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# **IAMCR 2016**

## **Communication Policy and Technology Section**

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

**Id:** 12198

**Title:** Arguments against ancillary copyright for newspaper publishers 'reactionary or not' An analysis of the rhetoric in a significant dispute in modern European media policy

**Session Type:** Individual submission

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**Abstract:** The issue of ancillary copyright for newspaper publishers has created a great deal of commotion in media policy all over Europe. The key issue at stake is whether newspaper publishers receive a share of the advertising revenue that is earned by large search engines such as Google when they display excerpts (snippets) of news from the publisher's website in the list of search results.

In a large-scale study, we have therefore retraced and systematised the lines of argumentation of the proponents and opponents from Germany, Austria, Spain and France, as well as at the EU-level, through 14 interviews with experts (publishers, Google, judges, media policy-makers, journalists, media scholars, Internet users etc.) and extensive document analysis (legislative processes, public statements from the parties in the dispute, specialist publications, court cases).

Our aim was to find out which of the arguments against ancillary copyright are cogent and which are merely reactionary rhetoric.

To do this, we looked back at A.O. Hirschman's classic study (1991; 1993), in which he identifies three basic forms of reactionary rhetoric: perversity, futility and jeopardy. We examined a total of fifteen sufficiently distinct counterarguments to see whether they can be classified into one of these forms.

The argumentation element that ancillary copyright would achieve exactly the opposite of what was intended (perversity) could be identified in four of the fifteen arguments. Put briefly, these were as follows:

- The journalistic way of working is in danger.
- Obsolete business models are being retained.
- Cross-subsidisation by the search engines is paralysing innovation in the publishing houses.
- Some countries have seen publishers removed from Google's search results.

The argument that ancillary copyright would have no effect in terms of media policy (futility) came up once:

- Large publishers benefit more than small ones, even with ancillary copyright.

The argument that ancillary copyright would endanger valuable freedoms and past achievements in media policy (jeopardy) applied in five cases:

- Danger for freedom of communication, information and quotation.
- A further expansion of copyright would not be in the public interest.
- The necessity of obtaining licences from publishers would limit the search engines' entrepreneurial freedom.
- The existing, finely-balanced copyright law would conflict with ancillary copyright in many cases.
- The freedom of publishers to use their content as they like would be endangered.

Allocating these arguments to the three forms of reactionary argumentation indicates that they are not cogent. We will show their specific weak points.

The remaining five arguments against ancillary copyright (there is no advertising on Google News; publishers benefit from Google, law stems from a single case, EU-notification required, inaccuracies in the wording of the law) cannot be said to be reactionary rhetoric, but are critically scrutinised in the same way as the ten reactionary arguments. Building on this, we will propose six specific media policy solutions to the problem of fair distribution of online revenue between publishers and search engines.

## References

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**Id:** 12230

**Title:** The Manifestation of Neoliberalism in Digital Migration Policy: An Extension of Hegemony

**Session Type:** Individual submission

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**Abstract:** From the colonial birth of the press and radio, to the rise of television and the Internet, digital migration has become the next big transformation across the African continent. And with the rise in commercialisation, private interests over public interests have been caught in a media-development dichotomy. The global process of switching from analogue to digital has been typecast as a progressive transformation that will free up the airwaves, provide more programme choice and transmission coverage, provide better picture and sound quality, extend coverage in vernacular language and the possibility of infrastructure-sharing. However, this paper suggests that while these advantages, as promoted by the International Telecommunication Union (ITU), are based on the pursuit of media diversity and pluralism, they also conceal the advancement of neoliberal ideologies and the safeguarding of geopolitical interests. Using Malawi as a case study, it is these neoliberal impulses which have become the political-economic reasons behind the transformation of media on the African continent. Therefore, it is high time we move beyond the normative assumptions of understanding digital migration and neoliberalism as an accidental relationship, and assess their epistemological foundations and intent. By theoretically revisiting Antonio Gramsci's most cited theoretical contribution, hegemony, the paper builds on established post-colonial sentiments of domination, to generate critical and analytical judgements that answer the research problem: Has the manifestation of neoliberalism in digital migration policy superseded the public's interest for a diversified media landscape.

