and complex contemporary area of communication and media is disability. After a long period of struggle, people with disabilities, and a range of other associated groups such as Deaf people, have gained striking prominence and issued fundamental challenges to social participation, political life, and everyday culture, all around the world. Central to the new social relations of disability is communication ' especially communication technology. People with disabilities, Deaf people, Blind people, and people with a wide range of other impairments, have appropriated, domesticated, consumed, and marshalled communication technologies, created new cultures of use, innovative media forms, and altered socio-technical coordinates of older practices. This wave of disability digital innovation is very much bound up with a drive for a 'post-hegemonic' new society that embraces disability and diverse identities, beyond disabling technologies. In this panel, we offer five distinctive perspectives on communication technology as it is shaped by, and shapes forms of power and

empowerment associated with disability, Deafhood, and other alternative and affiliated identities. Spanning three different countries (Canada, South Africa, and Australia), and scholarly approaches, concepts, and methods across media, communication, and cultural studies, Deaf studies, Science and Technology Studies, critical disability studies, Internet studies, mobile communications, mobilities, the panel focusses on the ambiguity of communication evident in communication technology. Presenters discuss, for instance, how video offers new possibilities for expression and representation, yet there are urgent questions of exclusion and access that arises from its deployment in the new networked, broadband television infrastructures. Mobile communication technologies ' whether mobile phones, or mobile video wheeling ' offer exciting new possibilities, yet in their affordances and politics involve constraints and losses too. Such critical research brings to light new kinds of identity, and communication technologies, technologies, practices, policies and governance, with significant implications for how we research, study, teach, design, practice, and regulate media.

Id: 10805

Title: PANEL: Disability, Deafhood, and Other Altered States of Communication
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Abstract: Paper title: C'est tombé dans l'oreille d'une Sourde: Deafhood through graphic signed novel

My paper presents a part of my research-creation doctoral project ' a bilingual graphic novel titled C'est tombé dans l'oreille d'une Sourde, produced in Quebec Sign Language (LSQ) and French, by suggesting a reflection emerging from the articulation of Deafhood and technology. I will reflect on the graphic signed novel as particular site of epistemological shift and political empowerment as video is used as a mean of writing sign language. Deafhood is a concept that challenges the medical and audist model through which deafness has been traditionally addressed; no longer focused on a hearing loss but rather on a Deaf gain, it puts forth the notion of a 'Deaf way' as a process of becoming (Bruggemann, 2009; Ladd, 2003; Lane, 2010). By focusing on the affects and effects of living as Deaf as the main theme of my graphic signed novel, I seek not to discover some sort of Deaf essence, but to question what Deaf epistemological perspectives might look like, technologically and politically. First, I will discuss the three-dimensional modality of sign language, as it requires strategies to assert a Deaf epistemology. Sign language upsets the very notion of writing as in spoken languages by exposing its inability to express movement, an essential component of sign language. Since the 15th-century Cervera manuscript oldest known example of written movement, there have been over one hundred movement notation systems. There is between 150 and 180 sign languages in the world, but besides the drawings of the digibet (alphabet in sign), there is only a very few sign writings (For e.g: Stokoe notation, Signwriting, si5s). However, because very few people know and use them, video remains the most powerful and accessible medium to express and 'read' Sign languages. Second, I will expose one epistemological shift I experiment while producing a graphic novel in sign language by using video as a mean of writing. For example, the use of diverse camera recorder instead of pencil or keyboard significantly changes the relation to the very act of writing. Writing in French allows me to a play on the absence/presence whereas I strike with the particularity of Sign language to do so. Writing in French doesn't show my face. Signing LSQ requires to, as facial expressions are essential component of Sign language. Finally, I will reflect on the process of creation as one through which I investigate pragmatically politics of language and writing. In the wake of approaches to situated, subjugated and silenced knowledge (Haraway, 1988, Foucault, 1979, Dhawan, 2012), using video as a mean of writing sign language have diverse political incidence, amongst which the inevitable situation of the subject and the empowerment granted to Deaf people by the

possibility not only to write and read and in Sign languages, but to develop the diversity of Signed literature. Note on title: Literally translated as It fell into a Deaf's ear, the expression is a play on words with the French expression C'est pas tombé dans l'oreille d'un sourd [It did not fall into a Deaf ear] which means to be heard, to be taken in consideration.

Id: 10808

Title: PANEL: Disability, Deafhood, and Other Altered States of Communication
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Abstract: Paper title: Disability, innovation and (dis)empowerment: mobile phone use by visually impaired people in a small South African town. The relationship between technological development and social change has been explored in depth and across many different domains. Innovation, understood in a broad sense, captures how technology contributes to determine what is possible and is in turn appropriated and shaped by users. The ubiquity of mobile devices introduces power dynamics along the lines of inclusion/exclusion, agency/acceptance and dependence/independence. In their interaction with mobile technology, disabled people are either empowered or disempowered with respect to autonomy, privacy, security and social participation. This paper draws on qualitative research into the use of mobile phones by visually impaired people in Grahamstown, a small town in the Eastern Cape Province of South Africa. Besides being the site of the National Library for the Blind and of an NGO dedicated to the development of life skills for disabled people, Grahamstown is home to numerous prestigious boarding schools and a university which is in the process of becoming more accessible for disabled people. Visually impaired people in the town come from very different cultural, linguistic and socio-economic backgrounds. Preliminary investigation reveals a robust uptake and use of mobile phones. This paper focuses on innovation at three levels: 1) how visually impaired people cope with technological innovation, e.g. the arrival of touch screen phones. 2) How visually impaired people use their mobile phone to overcome their physical impairment, e.g. use a screen reader to access news websites. 3) How visually impaired people renegotiate dependence/independence through the use of technology, e.g. by using dedicated applications to navigate their surroundings or ask for help to complete a task on their phone. The analysis of challenges and best practices may inform recommendations to manufacturers, policy makers and NGOs interested in the potential of mobile technology to empower disabled people.

Id: 10811

Title: PANEL: Disability, Deafhood, and Other Altered States of Communication
Technology: Reflections from Empowerment

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Abstract: Title: Wheeling the mobile interviews
Monika Büscher, John Urry and Katian Witchger (2011) claim that 'bodies sense and make sense of the world as they move bodily in and through it, creating discursively mediated sensescapes that signify social taste and distinction, ideology and meaning'. Kim Sawchuk (2014) emphasizes 'if indeed we experience the world as we move through it, then how we move through it 'by foot, bike, car, by wheelchair' and at what speed, in what form, and using what practices in those environments matters'. Despite the growing literature on walking practices and mobile methods, little is known about what it means to move through cities when using a wheelchair and using mobile technologies. What happens when the researcher is herself using a wheelchair' How does the use of mobile technologies empower the disabled researcher' Mobile technologies, through the rapid development of wireless networks and devices, has considerably changed the world we live in and move through. Frith (2012) explains how technologies modify users' mobility experiences and create hybrid spaces. In order to understand the world in the era of mobile media, new methods of inquiry are needed to adapt to the context. Spinney (2011) explains that mobile video ethnography has the advantage of following the fluidity of the mobility produced by the act of cycling itself and comes closer to 'being there'. He uses mobile video as a "tool to access the more fluid and fleeting aspects of urban cycling as a mobile practice". I argue that 'wheeling' ' the act of moving using a wheelchair ' is also a mobile practice. This paper presents my experiences of conducting mobile interviews for my doctoral project. My thesis is based on mix-methods of research combining oral history and mobile media. I have interviewed nearly thirty disabled people in Montréal and New York City. The interviews mostly took place on the streets of these two cities. Participants talked about what it means to move in their city. A Hero camera was attached to my wheelchair as well as on theirs if they had one. Our movements were recorded from our perspective. The simple act of setting up the cameras was an important part of the interview. On several occasions, I needed the assistance of the participant or a passer-by. My experiences reveal some of the possibilities and the limits of technologies for mobile technologies.

Id: 10812

Title: PANEL: Disability, Deafhood, and Other Altered States of Communication
Technology: Reflections from Empowerment

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Abstract: Paper title: Disability and Big Data: Citizens' Senses of Resistance
Disability is now recognized as a significant part of social life, identity, and the life course. Over the past twenty years, digital technology ' especially computers, the Internet, mobile media, social media, apps, geolocation technologies, and now, wearable computers, and even technologies such as driverless cars → have emerged as a significant part of the mediascape, cultural infrastructure, social support system, and personal identity and repertoire of many people with disabilities. New social relations of disability are premised on → and increasingly 'congealed' in ' - forms of digital technology. In the Australian context, we might think, for instance, of the present conjuncture and its coincidence of two big national projects where disability and digital technology are both entangled ' the National Disability Insurance Scheme (NDIS) and National Broadband Network (NBN). There is an emerging research, policy, design, and activist engagement with disability and digital technology, but as yet questions of disability and big data have been not so well canvassed. This is significant, given that, historically, the emergence of forms of data concerning disability has been bound up with classification, exclusion, government, and discrimination, as well as the new forms of knowledge and governmentality associated with new socially oriented models and paradigms of disability. Accordingly, this paper provides a preliminary exploration of the forms, affordances, characteristics, issues, challenges, ethics, and possibilities of what might be termed 'disability data cultures'. Firstly, I identify and discuss particular kinds of digital technologies, infrastructures, and softwares, and their distinctive affordances and design trajectories relating to disability. As well as explicitly nominated and dedicated disability data technologies, I also discuss the emergence of health, self-tracking, and quantified self apps by which normalcy and ability is exnominated (or naturalized). Secondly, I look at the kinds of applications, harvesting, computational logics, and the will to power, emerging in order to provide more comprehensive and targeted data on disability → for citizens and users, and service, political, and cultural intermediaries, as well as disability service providers, agencies, and governments. Thirdly, I look at the nascent disability-inflected contribution to, and participation in, open data and citizen data initiatives and experiments.

Id: 10813

Title: PANEL: Disability, Deafhood, and Other Altered States of Communication
Technology: Reflections from Empowerment

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Abstract: Paper title: Video on Demand: Creating a new disability digital divide in Australia'Video on Demand (VOD) as a 'disruptive technology' is transforming the way we consume audio-visual media; challenging the traditional broadcast television model as our foremost medium for news, information and entertainment. 2015 will see a proliferation of new audio video media services in Australia, delivering a plethora of anytime, anywhere, any device video on demand and catch-up television over broadband networks. What will this transformation mean for Australians with disability' Closed captions and audio description are key enablers in bridging the disability digital divide inherent to traditional broadcast television services. These access features are increasingly dismantling the ableist hegemony inherent in traditional audio-visual media communications; providing greater social inclusion for people with sensory impairments. Australian disability organisations and consumer groups have fought for the adoption of access features across broadcast television for many years, challenging exclusionary ableist norms and dominant neoliberal public policies (Soldatic, 2010). However, these new audio-video services are currently unregulated with no legislative obligation to provide access features for people with disability. Will this proliferation of new 'disruptive technology' contest the political agency and empowerment Australians with disability have achieved through activism and resistance to the hegemonic ableist norms embedded in Australian communications policy (Goggin and Newell, 2004); thereby creating a digital Reproduction and Reconfiguration of social Inequality for Australians with disability'This paper investigates the social equity impact of this burgeoning video on demand market for Australians who rely on access services to access audio-video media. Drawing upon the work of Goggin and Newell (2003 and Ellis and Kent (2011) this paper employs a critical disability studies theoretical perspective to investigate the phenomenon of disruptive mass media and to further illuminate the dichotomy of these new media technologies in the context of accessibility. Through this Illumination the paper further expands on the articulation of 'digital divide'. Moving beyond the binary notion of 'connected or unconnected' ((Castells, 2001) to a more nuanced interpretation which considers a consumers level of access to online information. This broader interpretation allows an exploration of levels of inequality not associated solely with access to the network (Witte and Mannon, 2010). Video on demand is capable of providing both unprecedented opportunities of inclusion or unprecedented social exclusion, depending on the amount of access features incorporated in its content (Ellis,

2014). Considering this growing preference for anytime, anywhere, any device media consumption the social exclusion implications of inaccessible video on demand will be significant for the whole Australian community. Furthermore, in the year when Australian broadcast television will provide more closed captioned content than ever before, this paper interrogates Australian public policy to articulate how these policies struggle to keep abreast of emerging communications technologies, condemning its citizens with disability to an endless race of catch up. Finally, this paper incorporates human rights discourse to propose new social contracts of equity and non-discrimination to bridge this 'new media' disability digital divide.