Through interviews with key figures in Malawi's digital migration process, the use of critical discourse analysis of digital migration policy documents and engagement with the narrow academic literature on digital migration in Africa, this paper demonstrates how neoliberal power continues to dominate the policymaking process. The findings reveal that digital migration cannot, and should not, be understood through the above mentioned utopian lens alone, but through the global asymmetrical balance of power. And it is through this ideological, cultural and political correctness that we begin to expand the usefulness of hegemony in questioning why digital migration is assumed to be a "natural" evolutionary step for greater technological innovation for public interests, rather than one based on corporate self-interest. Therefore, being critical of neoliberalism's epistemological foundations warrants further analysis of digital migration, which it shall be argued obliquely supports and legitimises the reproduction of global hegemony.

**Id:** 12273

**Title:** Shanghai television broadcasters: from state institution to mix-ownership enterprise

**Session Type:** Individual submission

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**Abstract:** Shanghai in China has a prominent status because of its political and economic importance as well as its role in China's international integration. Shanghai's broadcasters, like other media in China, were traditionally owned by the State and controlled by the Chinese Communist Party. Since the early 2000s, amid the transformation of China's national television policy and the subsequent relaxation of cross-regional operation, media organisation's ownership and rapidly internationalized of Chinese economy, Shanghai's broadcasting media not only has gone through a significant structural, operational and institutional change, but also become a test zone for the further reform of the Chinese media. This papers studies the historical development of Shanghai's broadcasting media, i.e. the Shanghai Media Group (SMG) from the 1990s to 2015, aiming to illustrate the progress, strategies and principles of China's national broadcasting policy over the last two decades. It shows that the 'three separations' reform - separation of the institution and enterprise, separation of ownership and managerial authority, and separation of production and broadcasting - in Shanghai ultimately transferred the Shanghai Media Group from a state-owned institution to an independent state-owned enterprise with possible private investment and international expansion in the future. At the same time, the state-owned television channel and spectrum resources are relocated to under the direct supervision of the propaganda department of the Communist Party. The legal and capital links between the channels and programming productions no longer exist while the role of the Propaganda Department of the CCP moved from the background to the foreground.

The paper argues that the change from institution to enterprise and from state-owned to mixed-ownership is partly about the autonomy of the broadcasting media and partly about capitalization of political power to personal welfare. The appearance of mixed-owned and state-owned commercial media enterprises do not guarantee plurality of voices, given the control of broadcasting channels by the Party and self-interest-oriented media. Moreover, the development of China's broadcasting policy and structure since the late 1990s was largely influenced and constrained by the country's economic transformation and the political adjustment of the CCP. The nature of the broadcasting sector's transformation has reflected the logic of the economic and political changes of the country. From this point of view, it is not surprising to see that the most significant changes have happened in the economic domain. The political and economic

consequences of three-separation remains to be explored, but the implications for Chinese broadcasting system is significant.

**Id:** 12308

**Title:** Media framing of policy: Digital switchover in Taiwan

**Session Type:** Individual submission

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**Abstract:** Digital Switchover has allegedly been the most important policy in media and communications in the past two decades and swept countries spanning different continents and levels of development. Taiwan has officially become a member of digital terrestrial television club in 2012, however, according to a 2015 survey, most people find the policy ‘hardly noticeable’.

This paper sets to bridge the gap between the policymaking and perception by exploring how the media frame digital switchover policy, aiming to crystallize the interplay of media coverage, policymaking process, and people’s perception. It asks what is the meaning and memories of digital switchover for the public by focusing on whose voices has been heard, which frames are emphasized, and which sidelined in the media coverage and frames.

This paper identifies three frames, namely Progressive, Economic Development and Aesthetic frames, and suggests they imply the tendency of a transitional country and a more sensationalized media environment. It argues that these frames tend to overemphasize the ‘visibility’, while ignore the function of guiding civic culture and preserving historic memories central to media content, may be harmful to policy promotion and industrial transformation. It is hoped that this research can shed light on a more systematic study of media representation of communications policy that will benefit a stronger democracy accordingly.