Id: 10893

Title: PANEL: Critical perspectives on Big Data and development

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Abstract: Chair: Bruce Girard, IAMCRDiscussant: Bill Melody, Aalborg UniversityPresenters:Allison Powell, London School of Economics - 'Data cities: new inequalities'Fernando Perini, International Development Research Centre - XXSeeta Peña Gangadharan, New America Foundation - XXStefania Milan, University of Amsterdam - 'Will big data shrink the transnational advocacy sector'

Id: 10898

Title: Mediatized Connectivity - A new Dispositif of Communication

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Abstract: This paper suggests to link the phenomena of permanent connectivity with the theoretical concept of the dispositif. Thus it refers to mediatization research on the one hand and Foucault on the other when arguing that 'mediatized connectivity' can be regarded as a new dispositif of communication. The process of connectivity within a network of 'perpetual contact' (Katz/Aakhus 2002) currently establishes a new quality of mediatization at the level of advanced mobile access to the internet along with new applications. In relating to the research works of Krotz (2001/2007) mediatization is based upon the metaproceses of individualization, globalization and commercialization. Within this research tradition established within the last decade 'mediatization research wants to consider the interrelation between the change of media and communication, on the one hand, and culture and society, on the other'. (Hepp/Krotz 2014) On the level of advanced modes of mobile connectivity we therefore might speak of a new dispositif of 'mediatized connectivity'. This concept can help us to bring certain processes of technological or economically driven hegemonies within that system into an analytical focus with a specific critical input also for processes of mediatization. Following Foucault the dispositif of 'Mediatized Connectivity' unfolds a certain power-structure concerning everyday communication processes on the level of the individual as well as on a societal level. Like Giorgio Agamben also Stefana Mitrea (2006, 17) argues already for the case of mobile communication: 'Understood as a dispositif, wireless telephony has structuring effects on the subject's perception an representation of reality; control and exploitation of the surrounding space, time management and communicative practices.' On the present stage of highly individualized and mobile access to networks of communication we are facing new hegemonies of a techno-economical system. We observe new formations of everyone's identity and privacy, new ways of self presentation and new strategies of surveillance and commercialisation of communication practices in everyday life. Arguing with the theoretical concept of the dispositif offers us new ways to critically look at new processes of mediatization. Within that field structures of hegemony meet alternative strategies of resistance against them. Within the new techno-social power structure, processes of mediatization have to be adjusted to meet the new environment with a new analytical framework. Based on historical and theoretical considerations it can be argued that processes of 'mobile individualization' transformed the former status of 'mobile privatization' (Williams). Further we have to think of the transformation of spatial structures dominated by hybrid forms of multilocality. Also new time structures show phenomena of an acceleration concerning speed within communication processes. Observing these transformations on the micro level of the individual we might also ask to

what extent these changes correspond to structural changes of communication on the level of society. One might ask if we have to face processes of fragmentation via tendencies of individualization or new tendencies of reintegration on the level of 'networked individualism' (Wellman 2002).

Id: 10937

Title: Social Media and Datafication: Identifying User Awareness and Attitudes towards Data inferences

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Abstract: Outings of social expressions are increasingly commensurated, mediated and manipulated by social media and online platforms (Van Dijck, 2013). As a consequence, they leave a structured footprint, both searchable and traceable by advertisers and other third parties (Feng & Xie, 2014). Data mining algorithms, machine learning and other data extraction techniques make it possible to also infer detailed predictions of user preferences out of this footprint (World Economic Forum, 2012). This leads to a risk of data power imbalance through the loss of user agency. To oppose this threat, user empowerment can be raised by enhancing user's capability to interpret and act upon this mediated social world (Pierson, 2012; Mansell, 2012). In our research, we are guided by the following question: Are people aware of the way their data is collected, processed and inferred and in what way is their attitude affected when we confront them with the operational and economic logic underlying their online sociality? From a theoretical perspective we build on the integration of Science and Technology Studies with Media and Communication Studies (Gillespie et al. 2014), more in particular taking a critical stance on the co-construction of technological systems (Feenberg, 1999). In the paper we present the results of an in-depth user study within the interdisciplinary EU project USEMP. The study took place in Flanders (Belgium) in November and December 2014. Through means of 14 semi-structured qualitative interviews, we captured insights on people's awareness and attitudes towards the way five different institutional actors can reason on their social media data. Using a diverse set of probes, we took into account the different ways of data gathering (volunteered, observed and inferred) and a potential change in perception towards anonymous and identifiable information. Later on, we confront our results with the data-reachability matrix (Creese et al., 2012) wherein the authors define which personal information can be inferred through the use of existing

data extraction techniques on (a combination of) data. References

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Id: 10975

Title: The neoliberal discourse on digital networks. Is the Multistakeholder Governance a true post-hegemonic paradigm'

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Abstract: During the 1970s the Internet Protocol Suite (IPS) won its competition over the X.25 standard and became the worldwide accepted set of rules for digital communication networks (Salus 1995, Abbate 1999). The IPS configured a transnational network where information was free to flow without the control of territorial authorities, while the X.25 replicated a model of control based on the nation-state sovereignty, on boundaries and on public authority (Hoffman 2010). From a political and cultural point of view, the IPS success is not surprising. Its wide adoption is related to the rise of the neoliberal paradigm, which became hegemonic in that decade. We can suppose, following Feenberg (1991), that the IPS choice was selected from among many possible configurations because it was consistent with the neoliberal cultural horizon, and that IPS, in turn, offered a material validation of the neoliberal discourse with its new form of governance ' one that has been described as a private global order emerging independently from the state and its juridical subsystem (Teubner 2005). As known, since the early 2000s, the Internet governance has been affected by a comeback of governments and of public authorities (Hoffman 2004). The Internet, on the one hand, started to be subjected to a growing set of public policies in many countries, including policing policies. On the other hand, several governments have begun contesting the US hegemony over the Net (Mueller 2010) soliciting the United Nations to take a role in global Internet governance. One of the most interesting theoretical questions, with a significant political relevance, is the relationship between these changes and the strength of the neoliberal paradigm. Is the multistakeholder governance, the current dominant model of networks governance based on the cooperation between governments, private sector and civil society, a disruption of the neoliberal paradigm' Or is it just another transformation through which neoliberalism adapts itself to new political conditions' Have we entered, as Lash (2007) would argue, a post-hegemonic age' Or, as we intend to show in this paper, is the neoliberal ideology still hegemonic even if contested and challenged' This paper, aiming to answer these questions, is divided into three parts. The first one presents the interpretative hypothesis through a critical dissertation of the most relevant theoretical contributions on these issues. The second one, by applying a frame analysis

and a narrative policy analysis to the documents produced between 2006 and 2014 at the Internet Governance Forum (the UN-settled arena for Internet governance), aims to identify dominant narratives in the Internet Governance discourse. In the third part of the paper, emerging narratives will be checked against neoliberal assumptions, orientations and values, in order to evaluate the extent to which conflicts and struggles have modified 'strengthened or weakened - neoliberal governance in the cyberspace.

Id: 11007

Title: Media regulation models in Europe

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Abstract: Given the transition to digital production, use and IP-based distribution, media policy actors are confronted with the task to adapt established regulatory models to the changing conditions of mass media communication. Besides changing regulatory objects, member states of the European Union (EU) have to implement directives and rules of the EU. This leads to the general assumption that transnational processes such as digitalization and technical convergence and Europeanization necessarily evoke changes in national media regulatory regimes. Against this backdrop, the comparative study presented in this paper investigates how the 28 EU member states regulate their mass media to ensure public interest objectives such as the legality of the media content and media diversity. In particular, the paper explores how the EU member states integrate new regulatory objects (such as online media) into their traditional patterns of media regulation. In this paper, we apply a two-step research design. In the first step, we systematically evaluate the media regulatory instruments (generally binding rules and decisions) and measures of implementation (by governmental or private and civil society actors) of all 28 EU member states. Institutional and idea-oriented regulation theories, media convergence and Europeanization approaches as well as media system classifications serve as the theoretical basis. Methodologically, the description is based on a qualitative document analysis: legal documents, reports and statements (e.g. EAO), country reports on behalf of the EU Commission (e.g. EC 2011), comparative studies and case studies (e.g. OSF 2012, MEDIADEM 2011). Among other things, the results of the descriptive analysis show that EU member states hold different views on how extensive government influence may be in order to guarantee the independence of the media. Also, they differ in the role they attribute to civil society and economic actors in the negotiation and implementation of regulatory objectives. In the second step, the descriptive analysis is converted into a typology of certain European models of media regulation. EU member states that share similar media regulation patterns and characteristics will be categorized into a certain regulation model. The classification results in four distinct regulatory approaches and styles within Europe: i) minimalist-liberal, ii) interventionist, iii) 'light touch' and iv) clientelistic media regulation model. In my paper, I will present these media regulation models and highlight their main characteristics. Furthermore, I will discuss the classification of mixed cases. By means of several examples I will show the influence of nation specific political-legal traditions, socio-cultural and economical aspects as market size. Finally, the types of European media regulation approaches will be discussed in relation to existing media system classifications. Sources: EAO - European Audiovisual Observatory; IRIS Merlin Database. Online:

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Id: 11035

Title: Activist Algorithms

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Abstract: Algorithms are ubiquitous in our digital experience. Algorithms are mathematical formulas usually designed by computer scientists, programmers and/or hackers. Some of the most well-known algorithms are designed and constantly improved by data empires (such as Google, Facebook, Netflix, etc.) which keep them well guarded secrets since it is at the basis of their business model. In talking about the dominance of algorithms in the digital age, Rouvroy and Berns (2010; 2013) posit that we have shifted towards an « algorithmic governmentality » a concept they suggest changes how knowledge production is generated in the 21th century and who controls the terms of references. Astrid Mager (2012) situates corporate search engines algorithms under the larger capitalist ideological framework. She argues that the New Spirit of Capitalism (Boltanski and Chiapello 2005) gets embedded into the design of search algorithms while aligning its socio, economic, legal and political values into the mathematical formula. This framework highlights the political inclination algorithms also display in the way in which they mitigate participation and create what Tarleton Gillespie (2014) 'calculated publics'. From this starting point, we assume that algorithms are highly political artefacts that influence the way we understand and experience the world. If corporate algorithms follow a certain ideology, can we think of algorithms that aim at disrupting systems of oppression such as capitalism, racism and/or patriarchy' In other words, can we think about such a category or spectrum of activist algorithms and if so, what would it be comprised of' How would the marrying of activism and hacker insights materialize in such algorithms' How would the politicized hackers' goals and vision be represented in algorithms' And finally, where do the contradictions rest' In attempt to answer the above questions, I will use the case study of algorithms that are behind asymmetric cryptography. Cryptography is at the heart of activist hacker politics and therefore represents a good terrain to study this phenomenon. To do this, I will interview politicized hackers, programmers and cryptographers who understand and/or design algorithms in an attempt to decipher the elements at the core of what might be called activist algorithms. Keywords: Algorithms, Cryptography, Activism, Hackers.Reference:Boltanski, L. & Chiapello, E. (2007). The New Spirit of Capitalism, London: Verso Gillespie, T., Boczkowski, P. J. & Foot, K. A. (Eds.), Media technologies: Essays on communication, materiality, and society. Cambridge, Massachusetts: The MIT Press.Mager, A. (2012). Algorithmic Ideology. Information, Communication & Society, 15:5, 769-787. DOI: 10.1080/1369118X.2012.676056Rouvroy, A. & Berns, T. 2013. Gouvernementalité algorithmique et perspectives d'émancipation. Réseaux, 1 (n° 177). doi : 163-196. 10.3917/res.177.0163Rouvroy, A. & Berns, T. 2010. Le nouveau

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Id: 11039

Title: Is biopolitical resistance futile on Facebook? A focus group approach to subversive Facebook usage.