**Id:** 12319

**Title:** Examining smartphone dependency at work: dependency relations and antecedents

**Session Type:** Individual submission

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**Abstract:** As smartphone provides unprecedented convenience at work, employees become increasingly dependent on it. Although increasing scholars have paid attention to the topic of smartphone dependency, majority of them studied it as a similar concept as smartphone addiction or problematic smartphone use (e.g., Salehan & Negahban, 2013). Unlike previous research, this study examined smartphone dependency as a neutral concept and refers to a relationship reflecting users' reliance on smartphone to attain various goals. Further, there is little relevant research on smartphone dependency at the work domain as existing literature mainly focused on adolescents or university students (e.g., Park et al., 2013). To fill the research gaps, this study uses Media System Dependency Theory (MSD) (Ball-Rokeach & DeFleur, 1976) as the theoretical underpinning to explore smartphone dependency at work. In particular, this study aims to answer two questions: 1) what are the work-related dependency relations that young workers have developed on their smartphones? 2) What are the antecedents influencing their work-related smartphone dependency?

According to MSD, there are three key individual-media dependency relations: understanding, orientation, and play. However, they were developed from the traditional mass media system and based on the assumption that individuals are dependent on media to provide information about their social environment. One objective of this study is to examine whether these three dependency relations are still applicable to the smartphone media, especially in a specific working context. If not, what are the new dependency relations people developed on their smartphones at work? Besides, MSD argues that individual media dependency is largely determined by his/her social structural environment. Specifically, two conditions would influence individual media dependency: (a) the degree of ambiguity and threat present in individuals' social environment; (b) the activities of interpersonal networks. Based on (a), this study expects that three task characteristics (i.e., task interdependence, task mobility, and time criticality) may intensify employees' smartphone dependency at work because they are likely to pose employees into ambiguous or threatening work environment. Based on (b), it is expected that organizational norm regarding smartphone use would increase smartphone dependency at work.



By analyzing semi-structured interviews with 32 young employees in China, this study shows that Chinese young workers were mainly dependent on smartphone for understanding (e.g., staying on top of what is happening at work), orientation (e.g., performing work-related actions) and communication (e.g., contacting colleagues) at work. Task interdependence, task mobility, time criticality and organizational norm were found to positively influence work-related smartphone dependency.

Through the lens of MSD, this study can enhance the understanding of smartphone dependency from a communication perspective. Moreover, this pioneering research can contribute to the knowledge of smartphone dependency at working context. Besides, this study hopes to examine how existing theory (i.e., MSD), developed in traditional mass media environment, are useful in understanding and explaining smartphone dependency and its origins. In practice, this study can help the employers and companies to understand why and how and why their workers are dependent on smartphones at work so as to develop management strategies.

**Id:** 12337

**Title:** Open data and net neutrality

**Session Type:** Individual submission

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**Abstract:** Early in 2016, the Committee of Ministers to the member States of the European Union adopted the Recommendation CM/Rec(2016)1 on protecting and promoting the right to freedom of expression and the right to private life with regard to network neutrality. Such an adoption completes most of the global panorama regarding this technological issue that is closely related to human rights, access to information and state policies on information. Mexico and some Latin-American countries are not an exception on this global trend; in 2014 the Mexican government issued the Telecommunications and Broadcast Law including two articles defining and protecting network neutrality. Meanwhile, the Inter-American Human Rights Commission have already issued recommendations to state members, outlining the relationship between universal human rights and the possible result from poor network management engineering. Furthermore, a large number of states are implementing governance policies including those related to open data for fostering participation of citizens in political and social life and increasing transparency of government.

In this paper, we analyse the relationship between network neutrality and open data from a number of perspectives in a multistake-holder approach, to unveil those threats that arise from network policies as implemented by ISPs and coordinated by communications regulators. Such an analysis indicates that the quality of access, use and distribution of open data is strongly influenced by discrimination of data in communication networks. As a conclusion, we propose a number of actions that can be implemented by regulators in order to assure minimum quality levels.

**Id:** 12368

**Title:** Historicizing hypertext and web 2.0: Access, governmentality and cyborgs

**Session Type:** Individual submission

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**Abstract:** The paper places itself in the context of the larger inquiries within web theory, among the preliminary steps to make sense of the not-so-distant and fleeting past of World Wide Web, its relation to print-capitalism, its ideological significations, practical usages and its materiality. The relation between individual, the machinic systems and capitalist ideology that gets more consolidated with the digital, needs to be analyzed by scrutinizing the ways in which the human-machine relation got standardized through the stabilization of technology in what came to be referred to as Web 2.0, in the turn of the present millennium. The procedures involved herein are those that consolidates human identities as more textual, archived and accessible. The paper traces two aspects of this consolidation. 1) Its relation to the print-capitalism 2) Its implications in contemporary personalization technologies. On a larger scale, this consolidation of human-machine capacities through the stabilization of material technologies concern the ‘governmentality’ (Foucault) of bodies through discourses.

Considering certain aspects of print-culture that led to what Foucault ( The Order of Discourse, 1981) calls the ‘principles of exclusion’—the ways in which discourses (de)limit itself— the larger cultural economies that involved the production and manipulation of symbols in the web is critically reexamined. The theory about the exclusivity of ‘discourses’ locates three important principles by which discourses (de)limit themselves, i.e, the author, the commentary and the discipline. This print-informed relation of individual and text finds its contemporary ramifications in our understanding and usage of hypertext in web and in the semiotics and praxis of acts like log-in, commenting, sharing and other myriad ways of associating with the web. The textual milieu of early web in which these acts received signification for the users need closer scrutiny to trace how the ‘principles of exclusion’ got cultural sanction. By following the crucial stages during the establishment of World Wide Web at the turn of the century and effecting the question ‘What is a blogger’ in the same vein that the question ‘What is an Author’ was asked, this paper attempts to resituate ‘access’ as a predominantly textual category in the present age. The possibilities latent in the technology of hypertext (Nelson, Literary Machines) first got revived and consolidated with Berners-Lee’s HTML and was then culturally re-interpreted by the capitalist, neo-liberal ideologies of Tim O’Reilly when he proposed Web 2.0. In popular interpretations ‘access’ is a sociopolitical tool and a right for life and therefore requires a

demystification. The material technologies and the practices that constituted 'access' as a log-in or authentication to a personal space in web (Crampton, *The Political Mapping of Cyberspace*) through a certain fixed pattern that includes a profile, a textual archive and networking across platforms, can be traced to the 'weblog format'. This was both due to the widespread earliest use of blogs as filters (Siles, 2011) to sieve the chaotic content of web as and when web was being knit together and also due to the massive popular usage that blogs found as a mode of free expression. The weblog format can also be discerned from the way the ideological underpinnings of the concept of personalized technology that began with 'personal computers' (Turkle 2005; Pfaffenberger 1988 ) got projected as 'personal web space' for every user. The popular question of 'private' and 'public' which was time and again looked up by using Habermasian tools, can therefore be re-interpreted as the capitalist strategy of making commoditized private realms that are imperceptible (Papachirisi).

From the locale of this material production of the space called web 2.0, I inquire into how users were 'interpellated' (Althusser) to a mode of self of being in cyberspace. The being in cyberspace is no more virtual, but very much physical and overwhelmingly textual. The larger implication of such an inquiry would be 1) to know how this mode of self is being practically commercialized in the contemporary data mining technologies and used as instruments of regulatory control as well as in the fetishist commodification of data. 2) Secondly this study would help to situate 'cyborg' subjectivity (Haraway) as one that amalgamates the human and the machinic capacities through a double edged 'access' into systems where individual gains access and is also accessed through text.