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Abstract: Facebook users are controlled to generate profit on Facebook (Fuchs, 2012). The power exerted on users is based on human needs or even bodily functions, for example one needs social contact and logs in to Facebook to serve this need. As such this power is similar to Foucault's biopower (1976). The following scholars identified the need to connect, to be seen and lastly to have friends. van Dijck (2013) refers to connectivity: the need to stay connected, which has been rendered manipulable by online companies because of its digitised form. Bucher (2012) refers to the threat of invisibility created by News Feed's selection algorithm. Lastly, Bakardjieva (2014) applies McDonaldisation to Facebook Friendship to illustrate how the need for friendship itself has become rationalised. The question of this paper is, whether users can resist biopolitical control through everyday usage? Firstly this is done by describing the control on Facebook users as an obligatory passage point (Callon, 1991); users are encouraged to satisfy their needs but this action also inextricably attaches other value to the platform. Secondly, can we describe this obligatory passage point as a particular technologic hegemony (Feenberg, 1998)? If this is the case, what can users do to resist and question this hegemony? We apply this theoretical framework on a rereading of focus group interviews with Flemish adolescents in Belgium (16-18 years old). The focus of this research was to understand how adolescents engage with Facebook and what their attitudes towards privacy and advertising were. The data collection consists of a series of six focus group sessions conducted in May 2013, with a total of 77 respondents and on average 13 participants per session. Adolescents are able to mitigate biopolitical control by confining Facebook to particular places or technologies. This limits Facebook use to an agreeable minimum, but it remains a trade-off between efficiently communicating or missing out. On a more theoretical level, the affordances of Facebook itself appear hegemonic and resistance is limited to damage control or coping, which does not change the hegemonic position of Facebook in adolescents' lives. This paper offers a critique of democratic or subversive rationalization potential on technologic hegemony for technologies that use biopower or obligatory passage points. In this case, users are offered no real choice and have to cope by limiting usage. The hegemony of Facebook is encompassing to such an extent users feel responsible and do not question the technology itself. As such, this contribution questions Facebook's all or nothing choice with regard to its revised data use policy. Here, the state should ensure democratic rationalization, but it should also break hegemony by questioning the neutrality of technology.

Id: 11089

Title: The role of social media companies in responding to violent online political extremism and the impacts on freedom of expression.

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Abstract: Following the Paris attacks, European Ministers for Interior and Justice issued a joint statement expressing concern at the 'increasingly frequent use of the Internet to fuel hatred and violence.' It further stated that 'the partnership of the major Internet providers is essential to create the conditions of a swift reporting of material that aims to incite hatred and terror and the condition of its removing, where appropriate/possible.' These calls add to the growing concern over state surveillance. In order to respond to the complexities of violent online extremism in ways that respect freedom of expression, there needs to be a better understanding of the role of technology companies as political intermediaries. This paper, part of a European Commission funded research project, examines the practices of social media companies in response to violent extremism in order to gain better understanding of the legal conditions for content removal and to assess these conditions in line with European standards. The increased reliance on non-state actors raises the bar on corporate obligation and responsibility, but also raises serious questions of transparency and accountability. While the activities of extremist groups on social media platforms may be prohibited on a range of legal grounds, including hate speech and anti-terror laws, online censorship and content take down must always be weighed against freedom of expression laws and standards. Relying on non-state actors to play such key roles in protecting speech requires a deeper understanding of these practices and of what it means for communication companies to become private agents of censorship. There is an assumption that the internet is the key factor in some individuals' radicalisation, but there is little hard research to support this or that measures the extent of the internet's role in such processes. This is important because the open nature of the online radicalisation question has not stopped governments globally from introducing legislation to tackle the assumed problem. Different governments treat violent online political extremism very differently however. Broadly speaking, the US is generally viewed as having the most permissive online environment with authoritarian states, such as China or Saudi Arabia, having the least. The EU's online environment is 'moderate,' lying somewhere between. What is clear, especially evident in response to the Paris attacks, is that the balance of privacy versus security is increasingly weighed in favour of security; governments seem increasingly willing to engage in wholesale surveillance of citizens' internet activities in pursuit of small numbers of potential wrongdoers. Thus, a better understanding of take down policies, terms of service agreements, and transparency and accountability of internet intermediaries regarding online extremism is required. At the heart of this lies two competing narratives of how the

internet should be governed - a digital rights agenda emphasizing an open and free internet, and an agenda of securitisation seeking greater content controls and state power and access. To a large extent, the future of the internet lies at the heart of this contestation over vision, which translates into struggles over both governance and ideology.

Id: 11104

Title: PANEL: Gendering Global Media Policy: Critical Perspectives on 'Digital Agendas'

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Abstract: Twenty years have passed since the international community committed to foster gender equity in communication by increasing 'the participation and access of women to expression and decision-making in and through the media and new technologies of communication' (Beijing 1995, Platform for Action of the Fourth World Conference on Women, Section J). Much work remains to improve persistent gender inequalities across societies and major transformations ' in technology and infrastructures, normative frameworks and policy arrangements - that have marked communication landscapes globally. 2015 also marks ten years since the World Summit on Information Society, a relevant moment in international debates about digital governance. This offers opportunities to the scholarly community and other stakeholders to assess the progress made in relation to the WSIS Plan of Action and to critically discuss gender-aware approaches to current trends in communication governance. This panel features expert speakers from diverse geo-cultural contexts, from academia and the advocacy and policy sector, to address questions related to 'digital agendas': overall frameworks and strategies for the development and implementation of digital policies being adopted in most regional and national contexts. It is now crucial to assess if and how such strategies live up to the commitment, made twenty years ago, of fostering women's participation in communication and of mainstreaming gender across all sectors. These issues relate to the 2015 conference theme, as gendered-aspects of communication policies touch upon dynamics of empowerment, disempowerment, cultural hegemony and forms of resistance. The panel also contributes toward IAMCR's collaboration with the Unesco-promoted Global Alliance on Media and Gender (Gamag) whose aim is to contribute to a research agenda and to produce policy-relevant knowledge based on sound theoretical approaches and gender-sensitive analytical frameworks. Panelists include: Claudia Padovani, Italy (Gendering European Communication Governance); Leslie Shade, Canada (Missing in Action: Gender in Canada's Digital Agenda); Anne Webb, Canada (Information and Communication Technology in a Gender Inequality Context: Africa and the Middle East); Fiona Martin and Gerard Goggin, Australia (Reconstructing the Ubiquitous End-User: The New Politics of Gender and Media Policy in Digital

Government Services); and Anita Gurumurthy (India) (Whose Digital Agendas' Unpacking What Counts for Policy).

Id: 11108

Title: PANEL: Gendering Global Media Policy: Critical Perspectives on 'Digital Agendas'

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Abstract: Paper title: Gendering European Communication Governance: The Challenge of Gender Mainstreaming Twenty Years After Beijing. The paper addresses issues of gender equality and women's empowerment in the context of European communication governance twenty years after the UN Fourth World Conference on Women, held in Beijing in 1995. The Platform for Action (PfA) adopted on that occasion indicated 'Women and media' as one of the critical areas to be addressed in view of promoting gender equality within and across societies. Since then, the Beijing PfA stands as a normative reference for governments, international organizations, media associations and civil society actors to foster gender-aware developments in media structures, content and conduct. Several efforts have recently been made to assess the progress made over the past twenty years; also engaging European institutions like the European Institute for Gender Equality and the Council of Europe, civic and professional organizations like the European Federation of Journalists and academic networks connected to organizations such as the ECREA and IAMCR. The paper sketches out findings from these activities, with a particular focus on policy and normative developments, at the European as well as national level. Against this background, an effort is made to articulate, for the European context, a research and advocacy agenda the proponent has elaborated with the aim of addressing gender gaps in media and communication governance. Different dimensions - normative, regulatory and contextual; formal and informal processes; multi-actors interactions - will be highlighted and discussed, specifically in relation to Europe 2020 and the Digital Agenda. By connecting the normative dimension of gender equality, with persisting challenges and emerging policy issues in a multilevel context, the aim of the paper is to contribute an analytical framework to monitor and assess contemporary European communication governance from a gender perspective.

Id: 11110

Title: PANEL: Gendering Global Media Policy: Critical Perspectives on 'Digital Agendas'

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Abstract: Paper title: Missing in Action: Gender in Canada's Digital Agenda. The decline of federal government support for public access to the internet in favor of marketization, and the diminution for equality issues within federal programs and policies, are salient examples of discursive and material shifts in Canada's social and digital policy in the last decade. From earlier policies and programs whose goals were to foster and nurture participatory citizenship toward the current discourse that merely advantages consumers' access to goods and services, Canada's digital agenda pays scant attention to public interests, despite the reality that digital inclusion is still a persistent issue. This paper will first trace early policies where gender was considered an essential component for universal access to the internet, including in the 1990s, the Information Highway Advisory Council and the federal plan for gender equality. In the 2000s, Canada played an international role promoting gender equity to the internet, such as the Canadian government's support of the WSIS Gender Caucus and the Civil Society Communiqué coordinated by the Canadian Commission for UNESCO. The paper will then turn to recent initiatives including the 2014 Digital Canada 150 agenda, cyber-surveillance initiatives and proposed cyber-bullying legislation, to unpack the discourse used to describe citizen engagement, social inclusion, and gender. In particular, what are the terms of engagement the government uses to situate women within the digital economy'

Id: 11116

Title: PAEL: Gendering Global Media Policy: Critical Perspectives on 'Digital Agendas'

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Abstract: Paper title: Whose Digital Agendas' Unpacking What Counts for Policy. This contribution will attempt to look at 'gender' in relation to policies pertaining to media and communication, in India, unpacking what at first glance seems to suggest fragmented visions of society and nation, marked by silences and suppressed narratives that concern gender. From community radio policies to telecommunication and IT, policy and strategy documents of the state reveal a multiplicity of motivations. Ad-hoc state actions compound the ambivalence around gender in the everyday practices of state structures. Given the changing media landscape and the appropriation of communication technology into, and its normalisation through, particular social mores, critical feminist perspectives on the policy domain are imperative. How does, for instance, the Digital India strategy document of the government reflect imaginaries about social inequality? What are the configurations of power in the policy ecosystem and what are the normative underpinnings of policy trajectories over time, as the media environment has transformed? What is the role of global media policy regimes in promoting the rhetoric of universal connectivity as the ultimate narrative of hope for women's empowerment? Straddling the wisdom of unheard voices and unspoken 'truths' with normative visions of transformative change, the proposed paper will also present insights about policy directions from the work of IT for Change on the ground, with marginalised women and their collectives.

Id: 11120

Title: NGOs in Communications Reform and Challenges to democratizing Bangladesh CR Policy

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Abstract: After a decade-long advocacy campaigns, the government of Bangladesh announced 'Community Radio Policy 2008'. This comprehensively written CR policy paved ways to the installation, operation and broadcasting of community radio stations (CRS) in Bangladesh. The stations are being operated under the guidance of the initiator NGOs. While following a kind of guided communications approach, one of the prime interests of the initiators now seems to be more in developing a financial plan to ensure sustainability of the stations than to provide communities with liberty to go through a process of trial and error in creating an alternative public space. The policy does not state anything about an 'exit plan' for handing over of stations to community groups or organizations. This policy fissure has already made it uncertain whether the initiators will leave the driving seat of CRS to the community. In the status quo, the policy provides little scope for community organizations to apply for establishing CR. The conditions to apply for setting up CRS are rather favourable to NGOs and similar institutions having development or broadcasting experiences. There is a lack of concrete provision to secure greater representation of community members in management and other key committees. Surprisingly, lists of the does and don'ts of the policy are suggestive of the security perceptions of the authorities that prevented the government from enacting community-friendly media policies. In fact, some provisions in the Bangladesh CR policy may limit the freedom of expression and democratic participation of communities in broadcasting. This may in the long run, affect possibilities of creating alternative public sphere by the communities, 'grassroots' and 'marginalized'. Thus, taking into account the socio-economic and political contexts and media ecology of Bangladesh (and at the same time referring to the commonness of media/CR policy realities in South Asia), this paper analyses the CR Policy 2008, identifies and discusses the gaps that needs to be addressed for democratizing the policy, and engaging communities in the policy revision process. Based on the information derived from interviews with the community people and key informants, it then attempts to provide suggestions for bringing on policy dynamism for removing barriers to freedom and community activism in initiating and operating CR.

Id: 11123

Title: PANEL: Gendering Global Media Policy: Critical Perspectives on 'Digital Agendas'

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Abstract: Paper title: Information and Communication Technology in a Gender Inequality Context: Research in Africa and the Middle East. In this presentation I highlight what it takes for women to benefit from integrating ICT into their lives based on in-depth ICT research conducted with 'gender' as a principle analytical lens in multiple contexts between 2005 and 2013. The presentation includes examples from a recent book *Women and ICT in Africa and the Middle East: Changing Selves, Changing Societies*. As indicated by the title, what it takes is not a matter of specific products or identifying special needs. It is more about identifying barriers, constraints and supports within our societies, communities and ourselves, and finding solutions that take these layers of our realities into account. The research illustrates how a failure to address and contest social relations that are detrimental to women can result in the same social norms and forces shaping the access, use, design and benefits of online spaces. One important conclusion is that for women's access to, use of and participation in ICTs to contribute to their equality and empowerment, we need to critically examine, take into account and change a range of commonly held assumptions and contextual factors. We cannot expect these tools, and the changes they bring, to somehow undo long-standing relations of gender inequality unless there are conscious and effective efforts made to remove or change the sources of that inequality. It seems there is a clear need for these types of understandings to be integrated into policies and practices that counter the potential for communication technologies to sustain a supposedly universal, detrimental status quo.

Id: 11131

Title: CONDUCTING INTERVIEWS WITH MEDIA AND COMMUNICATION POLICY ELITES IN CULTURAL FOREIGN CONTEXTS: FROM THE OWN OTHERNESS TO THE DATA.

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Abstract: Elite Interviews are a frequently used method in media and communication policy research. Researchers increasingly investigate topics outside their own culture, or even in diverse cultural contexts (Livingstone, 2009). This paper discusses what this means for the development of research strategies to retrieve high quality data from elite interviews. Feminist literature has discussed otherness in fieldwork looking at differences regarding gender, finding that differences in gender could be critical regarding access to data and richness of information given (Gurney, 1985; Sarikakis, 2003). Methodological work in elite interviewing also emphasises differences in power relations as critical to the quality of elite interviews (Mikecz, 2012). Accounts from methodological scholarship, however, hardly consider otherness by cultural experience. Herod relativizes the 'cult of the insider' in her research experience when interviewing foreign elites (Herod, 1999). The paper here presented wants to open this discussion towards the field of media and communication policy studies, however, departing from the otherness of the researcher. Interviewing media and communication policy elites per se is an endeavour, which is challenging in terms of access, time and availability of information. Thus, conducting interviews within cultural foreign contexts poses multi-layered challenges. In this paper, it will be shown, how not being educated, socialized and cultivated within the fieldwork context - the own otherness - can reflect throughout the interview situation. The paper draws from the author's research experience in South American countries from a period of overall seven years and three projects on undergraduate, graduate and postgraduate level. Examples from different stages and three different countries help to unfold the points made in the first part of the paper. It is examined, how otherness by culture is playing a role during the interaction between the researcher and the interviewees, may it be over phone, skype, e-mail, or in person. The analysis draws from 118 elite interviews encounters in 2007, 2010 and between 2013 and 2014 in Uruguay, Argentina and Brazil. The role cultural otherness of a researcher can assume in the interview situation is reconstructed systematically from the interviews, the notes made before and after the interviews. The qualitative content analysis of the material clusters the data thematically according to 1) the contexts in which otherness concretely plays a role in the interaction, because it is thematised by the interviewee 2) how the interviewee reacts to the interviewers otherness in these concrete situations 3) how the following interactions are affected in these cases. Finally, the text displays concrete recommendations regarding strategies of preparation, access and interviewing. It

reflects critically on how the researchers own difference by cultural experience can matter when conducting interviews with media policy elites in cultural foreign contexts. Gurney, J.N. (1985). Not one of the Guys: The Female Researcher in a Male ' Dominated Setting. *Qualitative Sociology* 8 (1), pp. 42 ' 62. Herod, A. (1999). Reflections on interviewing foreign elites: praxis, positionality, validity, and the cult of the insider. *Geoforum* 30 (2), pp. 313-327. Livingstone, S. (2003). On the challenges of cross-national comparative media research. *European Journal Of Communication* 18 (4), pp.477-500. Mikecz, R. (2012). Interviewing Elites: Addressing Methodological Issues. *Qualitative Inquiry* 18 (6), pp. 482-493. Sarikakis, K. (2003). A feminist in Brussels (and Glasgow, Berlin, Düsseldorf): Self-Configuration in Research into European Union Politics. *European Journal of Women's Studies* 10 (3), pp. 423-441.

Id: 11136

Title: PANEL: Gendering Global Media Policy: Critical Perspectives on 'Digital Agendas'

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Abstract: Paper title: 'Reconstructing the Ubiquitous End-User: The New Politics of Gender and Media Policy in Australia's Digital Government Services'. Worldwide, the accessible, useable and secure online delivery of public sector services has become a pillar of national and regional digital communications agendas. Online and mobile friendly government services are particularly important in Australia, where a relatively small population is dispersed over vast distances, in rural and remote locations. In early 2015, the Australian Federal Government announced a new Digital Transformation Office as the centrepiece of a policy agenda to bring together developers, designers, researchers and content specialists in a bid to develop an 'end-user' focus on digital service delivery. In this new initiative, as with other closely related Australian broadband and eHealth policy strategies, there has been little attention paid to gender. In this presentation, we take this new phase in Australia's digital agenda as a moment to explore how dynamics of gender inequality and empowerment figure in the policy frameworks, actors, discourses, and politics at play. In particular, it is unclear what assumptions about use and users will situate and shape this focus, and eventually drive digital service priorities. Gender, a key factor impacting on use of online health and medical information, for example, is barely discussed in recent government research and policy literature on digital information and communications ' and scholars remain relatively disconnected from the evolving agenda. Using policy analysis and expert interviews this paper analyses how gender awareness has been constructed in the Digital Transformation agenda and relevant State policies. We pay particular attention to the extent to which gender is considered in concert with other socio-cultural factors such as age and disability, in the complex socio-cultural transformations associated with evolving digital technologies.

Id: 11143

Title: Interests or ideas' Unmasking early policy discourses on universal access and the Internet's contribution to social justice

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Abstract: The discussion and reflection about the relationship between hegemony and the empowering forces of communication and technology is not a new one. An organisation which, since its inception in 1946, has been dealing with this often very political and controversial question is the United Nations Educational, Scientific and Cultural Organisation (UNESCO). While the peak episode of the organisation's involvement in the debate about hegemony and communication –' its support of a New World Information and Communication Order (NWICO) in the 1970s –' has been thoroughly scrutinized by academics, its more recent endeavours have not attracted much scholarly attention. This is surprising as they lend themselves to studying, in an exemplary manner, competing perspectives regarding the impact of new information and communication technologies on the economic, social and political status quo. The proposed paper aims at closing this gap in research by analysing UNESCO's first attempt to translate its member states' positions on the Internet's societal consequences into an intergovernmental instrument. It therefore assesses the discursive and political struggles encountered during the contentious preparation of a recommendation on multilingualism and universal access to cyberspace, adopted by the organisation in 2003. Taking a critical stance on market-liberal policy positions, that dominated international debates at that time, the recommendation's first drafts challenged an economy-dominated vision of an information society and called, instead, for a more participatory model that would reflect the 'global public interest' and the idea of information being a common good. Yet, this perception was fiercely opposed by member states and observers which saw these endeavours as a threat to their own political and commercial interests. Theoretically, the analysis is led by the question whether these competing discourses and political controversies were simply the result of divergent interests, or rather derive from deep-rooted ideological differences. The paper therefore takes a political economy perspective to discuss UNESCO's ideas about information commons and the public domain (Benkler, Kranich) and draws on Mansell's concept of social imaginaries of the information society to explain the conflicting positions as a result of the paradoxical nature of information and technology in times of digitalisation. The paper thereby contributes to the fundamental understanding of the ideas and interests underlying early international policy debates about the cultural, social and economic challenges of the Internet ' ideas and interests that still shape policy discourses on the Internet until today. Methodologically, the paper is based on a conceptual framework that links the analysis of discursive struggles with the assessment of the concrete processes in which they occur. Therefore, it

takes an interdisciplinary perspective by combining the method of Argumentative Discourse Analysis (developed by Hajer and Gottweis, drawing on Majone, Fischer and Forester) with selected elements of Actor-Network Theory (mainly concepts introduced by Latour). Empirically, the analysis of both discursive and performative aspects is based on extensive archive research, document analysis and interviews with UNESCO actors. It is part of a larger research project about UNESCO's policy discourse on the information society which aims at challenging traditional policy analysis by proposing a more argumentative approach to the study of communication policy-making.

Id: 11148

Title: Contentious Politics and Digital Repertoires of Action in Iran

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Abstract: The internet in Iran is both a tool and target of contention. Contentious politics formed by organized actors in opposition with elites and authorities (Tarrow 1994, 6) evolve through changing tools and repertoires of action. Sassen (2004) defines digital formations as social logics that shape, and are shaped by, technologies. Technologies can also be a target of contention (Milan 2013). While an effective tool for organizing, the internet in Iran is also monitored and censored under authoritarian control. Investigating how the internet is used as part of contentious politics offers new insights on digitally-mediated collective action. The spread of the Internet coupled with knowledgeable users has led to the use of digital media as a tool for advocacy and activism. A growing cadre of scholars have analyzed the networks of digitally-enabled activism with a central focus on how communications technologies facilitate the networked contributions of individual actors (Bimber et al. 2012; Bennett and Segerberg 2013). This paper builds on existing researching by investigating the use of Internet in contentious politics in Iran over the past decade and analyzes eventful histories (Swell, 2005) and critical incidents in the ongoing tension between activists and authority forces. In our analysis, we document which tools have been used by activists, while we consider the tools as a target of contention between activist and authorities. Also, we discuss how this contention and changing efficacy leads to evolving repertoires of action. This paper offers two contributions to the existing research: First, we identify three main categories of networked contributions of individuals: political, cultural and technical. Second, we position repertoires of actions in digitally-mediated contentious politics as an evolution of the efficacy of networked actions in opposition to how authorities block or restrict digital media platforms. From blogs to social media, to peer-to-peer messaging services, this paper documents the resolution of digital repertoires of contentions in Iran and offers a framework for better understanding the use of the internet in contentious politics. References Bennett, W. Lance, and Alexandra Segerberg. 2013. *The Logic of Connective Action: Digital Media and the Personalization of Contentious Politics*. Cambridge University Press, Bimber, Bruce, Andrew Flanagin, and Cynthia Stohl. 2012. *Collective Action in Organizations Interaction and Engagement in an Era of Technological Change*. Milan, Stefania. 2013. *Social Movements and their Technologies*:

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Id: 11174

Title: (Un)regulated affect: sensing moods and analyzing sentiments from pre-individual intensities as a new modulation of control

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Abstract: The current developments and trajectories of social mobile media, big data, and commercial surveillance point towards a new paradigm of commodification: the sensing of affect amongst fine granulated and in any possible way discriminable populations and consumer groups. Sentiment analysis has become an integral part within the portfolio of current internet giants and their smaller start-up accomplices. From governments to global corporations, the list of clients interested in affective response towards products and governing is growing. Public discourse is more and more shaped by affective and pre-significational signals. How to theorize and operationalize affect has been a key issue amongst cultural theorists in the last ten years (Clough 2007; Gregg/Seigworth 2008). However, in media and communication studies, the call for an 'affective turn' never truly made it beyond media philosophy (Massumi 2002, Hansen 2004). Affect is commonly understood as a pre-individual, pre-symbolizing intensity or force that both escapes its rationalization and lays the ground for other semiotic registers. In many ways, affect can be understood as an asignifying semiotic regime. As such it is not within the common framings of communications such as symbolizing or discursive operations. With the advent of mass affect sensing and the digital production of affect via big data and specialized algorithmic assemblages, it becomes necessary to develop concepts beyond media philosophy that aim for a critical understanding of operationalized affects in the current media technological environment. The claim of the presentation is that the rise of affective data correlates to a gray zone of privacy and data regulation, surveillance, policy and ownership. Since policy and law operate on the level of addressability (i.e. accountable entities), affective data, which can not be modeled as individual rational statements, transgresses policy and law effectively. Affective data, then, can be seen as a truly disruptive interval that cracks open the rationalizations that law and policy rest on. Understanding affective data as a manifested mutational form of neo-liberal governmentality, the presentation will situate the discussion of affective data within a larger framework of modulations of power in the control society and will discuss affective data (1) as a form of psychopower that pertains to the current societal and economical transformations instigated by the ubiquity of mobile and social media. The presentation will then (2) address the main characteristics of affective data as sensors for commerce and government. This is followed by (3) a discussion that shows that affect modulation is effectively already regulated by the protocological regime of platforms, prescribing the grammar of affect in networked databased environments. Finally, it will (4) outline the conceptual problems that affective data pose as a product of computational

processes of dividualisation for accountability and critique.

Id: 11249

Title: Policy and Technological Change in a Post-Snowden World

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Abstract: The revelations by NSA whistleblower Edward Snowden have provided unprecedented insights into the workings of digital surveillance. They have highlighted the ways in which surveillance is conducted at a technological level, have demonstrated the weaknesses of the regulatory environment for, e.g., privacy protection and data sharing, and have mobilised activists and advocates to develop reform proposals and secure communication tools. At the same time, governments have defended (and, in some cases, advanced) their surveillance capabilities, and controversies of privacy and security have occupied mediated public debate. The research project 'Digital Citizenship and Surveillance Society: State-Media-Citizen Relations after the Snowden Leaks' investigates the implications of the revelations in the four areas of policy, technology, civil society, and news media. The 18-month project, hosted by Cardiff University, began in October 2014 and will present preliminary results at a project conference in June 2015. This presentation will summarise key findings from the two themes of policy and technology. Each of these research streams involves a series of expert interviews as well as desk research on technological vulnerabilities, the regulatory environment, and reform

proposals. On the technology side, the paper will summarise the capabilities identified by Snowden, the infrastructures and standards that are exploited, and the different types of infrastructures that have been developed to mitigate surveillance. It will expand beyond the classic focus on encryption tools and address underlying standards and protocols. Systematically comparing surveillance capabilities and anti-surveillance efforts, the paper will identify potential gaps in strategies for secure communication. On the policy side, it will investigate the limitations of current regulatory frameworks as well as proposals for policy reform that have been put forward by digital rights organisations and academic experts. At the crossroads between policy and technology, the paper will explore how code both implements legal requirements and constrains policy solutions, and how the interactions between code and (a lack of) legal frameworks may, on the one hand, facilitate surveillance and, on the other, offer opportunities for privacy protection. The paper will thus review opportunities for policy and technological change in a post-Snowden world, and identify gaps and problems. While the feasibility of actual change depends, not least, on the political climate, public debate and public pressure (which will be analysed in other parts of the above-mentioned project), understanding the current state of technological and policy alternatives is essential for exploring the possibilities for a future communication environment without mass surveillance.

Id: 11251

Title: 'Forgot your password' A user analysis of a single sign on identity and management solution for the Belgian media sector.

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Abstract: Knowing who your users are and what they are doing online has many advantages for media companies, as they can understand their audience better and offer them more relevant content and advertising. The use of cookie walls is a common tracking practice (Helberger, 2013), but also other innovations enable keeping track of audiences by turning anonymous users into registered ones. In this paper we will discuss a Belgian initiative of the main media organizations (newspapers, magazines and broadcasters) called 'Media ID' which will be commercially launched in the next months. Media ID is a single sign on authentication system that enables users to access all online services of the joined media groups with one login and password. This cooperation of local media players is an almost unique initiative in Europe, with the exception of the fairly similar Piano project in Slovenia, Slovakia and Poland. For the media organizations, this service enables them to easier identify and keep track of their online users. For users, the main benefit is that they do not need different logins and passwords for each website or service. However, privacy concerns and trust issues might hold users back in fully adopting the service. This paper will focus on the user expectations on privacy & trust towards this media innovation. Our central question is 'What are users' privacy expectations and concerns towards a single sign on authentication service for the Belgian media sector' In the theoretical part of this paper, we focus on innovation in the media ecosystem (Lindmark et.al, 2013), online consumption practices and patterns (e.g. Digimeter, 2014) as well as privacy and identity management (Petronio, 2002). The empirical research consists of five focus group interviews (n = 35) with different user profiles, selected via purposeful sampling (Sandelowski, 1995). In the focus groups we discussed how users deal with logins and passwords, how they currently manage their privacy and identity online and what their privacy expectations and concerns are towards a single sign on authentication system for the Belgian media services. Results indicate that a clear added value is required for users to register for media websites. A login is perceived as an additional barrier and privacy concerns can make users reluctant to log in while browsing media websites. One login with which users can access all websites can indeed facilitate the management of logins and passwords, but for various user profiles,

other advantages are needed to stimulate the conversion from anonymous into registered users. Ease of use and control over personal data are crucial. Transparency of the data collection practices of the media organizations motivates users to hand in correct personal data. Taking the insights of added value, user convenience and privacy control and transparency in mind, a media identity and access management solution can create a customized media experience for the modern consumer.

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Sandelowski, M. (1995). 'Focus on qualitative methods: sample size in qualitative research revisited'. *Research in Nursing and Health*, 18, 179-183.

Id: 11314

Title: Mobile technologies and the empowerment of social networks in the demonstrations in Brazil in 2013

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Abstract: Significant changes in social movements see being perceived in the last decade. By contagion and spreading, many movements around the world ignited outraged individuals in different countries, such as Tunisia, Iceland, Spain, USA, Egypt, Brazil and more recently in China. These riots were a result of the financial crisis and the lack of a political system that would allow the population to actively participate in social processes. They are just a few examples of how the demonstrations are spreading worldwide. But what is common to the spread of these revolutions the world' The breadth of Internet content distribution and the enhancement of the same through mobile technologies. The empowerment of communication processes by individuals is not utopia anymore, it is increasingly realized with the use of these platforms in everyday life. The main goal of this paper is to point out the development of wider networks, using mobile technologies as tools to expand their ties and therefore enhance their training and ways to articulate their actions in public space. Are mobile social networks that develop this new communication process which tends to break the centralization of information by the traditional media. The fact that the protesters distribute content created entirely by them made t'he information reached the most people, and this is due to the current logical network. The mobile context lived that adds mobile communication technologies, is what enables this differentiated training. There is a shift in perspective, interaction environment, combined with a new perception of space and the ways in which information is produced and shared. This formation of flexible networks of people in search of a common interest, or a sense of belonging for a certain territory that ends up being permeated with meaning fluid and ephemeral the individual, creates a new interface between cyberspace and urban space , bringing the possibility of new meanings for the space of contemporary cities. There is an amplification in the editors trend enabling users instant narration of facts upon its publication in real time. This factor make cities generalized connection environments. This article aims to observe how these mobile social networking can be seen in social events held in Brazil in June 2013. For this understanding will be subject to the concepts and theories of Simmel (2006), Urry (2007), Castells (1999; 2013), Jenkins, Green and Ford (2014), R'heingold (2002), 'among

others.

Id: 11340

Title: The Hidden Cost of the Unknowable Personalized Web

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Abstract: Theories of the web as a democratizing force are easy to locate. These accounts portray the web as combatant to longstanding societal-level problems like unemployment (Benkler, 2006), limited civic engagement (Jenkins, 2006), and social isolation (Raine & Wellman, 2012). Others have painted a different picture, one of a troubling digital space that routinely reinforces long-standing problems. Among the latter, many have called attention to a range of troubles stemming from the web's automated content filtering and the algorithmic selection of 'personalized' content, resulting in customized online news, advertising, and prices in addition to curating the updates and social media posts of friends. For instance, Pariser (2011) has theorized the emerging individualized web as a 'filter bubble' under which there are not only reduced opportunities for chance encounters to bring new insights and learning, but also the introduction of constraints that affect our ability to choose how to live. Likewise, Turow (2011) depicts personalized advertising as transforming the ways we see ourselves, how we perceive those around us, and how we view the world and Gandy (2011) accuses online personalization systems of being 'inherently dangerous technologies' that not only function in a legal grey area but also perpetuate intentional and unintentional discrimination. Similarly, Calo (2014) implicates digital personalization in the harmful manipulation of individuals and Wilson and colleagues (2014) report rampant price 'personalization' across many popular e-commerce websites. While each of these examples problematizes web personalization, their corresponding contributions to theory are primarily concerned with overt and measurable harms. Instead, this paper theorizes a very different and less tangible problem created by the personalization of web content, one much softer yet perhaps more vexing. This is the increasingly 'unknowable' degree of personalization for a bulk of the web's content. Examples range from personalized search engine results to first degree price discrimination in e-commerce. Whereas some content is highly personalized, for instance using a viewer's geographic location along with estimated household income and ethnicity, other content is only moderately customized, as in the case of using the operating system of a viewer's device to personalize results. Regardless, most individuals are incapable of fully knowing which web content has been customized and how. Therefore, the origin of certain web content is never fully knowable. That is, distinguishing between a truly random online ad and a seemingly random but very carefully and precisely targeted ad is often impossible. In this work I argue that the customized web presents internet users with a new type of cognitive struggle linked to endless processes of information asymmetry. Content generators, filters, and algorithms use information about viewers to selectively present ads, news,

updates, and/or prices, but without revealing their sources. This paper offers a new take on the problem of personalized web content making the case that this practice contributes to a much larger inability to fully know the world in which we live. In this way, the customized web is one part of an older and bigger phenomenon situated between technological knowledge and human agency.

Id: 11401

Title: The construction of 'digital Bangladesh': A critical analysis of the National ICT Policy

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Abstract: Like global policies, national public policies significantly influence implementation of a multitude of projects and programs of a given country and, thereby, indirectly influence lives of the citizens of that country. Bangladesh adopted its national information and communication (ICT) policy in 2002 and revised it in 2009. This paper presents a critical analysis of the 'National Information and Communication Technology (ICT) Policy-2009' of Bangladesh. By analyzing different sections and subsections of the Policy including the Preamble, Rationale, Objectives, and Action Items, it investigates the ways in which the Policy constructs a concept of development and establishes a simplistic, linear, and positive correlation between the use of ICTs in different sectors and development. It also examines how, by advancing such an instrumentalist perspective on the role of ICTs in development, the Policy legitimizes the so called 'digital Bangladesh' agenda of the Awami League government. Critical policy analysis method has been used to analyze the Policy, which follows 'qualitative content analysis' framework. This method has helped me detect themes in which ICTs are eulogized, explicitly or implicitly, as tools for development. I have also looked for any underlying themes that reflect the ideology surrounding ICT for development (ICT4D), a popular development approach recently adopted by many countries. This approach assumes that use of ICTs, such as the Internet, the Web and mobile phones, helps people access government services and therefore accurate and up-to-date information which in turn enables them to make faster, more efficient and better decisions in the economic spheres of their lives, as well as being aware of and participating in development programs. A qualitative content analysis shows that digital Bangladesh is one of the dominant ideas of the entire Policy. The inclusion of the term digital Bangladesh in the latter version of the Policy reveals how The National ICT Policy has been politicized by the Awami League whose electoral pledge was to establish a digital Bangladesh by 2021. Development is the main theme of the entire Policy. The concept of development includes human development indicators such as social equity, literacy and health care. The equal and just distribution of economic growth is also stressed, but in the final analysis development is defined by macro-economic yardsticks like GNP and the annual growth rate, which illustrates the Policy's adherence to the modernization paradigm. Most importantly, parroting ICT4D, the Policy propagates the idea that ICT can bring about progress in all the areas mentioned, particularly social equity, education, health care and economic growth. The entire National ICT Policy is permeated by a technological determinism so development is seen as a technocratic and top-down process. Overall, the tone of the National ICT Policy is

overoptimistic and unrealistic as many objectives and action plans do not mirror reality. A neoliberal ideology is reflected in several action items, which is in conformity with the ICT4D approach that I argue is both a result of (and promotes) neoliberal globalization.

Id: 11420

Title: Remaking television: Galvanizing citizen participation for digital broadcast media policy ('Let's Talk TV')

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Abstract: In 2013-2014, more than 13,000 Canadians submitted comments, participated in polls, sent emails, and appeared at hearings (including comprehensive written submissions), to persuade the Canadian Radio-Television and Telecommunications Commission (CRTC) ' the primary regulator in the Canadian environment ' to reshape the television distribution system in ways that suited the citizen-consumer as well as broadcasters and producers (Blais, 2015; Bradshaw, 2015; Csanady, 2015). 'Let's Talk TV' (<http://www.crtc.gc.ca/eng/talktv-parlonstele.htm>) mobilized Vine videos, Twitter, the Internet and the telephone, as well as the usual hearings-based submissions by interveners and experts, including those with vested interests and massive financial investments in the media industry. Our research considers how the regulatory body attempts to connect ' and perhaps redefine ' so-called conventional, cable, specialty and over-the-top (OTT) networks and services with one other and with other major players in the field. We consider how the CRTC attempts to open up pathways for Canadians to navigate internet-based offerings and for companies to build business models that include grappling with issues such as net neutrality, access, the meaning of 'local TV,' Canadian content, and shifting broadcast television distribution models and opportunities. The interdisciplinary perspective we employ considers whether, how and which citizen-consumers are empowered within the policy realm at the conclusion of the technical transition from television to digital media, but before embedded economic, social and political considerations are fully analysed and understood. Using Luka's concept of creative citizenship (2014), the authors investigate how citizens are activated in debates conducted in the regulatory arena. The concept of creative citizenship suggests that artists and creative workers who undertake collaborative media production and distribution are also occupied with the dynamics of networked civic engagement in relation to culture, including how citizens become involved as co-creators and narrowcast audiences through creative citizenship in the digital media age. Taking as a core principle 'the need for better data through which to understand access to, and engagement in, digital society' (Middleton, 2014), we mobilize a responsive, mixed methods approach capable of crossing between industry and academia (Cresswell, 2014; Merrigan and

Huston, 2009) to accommodate the flux of inputs, decision-making results, reactions and counter-reactions engendered by the consultation process, as well as the flexing of power, capital and resistance engaged in the consultation process and afterwards. The approach incorporates interviews with industry leaders, regulators and experts, as well as content analysis of thousands of comments, inputs and interactive contributions. The research explicitly reflects the spectrum of input sought by the CRTC, enabling the researchers to analyse where the emphasis was placed during and after the (emerging) processes of interactive civic engagement undertaken. This investigation will unravel assumptions that underpinned the process, and track the genesis of some of the decisions (still being) made, during the period immediately following the concluding hearing. The proposed paper contributes to understandings of how and when citizens seek and are empowered to take opportunities to shape the future of television delivery and production in a digital context.

Id: 11490

Title: Authenticity and Advertising: Accepting and Resisting Corporate Content on Personal Blogs

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Abstract: 'Blogger relations' have become an increasingly important way of capitalizing on the prevalence and popularity of social media in the service of corporate marketing and advertising strategies. By targeting key social media influences, corporations are able to expand the ideological influence of advertising by using approaches such as sponsored posts or product reviews to leverage the established influence of bloggers and disseminate and promote their messages. Rather than the more conventional top-down 'owned media' purchased by corporations, this approach relies on 'earned media' and is focused on persuasive communication that is neither direct nor obvious, such as positive reviews or word of mouth recommendations. As such, its influence is based on the appearance of being the genuine content created by a blogger rather than the product of corporate influence. These practices, however, are ambiguous. Earned media influence is accepted as a powerful advertising tool. The use of new media in advertising is seen as a means of influencing audiences into consumer practices by using user-created blogs with already-established authors and audiences as a subtle delivery mechanism for presenting advertising content that appears to be an authentic. However, this kind of advertising is not invisible and raises questions regarding the level of influence bloggers have on their audiences, the degree to which audiences are aware of advertising, and how they respond to corporate influenced blog content. This research empirically examines the dynamics of this relationship through a theoretical framework aimed at structuring an affective reading of data on blogger relations. As advertising increasingly focuses on affect and emotion, connecting to audiences through social media and online community increases the efficacy of these strategies. The practices of key blog influencers connecting their existing audience relationships with the branding and selling of products and endorsements engages already established affective connections as a tool to influence

audiences. Although appealing to audiences is central to these strategies, little research has evaluated the degree to which audiences are aware of and responsive to this content. This paper therefore focuses on critically assessing the role of sponsored strategic commercial messaging in blogs, whether it is accepted or resisted by readers, and under what conditions it influences or is rejected. Using content analysis of blog posts, blog advertising, and reader and community responses to blog content, it assess whether advertising campaigns that use this approach are successful in influencing consumers or whether users are aware of and resistant to its messages. Furthermore, this research also considers in what ways the use of social media in advertising also provides a site of empowerment to audiences who are aware of and resistant to corporate messages. It will assess the degree to which audiences are using these venues as sites through which they can speak back directly to bloggers and address corporate content. Ultimately, this work will demonstrate in what contexts blog readers see corporate advertising strategies as an acceptable complement to social media production or as an unwelcome intrusion into blog content and community.

Id: 11561

Title: Awareness and Visibility as Resistance: Making Insecurity and Secrecy Visible

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Abstract: This paper aims to interrogate ways to think about resistance in the current US national security state. If it is granted that thinking from within the confines of the national security state one must address things that often appear 'invisible', are concealed and cloaked in secrecy, many aspects of the national security state can nevertheless be made to bear an existence 'as objects, processes, practices, or techniques' when they are summoned as part of the public assemblage of the national security state. It is indeed evident in the context set out by algorithmic security and big data, where security and war are part of complex assemblages that highly depend on visible technologies (CCTV cameras, drones, terror alerts, etc.) part of the invisible technological infrastructures of everyday life. When it comes to the national security state in the digital era, making things public however already presents itself as a challenge: this is when we must turn to the activism of whistleblowers, hacktivists, hackers, tactical media actors, and social media activists. The spaces, places, and tactics they mobilized enable us to connect new practices of dissent and to bring awareness of the possibilities of resistance inside the national security state, albeit limited in scope. Mobilizing perspectives of new media studies (M. Fuller and A. Goffey), art and popular geopolitics (A. Ingram; A. Williams), surveillance studies (D. Murakami Wood; T. Monahan), visual studies (C. Kaplan; N. Mirzoeff) and critical geopolitics (J. Crampton; L. Amoore; S. Graham), this paper offers up instances where these technological 'practices', things, policies, and devices that make up the promises and pitfalls of algorithmic security are rendered visible through art form: the artwork of tactical media artists/activists (the face-mask/paint camouflage, Trevor Paglen's photographs of secret sites) and of social media activists and web designers (the work of Josh Begley, James Bridle, and Mahwish Chishty). Artistic interventions are not in and of themselves critical by nature: they do not necessarily translate into counter-hegemonic practices nor should they inherently be read as acts of resistance. But, as Alan Ingram has stressed out, artworks are 'part of the geopolitical dynamic itself: as artefacts produced by people as part of their situated and embodied experience of power projection, capitalist globalisation, spectacular and covert political violence, rebordering and new strategies of surveillance and security' (Ingram 2009: 262). It is in this spirit that, following Alison Williams' rendering of 'disruption as performative engagement' (2014), we contend that they can be construed as a practice seeking to counter the security state through disruption, and which can, even if only temporarily, provide a sense of security in this context of ubiquitous surveillance. In effect, current fashion accessories seeking to evade the algorithmic gaze of surveillance cameras present a crucial disruptive power to the national security state and make visible processes, practices, and techniques that are

involved in the design of security. This paper thus interrogates how these practices of tactical media artists/activists actually disrupt the national security state and make a space of resistance.

Id: 11570

Title: 'Whose Freedom' Which Information": Discourses on Freedom of Information Policies

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Abstract: Freedom of Information (FOI) laws aim at improving transparency in governance and turning 'access to information' into a 'right to information' for citizens, residents, and other interested parties in a country (Ackerman & Sandoval-Ballesteros, 2006). Indeed, the right to information or freedom of information speaks to the underlying principle that public officials are accountable to those whom they govern, and access to details of their actions is fundamental to the proper functioning of the society. However, we argue that this is not a universal interpretation of FOI, and indeed, the process of enactment and implementation of FOI law is fraught with conflicts, contradictions and varying interpretations by stakeholders in the policymaking process. To make this argument, we analyze the policy making process in two developing democracies ' Ghana and Nigeria ' to show how FOI translates into different priorities for the state, civil society groups (who champion FOI policy) and citizens. We use discourse analysis because policy discourses represent stakeholders' beliefs and expectations, which can influence practices (Fairclough, 2012). Discourse analysis allows us to uncover what each of these different stakeholders believe FOI is and/ or should be about, even as they struggle to enact a law in Ghana and implement one made in 2011 in Nigeria. Our analysis shows that for civil society groups in both countries, openness and transparency in governance is derivative of the assumption that having an FOI law will allow access to important state documents. Specifically, this means documents on state finances and transactions, from the sale of oil, to disbursement of official monies and their use by state officials. For citizens, FOI is expected to translate into the mitigation of perceived corruption, as it will make the concealment of nefarious activity harder. We show that is indeed not the case. Most crucially, we demonstrate that the hegemony of the state is preserved in both countries, as they are able to control the content of FOI and use the legislative process to protect what they view as the right of the state to conceal its activities and to protect the actions of its representatives.

Id: 11575

Title: PANEL: User empowerment revisited : New perspectives on ICT uses / Le pouvoir des usagers revisité : nouvelles perspectives sur les usages des TIC

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Abstract: Born in the early 1980s, "sociology of uses" refers to a francophone stream of research in the field of social studies of information and communication technology uses. User agency, and broadly speaking, the power of users vis-a-vis and within communication devices has been instrumental in structuring the research agenda of the field. This issue has been chiefly articulated in terms of users' autonomy and emancipation. To what extent do users of communication devices manage to develop individual and collective uses that fulfill their particular needs and empowers them as citizens' (Proulx, 1988). One of the theoretical outcomes of this scholarship is the concept of appropriation, drawing on De Certeau's (1984) theory of practice as the "tactical" response of users to the curbing strategies of designers. The appropriation framework, completed with various contributions from semiology to cognitive sciences, proved very effective to analyze the forming of uses of a first generation of "interactive technologies": from videotape recorders to personal computers and teletext/videtex terminals; from videophones to mobile phones. However, the rise of digital technologies and devices, as well as a growing scholarship on Internet uses has led sociology of uses researchers to reconsider some of the (sometimes implicit) assumptions of that model. For instance: the sequential view of ICT development in two major phases (design and use); or the limited scope or exceptional nature of technical innovations stemming from users. Two research laboratories actively contributing to the field--one in Canada (Laboratoire de communication médiatisée par ordinateur - LabCMO), one in France (Information, Milieux, Médias, Médiation - I3M)--join their forces in bringing this panel. Through re-examining the notion of user empowerment in the digital era, the papers gathered here also point out new aspects and dimensions that should be further taken in account in a robust theory of digital uses. This panel has two parts: Session 1: User empowerment

revisited : New perspectives on ICT uses (Part I)Chair: Florence Millerand, LabCMO, Université du Québec à MontréalDiscussant: Josiane Jouët, Institut Français de Presse, Université Panthéon-AssasAnalyzing uses and devices together: the interest of a sociotechnical approachNicolas Pélissier, Jean-Claude Domenget, Alexandre Coutant, Paul RasseFor a temporalist approach of digital communication devices and their usesJean-Claude Domenget, Guillaume Latzko-TothFrom literacy to transliteracy: Is culture still relevant to examine users' competencies'Céline Masoni Lacroix When user studies inform Internet governance researchFrancesca MusianiSession 2: User empowerment revisited : New perspectives on ICT uses (Part II)Chair: Céline Masoni Lacroix, I3M, Université Nice Sophia AntipolisDiscussant: Cécile Méadel, Centre de sociologie de l'innovation (CSI), École des Mines de ParisDeveloping sites which are unfinished by design. An "art of framing" user's appropriationAlexandre CoutantLe défi d'intégrer les usagers dans le développement d'un dispositif numériquePierre Barbagelata, Michel DurampartTechno-pedagogical innovators: between autonomy and heteronomyLaurent Collet, Michel Durampart, Pascal Maniscalco Disconnecting from communication technologiesFrancis Jauréguiberry

Id: 11604

Title: Software development kits as middlebroware

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Abstract: Some of the recent media and academic attention given to 'digital literacy' and the importance of being able to code suggests that the ability to create digital code represents the central 'tool of empowerment' (Manovich, 2002: 209; see also Manovich, 2013). Rushkoff's (2011) coarse but rather catchy slogan 'program or be programmed' suggests that the dynamics of social, political and economic power relations have shifted in ways that privilege those who program digital code over those who do not, suggesting a symbolic re-ordering with significant implications for cultural institutions and their subjects: those who design software are said to somehow have a deeper aesthetic and conceptual connection to the sources of creativity and the foundations of contemporary culture. In this paper, I adapt and update the concept of 'middle-brow' (Pierre Bourdieu et al., 1990) to a study of software development kits (SDK) as a popular artifact of/for cultural production. The analysis will demonstrate how programming and app development are in fact configured through SDK in ways that undermine the types of privileged cultural subjectivities that are developed by authors like Manovich or Rushkoff. The particular focus of the paper is on the strengths of biographical approaches (Pollock & Williams, 2008; Lesage, 2013) to the study of SDK and their related programming languages as a part of popular culture; specifically the iOS SDK and its programming language 'Swift'. The paper draws from recent fieldwork combining document analysis, interviews, and participant observation with a view of detailing how SDK represent a form of 'middlebroware'—a continually updated, commercially-oriented, digital tool for the production of culture—similar to productivity apps such as Photoshop and DreamWeaver. By drawing from mediation theory, science and technology studies, and the production of culture tradition, I explore the double-articulation of programming languages and SDK as both ready-to-hand tools for the production of culture and as popular commodities of digital culture. What is at stake in this double articulation of the object as both tool and media is a deeper understanding of the modes for ordering culture (Couldry, 2012: 66) into socio-material assemblages that constitute a contemporary topology of culture and creativity.

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Bloomsbury Academic. Pollock, N., & Williams, R. (2008). *Software and Organizations: The Biography of the Packaged Enterprise System or How SAP Conquered the World*. London: Routledge. Rushkoff, D. (2011). *Program or be Programmed: Ten commands for a digital age*. New York: OR Books.

Id: 11623

Title: PANEL: User empowerment revisited : New perspectives on ICT uses (Part II)

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Abstract: Techno-pedagogical innovators: between autonomy and heteronomyOur theoretical approach of ICT uses involves two axes of analysis. A first axis situates ICT uses (and discourses about them) between autonomy and heteronomy. A second axis is the tension between a logic of innovation that would imply empowerment of actors vis-à-vis inherited constraints from school tradition, and an institutional logic of homeostasy.Our model is rooted in three empirical studies of ICT uses in an educational context:1) A two-year research on the use of ICTs in order to develop French 4th and 5th graders' communicational abilities (school journalism, production of an animation movie). One of the authors was previously a school teacher and has personally experienced the singular position of the user-innovator caught in the contradictions of the educational system.2) A one-year action-research around the introduction of digital tablets at high school level (two different grades), which allowed us to observe the same issues but in a different context, through various uses and actors.3) A nation-wide research (in progress, 2014-2016)--supported by a consortium of publishers, researchers and institutional partners--on the design and the uses of a multimedia digital platform providing innovative educational contents to primary and secondary school students. This third field allows us to include in our model a third logic--editorial'standing between innovation and school traditions.Through these three empirical studies, we highlight an intermediary position of users, as these are both co-designers of digital devices and actors of their translation into teaching and learning practices. This double stance leads to what can be deemed the "deadlock of digital culture" at school, stressing the difficulty to make effective what is referred to as a "pedagogical innovation".

Id: 11627

Title: PANEL: User empowerment revisited : New perspectives on ICT uses (Part II)

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Abstract: Disconnecting from communication technologiesBecause of an overdose of connections, sollicitations, simultaneity, noise and information, a desire to disconnect appears. Disconnecting from information and communication technologies stems from an aspiration not to get sucked into an out-of-control whirlwind of information and communications. All forms of partial disconnection tend to an ideal of a mastered connection. But disconnecting voluntary is not only an escape to breathe, to resume a former pace or to preserve time for ourselves, it also aims at standing apart from the rest of the world, taking distance in order to take stock and to find ourselves back. A time dedicated to a dialogue with oneself, to reflexivity, and to coming to terms with the meaning of life, disconnecting is experienced as a practice of one's interiority, and speaks directly to the notion of the subject in a hypermodern society. Drawing upon a decade of research on disconnection practices in various contexts and with various communication devices, this paper outlines a theory of disconnection as a new way of looking at user autonomy in a hyperconnected everyday life.

Id: 11652

Title: From Filter Bubble to Social Change: Rethinking the Ambiguous Power of Sharing in Networked Cultures

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Abstract: (Theme 2- Practice) This communication explores the complex and ambiguous power attributed to digital sharing practices ' retweeting, forwarding, liking ' as crucial components of collective action and social change. For now more than a decade, 'interactive' and 'participatory' technologies have spurred recurrent debates about the effectiveness of such tools to produce change or how social networks sites (Facebook, Twitter) may or may not empower individuals in voicing their needs and concerns in today's political context (Glawell 2010; Morozov 2009). Analyzing movements supported through e-petitions and tactics (Earl and Kimport 2011; Bimber et al. 2012), observing the orchestration of flash mobs and occupation strategies, (Juris 2012; Castells 2012) or theorizing the use of social media during recent uprisings ' from the Arab Spring to #Yo Soy 132 ', studies suggest networked-based technologies have not only opened up opportunities and repertoires for action, they also indicate a new participatory culture. One where autonomous individuals contribute to the diffusion of contention and repertoires through the exponential sharing and relaying of critical information ' the snowball effect. Social or political ventures can now occur outside organizational contexts, as increased interactions between 'ordinary citizens' help give visibility to a whole new range of ideas, values and concerns. Yet, new algorithmic developments cast a shadow on this utopian power of 'retweets'. As social media services increasingly personalize available contents according to what we already 'like', share or search for online, the sharing economy may reinforce existing beliefs, rather than foment debate or raise awareness. As Gilad Lotan (2014) points out, the more we like, click and share, the more views that makes us 'uncomfortable' are filtered out, fortifying status quo and limiting possibilities for new engagement ' the filter bubble effect. How then, should we consider 'liking' or retweeting an article or forwarding an online petition in the broader perspective of political and social change efforts? Is social engagement in networked cultures nothing more than 'slacktivism' ' a feel good call to action with no real political consequence? Does the constant forwarding narrow our political views and perspectives? Or is there still power in the act of sharing online? This communication aims to contribute to the ongoing theoretical discussion about new media's capability for empowerment. Arguing for a multidisciplinary approach, it partly draws on empirical results from two series of in-depth interviews conducted with 137 young Canadian (20-35 years old) during 2009-2012, to underline their use of social media when striving for change. It then draws insights from Castells' Communication Power theory (2009),

comparing it to an older definition of 'cultural drifts ' (Blumer, 1969) to bring attention to the relational dimensions involved in the sharing of experiences through 'interpretative networks'. If ICTs are used by activists as agents of change, they are also shaped and designed by ordinary people in everyday contexts. The question then is: to what extent can 'sharing' personal experiences through imagery, videos and a remix culture actually translate into important shifts in collective ways on thinking, acting or perceiving'

Id: 11678

Title: 'Media activist habitus' and local struggles for organizing media reform and justice movements in the United States

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Abstract: Proposals to democratize the U.S. media system have called previously separated media activist communities to organize as a social movement, and advance a stronger public interest agenda by promoting collaboration between research institutions, national advocacy organizations and local grassroots. Discussing three episodes of a failed attempt to organize a network of media reform, technology activists and social justice advocates in Austin, Texas between 2005 and 2008, this paper explores factors pushing for the fragmentation of advocacy work around state legislative reforms that jeopardized the sustainability of municipal cable channels, community networks, and community wireless initiatives. Drawing on institutional ethnography and Bourdieuan field analysis and methods, I employ the concept of media activist habitus to explain how socially-situated advocacy dispositions and practices of local activists are influenced by internal dynamics of marketization and deregulation of media and technology fields. It is argued that in facing the advancement of the neoliberal agenda in state policies for the digital transition, local activists tend to develop 'reformist dispositions' that respond to fragmented structures of incentives to advocacy work on their 'field-issue,' overlooking possible connections, or even setting their goals in competition with other points of the local media reform agenda. I close with some reflections about how more 'bridgework' through frame alignment strategies, localization of national policy issues, and philanthropic incentives could bring more sustainability to the U.S. media democracy movement at the local level.

Id: 11718

Title: PANEL: User empowerment revisited: New perspectives on ICT uses (Part I)

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Abstract: Paper Title: Analyzing uses and devices together: the interest of a sociotechnical approach
This theoretical communication invites two french research streams dealing with technics to deeper discuss their results. The first one is dealing with sociological studies of users where as the second one adopts a more genealogical approach while focusing on apparatus. This invitation is relying on a three years collective workshop held in the communication sciences institute of the National Center for Scientific Research. During its thirty years of existence, the french stream of the uses studies has moved from an appropriation focused perspective, dealing with the gap between perscribed and actual uses, to a wider attention to the complexity of the context within uses emerge (Denouël, Granjon, 2011). On that occasion, it has been more or less influenced by interdisciplinary works held in devices design, human-computer interaction, sciences and technology studies, pragmatic sociology, distributed cognition or ethnography of human labour (Jauréguiberry, Proulx, 20011). On another side, the concept of apparatus has been defined in multiple ways by scholars from different social sciences since the pioneering works of Michel Foucault (Appel, Boulanger, Massou, 2010). Its success relies on its ability to put together the different and sometimes contradictory dimensions of a complex phenomenon (Monnoyer-Smith, 2013). Indeed, from its earlier conceptualization to the latter works in communication sciences, it has shown its potential to put into question the issues about diffusion or centralization of power, actors motivations and strategies or the level of autonomy of the actors within a

sociotechnical agency (Monnoyer, Jacquinot-Delaunay, 1999). Through these two research streams, two ways of thinking the links between technics and societies are underlined that would considerably learn from each other. They emerged at the same time, in the late 70's, in a post-structural context where the question of individuals autonomy raised. However, they seem to have since evolved in opposite ways : as uses studies tried to call for more general and critical theorization exceeding their first empirical descriptions, apparatus studies went from a theoretical model and tried to transform it into an operational concept able to describe empirical situations. Nevertheless, this reversed evolution from empirism to theory and from theory to empirism is also an invitation to broaden the dialog between these streams, as it emerged from the discussion held during the workshop. Within a sociotechnical point of view, they happen to reveal themselves complementary to draw a new perspective, independent from any sociological or technical determinism. The relational epistemology that they share make their works complementary to understand the reciprocal determination between the different kind of actors involved in an apparatus. As a consequence, this complementarity is also a precious theoretical framework to handle contemporary issues dealing with digital technologies like users participation, apparatus performative effects or power struggle in the appropriation of digital innovations. Lastly, this communication aims at opening this theoretical reflexion to scholars in Quebec. Indeed, their works are more broadly mobilizing sciences and technologies studies (Millerand, Latzko-Toth, 2011) as well as medias and cultural studies (Proulx & al., 2014) while investigating uses of sociotechnical devices. This results in a deeper attention on the design of these devices as well as the cultural contexts in which they are appropriated that strengthen a complex approach of technics.

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Title: PANEL: User empowerment revisited: New perspectives on ICT uses (Part I)

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Abstract: Paper Title: For a temporalist approach of digital communication devices and their usesThe theoretical approach built by the sociology of (ICT) uses in the last three decades--summarized by Francis Jauréguiberry and Serge Proulx (2011)--is no longer sufficient to analyze and understand how digital communication devices are appropriated by their users. The inherent instability of these devices and their uses calls for a revised conceptual framework. While existing theory has done very well in accounting for the continuity, reproduction, and filiation of uses, it fails in accounting for their fragility and lability. We need new conceptual tools to tackle uses in the process of stabilization (Coutant, Domenget, 2013), so as to specify the intermediate stage between "social uses" (Lacroix, 1992; Pronovost, 1994) and "limited uses" (Kellner, 2010). Such a framework should also take in account the "adjustments" that uses are subject to (Boullier, 1997), the fragility of uses (Domenget, 2013) and devices' "instability by design" (Garud et al., 2008; Latzko-Toth, 2011). In an effort to renew research on uses, various temporalities may be considered: "moments" of time (past, present, future), "scales" of time (long, medium and short term), "areas" of time structuration (work, family/intimate life, leisure...), or temporal modes of expression (objectified narrative or subjectified discourse) (Dubar and Rolle, 2008). In this paper, we focus on time scales to analyze the importance of historicity and diachronicity in studying devices and their uses. Through a discussion of temporality as a prism to analyze digital communication devices and their uses, we revisit the question of user empowerment. Our analysis is based on two recent empirical studies on different populations of users: "visibility professionals" on Twitter and expert users of Internet Relay Chat (IRC). Our aim is to offer a suitable vocabulary to aptly describe emerging digital uses, as well as a dynamic model in which uses develop jointly with devices that mediate them, in a constant interplay. We conclude by suggesting that instability by design characteristic of digital devices can be understood as their propensity to be co-constructed by their users. ReferencesBoullier, D. (1997). Les usages comme ajustements. Services propriétaires, moteurs de recherche et agents intelligents sur Internet. Colloque Penser les usages, Bordeaux-Arcachon. Coutant, A., Domenget, J.-C. (2013). Une sociologie critique des usages est-elle possible ' Réflexions sur la conciliation d'une posture critique et d'une démarche empirique. Communications-

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Title: PANEL: User empowerment revisited: New perspectives on ICT uses (Part I)

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Abstract: Paper Title: From literacy to transliteracy: Is culture still relevant to examine users' competencies? This proposal aims at analysing users' cognitive and affective interactions with technological devices in the context of a disruptive innovation process. Two kinds of collaborative projects in the energy awareness field are examined: hackathons and user-oriented collaborative design. We put forward the relevance of users or citizens' critical practices, by combining (and in so doing re-evaluating) a cultural approach to appropriation (Davallon, Le Marec, 2000), Domestication Theory (Silverstone et al., 1992) and User Experience (Norman, 1988 ; ISO 1998, 2009). We question uses of literacy in collaborative projects from four perspectives: competencies, acculturation, convergence, literacy and transliteracy (Thomas, 2007). Transliteracy is not only a way of overcoming the limitations of the concept of literacy (Hoggart, 1957 ; Goody, 1977). A acculturation should be considered as a process evolving from basic literacy skills towards transliteracy abilities. Drawing on the 'Area of Competencies Model' put forward in earlier work (Masoni-Lacroix, 2014), this study focuses on the critical capabilities that enhance users' empowerment, not only in the specific project in which they are involved, but also in the technical, economical, social and cultural dual process of prescriptive instructions and enhancement, which uses of technologies engaged them in. References Davallon Jean & Le Marec Joëlle (2000). « L'usage en son contexte. Sur les usages des interactifs et des cédéroms des musées ». Réseaux, vol. 18, n°101, pp173-195. Goody Jack (1977). The Domestication of the Savage Mind. Cambridge University Press, 179p. (1979). La raison graphique. La domestication de la pensée sauvage. Paris, Minuit. Hoggart Richard (1957). The Uses of Literacy : Aspects of Working Class Life. Penguin Books UK, 400p. International Organization for Standardization (1998) Ergonomics of Human System Interaction : Guidance on usability. ISO 9241-11 :1998.(2009) Ergonomics of human system interaction ' part 210 : Human-centered design for interactive systems. ISO FDIS 92-210 :2009. Masoni Lacroix Céline (Ed.) (2014). OpenNRJ Rapport sur les usages. PacaLabs, Région PACA, 120p. Norman Don (1988, re-issued 2002, 2013 revised edition). The Design of Everyday Things. Basic Books, 384p. Siverstone Roger & Hirsch Eric (1992). Consuming Technologies : Media and Information in Domestic Spaces. London/New York, Routledge. Thomas Sue, Joseph C., Laccetti, J., Mason, B., Mills, S., Perril, S., & Pullinger, K. (2007). «Transliteracy: Crossing divides ». First Monday, vol. 12, n°12.

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Title: PANEL: User empowerment revisited: New perspectives on ICT uses (Part I)

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Abstract: Paper Title: When user studies inform Internet governance research Approaches derived from the field of Science and Technology Studies (STS) open up new perspectives on digital uses and practices, highlighting the extent to which they are embedded in technical devices, and delving into the variety of ways in which they are an integral part of today's Internet governance. Not only because such practices reflect belonging and commitment to a community, but because they allow issues of sovereignty, autonomy and liberty to come into play. This paper discusses how a sociology of digital uses and practices on the Internet can and should be incorporated to an STS-inspired conceptualization of Internet governance. While establishing one and only definition of Internet governance is proving difficult, empirical investigations are revealing the extent to which technical, social and political governances of the Internet are becoming more and more intertwined. The core issue for scholars of Internet governance at the present stage is to acknowledge not only the plurality of these modes of governance, but the fact that they cannot be fully separated. Thus, IG scholarship should aim at 'improving [their] understanding of the interactions between the evolution of collective governance principles ['] and the diffusion of digital technologies that translates into the development of information-based activities, the initialization of new social practices, and the rise of new modes of governance' (Brousseau, Marzouki, & Meadel, 2012, p. 4). Building upon some recent work in the field of STS that seeks to bridge this interdisciplinary field with Internet governance research (Musiani, 2014), this paper will discuss how case studies of developer communities, online discussion groups, user-centric formation of conventions for Internet activities (to name but a few) all contribute to the understanding of Internet governance as co-existence of different types of norms, elaborated in a variety of partially juxtaposed forums, enforced, implemented or merely suggested through a number of techno-legal tools. References Brousseau, E., Marzouki, M., Méadel, C. (2012). Governance, Regulations and Powers on the Internet. Cambridge, UK: Cambridge University Press. Musiani, F. (2014). Practice, Plurality, Performativity and Plumbing: Internet Governance Research Meets Science and Technology Studies, Science, Technology and Human Values, online pre-publication.

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Title: PANEL: User empowerment revisited: New perspectives on ICT uses (Part II)

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Abstract: Paper Title: Developing sites which are unfinished by design. An "art of framing" user's appropriationThe interest of social media interest relies upon the huge participation of their users (Stenger, Coutant, 2013). As a consequence, designers must pay thorough attention to the way users appropriate the initial script or scenario (Akrich, 1990) of their site. Thus, scholars interested in uses and innovation have long proven how difficult it is to anticipate these appropriations (Perriault, 1989 ; Akrich, 1998 ; Flichy, 1995). This irreducible indetermination has led designers to release devices which are unfinished by design (Latzko-Toth, 2014). Such a strategy highlights how important it is for scholars to well understand what power struggle is at stake between designers and users, as far as the capacity to decide the site's evolution is concerned. Indeed, managing appropriation is a tricky work involving maintaining a balance between letting uses emerge and designers' keeping control on what use to allow or forbid.This communication puts forward a theoretical framework to analyze designers' strategies in managing their sites' appropriations. It adds to De Certeau's "arts of doing" (1984) well analyzed by "sociology of uses" (Jauréguiberry, Proulx, 2011), an "art of framing" developed by designers. The point of this approach is to focus on users' ability to innovate (Von Hippel,1985 ; Alter, 1995) while highlighting that appropriation is a power struggle, largely in favor of designers.This theoretical framework relies on a cross-reading of use studies and information system studies dealing with appropriation. It has been developed and put to test in several research projects realized in the last seven years: social media appropriations, innovation processes dealing with online identity management, digital devices and reading practices. To illustrate the interest of this theoretical framework, we will run a secondary analysis on the qualitative data already collected (Thorne, 2004 ; Heaton, 2004 ; Chabaud, Germain, 2004). In Heaton's typology, this work is a "supplementary analysis": a deeper focus on an issue which emerged during the primary analysis. As far as this communication is concerned, the issue is the power struggle in the appropriation process. Among the four types of case-study identified by David (2005), these are "tests" ones, not pursuing representativity but "test[ing] beforehand formulated theories". Indeed, this kind of case-study is especially stimulating when it comes to investigate new ways of understanding still partly misunderstood phenomena.

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Title: PANEL: User empowerment revisited: New perspectives on ICT uses (Part II)

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Abstract: Paper Title: Le défi d'intégrer les usagers dans le développement d'un dispositif numérique. À l'appel de l'institution scolaire qui s'est engagée depuis plusieurs décennies à faire entrer l'École dans l'ère du Numérique, de nombreux acteurs, éditeurs ou industriels, s'emploient à fournir des ressources, outils et services numériques à la communauté éducative. Médias éducatifs (MOEGLIN 2005), revendiqués comme innovants par leurs promoteurs, ces dispositifs numériques, mot-valise de la rhétorique de l'institution (BARRÈRE 2013), sont structurés pour inciter les enseignants et les élèves à les utiliser et rendre le système scolaire plus efficace. Force est de constater (IGEN 2012) que les usages du numérique à l'école ne s'avèrent pas aussi importants que le voudraient ses promoteurs, tant en intensité qu'en type d'usages (CHAPTAL 2007). Pourtant, dans le même temps, le support numérique, déjà largement utilisé par les adolescents dans leur vie personnelle et privée, apparaît comme une opportunité, voire une nécessité pour inscrire des objectifs éducatifs dans les trajectoires des élèves afin qu'ils puissent se les approprier (BARBAGELATA 2014). Notre étude se situe dans la sphère de la conception (éditeurs, fournisseurs de ressources, institution scolaire). Elle interroge la figure des usagers mobilisée par les instigateurs de ces dispositifs innovants, en recourant aux concepts de la diffusion des innovations (FLICHY 2005) et de la traduction (ALKRICHT 2006), en contrepoint de celui du développement des usages (JAURÉGUIBERRY 2011). Dans le cadre d'une observation participante (mise en ½uvre d'une ressource numérique destinée à la formation présentielle et à distance), nous développons une lecture sémiopragmatique (ODIN 2011) des discours à travers le dit et le non-dit pour identifier la figure de l'usager telle que se la représentent les concepteurs de ce dispositif numérique. Cette étude nous amène à considérer la force non encore reconnue ni établie, mais pourtant bien effective de cet usager caché dans le contexte d'une institution qui lui en méconnaît encore l'efficacité. Alors qu'il ne semble opérer que dans les interstices des processus d'innovation, nous montrons qu'il est un acteur pivot révélant les traductions et les inflexions des dispositifs mis en ½uvre. Références AKRICH, M., CALLON, M., LATOUR, B., 2006, Sociologie de la traduction : textes fondateurs, Paris, Mines ParisTech, les Presses, « Sciences sociales » BARBAGELATA, P., INAUDI, A., PELISSIER, M., 2014. Le numérique vecteur d'un renouveau des pratiques de lecture :

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