**Id:** 12412

**Title:** The Internet of People. Digital Constitutionalism and the Parliamentarisation of Internet Governance

**Session Type:** Individual submission

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**Abstract:** In the global Internet governance environment, government is not the only nation-state actor anymore. In the last few years, national parliaments all over the world have been increasingly addressing Internet governance issues, gaining an important – although not yet fully recognised – role on the global scenario. In many countries, such as Brazil, Philippines, Italy, New Zealand, France, Cambodia, parliamentary initiatives have been characterised by a constitutional aiming. In other terms, they have been engaging with the establishment and protection of digital rights, with the limitation on the exercise of power by the State as well as the private sector, and with the formalisation of Internet governance principles. This new and varied political process is simultaneously challenging both the neoliberal discourse on the multi-stakeholder governance, which envisages non-binding public policy solutions and equality between private stakes and the public interest, and the sovranist discourse embraced by many national governments, which aims at replacing the leadership of the US government and transnational corporations with that of inter-governmental organizations. Digital constitutionalism, as it is emerging from parliamentary contexts, is taking on the appearance of an alternative political model aiming to the democratisation of Internet governance.

Which issues and challenges do parliamentary initiatives bring into the global Internet governance regime? Which are their origins and motivations? Which kind of conflict does they maintain and represent? And finally, is there a fracture between parliamentary and governmental visions of the Internet? This paper addresses these questions by proposing a comparative analyses of some crucial cases. Particularly, author explores the main features and goals of parliamentary initiatives concerning Internet governance, linking them to their specific surrounding institutional conditions, and highlighting their relationships with policies implemented by national governments.

**Id:** 12428

**Title:** Using social media to monitor police use of force: A case study of the RiotID project

**Session Type:** Individual submission

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**Abstract:** In September 2015 Researchers from Bournemouth University, Birmingham University and Omega Research Foundation released #RiotID (rioted.com), a civic media project that harnesses social media to help people identify, monitor and record the use of riot control agents against civilians.

Everyday, around the world, police use tear gas, stun grenades, rubber bullets and other riot control weapons on civilians. While these devices are marketed as safe and humane ‘less lethal’ weapons, they regularly cause injuries and even deaths. While the United Nations provides regulations and guidelines for the use of force, there is currently no effective legal oversight or international policy regulating their export, trade or use. Responding to this, the RiotID project was designed to utilize social media to help close the gap between how police are advised to deploy use of force weapons and the excessive and dangerous ways they are currently deployed.

This paper will begin with an overview of the research-led design methodology that went into the co-creation of the RiotID project, looking at how the infrastructures and communications policies that shape public exchange on twitter were mobilised in the media design process. This discussion will draw theoretically from media archaeology (Huhtamo and Purrika 2011), container technologies (Sterne 2006, Sofia 2000), ontography (Bogost 2012) and forensic architecture (Weizman 2014). Designed through an immersive collaboration with police weapons experts and graphic designers, researchers also drew project management insights from Andy Kirk’s model for data visualisation (2012) to build the project’s resources and social media infrastructure.

Utilising the projects first 9 months of twitter data, the paper employs network analysis to examine the growth and spread of participation over the project’s lifespan. Layering this with an analysis of tweet content, the paper maps engagement along a chronology of protest events (also monitored by the research team), as well as media coverage that the project received, in order to better understand how project-based twitter networks take shape in response to traditional media reportage.

User profiles and information on users obtained through follow-up communication is also

analysed to reveal the ecology of citizen-users that comprise the twittersphere and make up the project's network. Like citizen science participants (Irwin 1995), users range from experts to amateurs, from accidental observers to active campaigners. Through this multi-method analysis the paper reflects on the possibilities and limitations of using twitter as a technology for engaging people in 'civic forensics' and use of force monitoring. It reflects on how twitter might be used beyond this issue of policing, to intervene in other aspects of policy-making and the protection of human rights.

**Id:** 12437

**Title:** Communication freedoms and Communication Rights: normative struggles within civil society and beyond

**Session Type:** Individual submission

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**Abstract:** In this paper I aim to retrace and outline the normative implications of the historical debates and struggles between activists wanting to protect press freedom and those advocating for communication rights. This conflict relates to differences between distinct and competing normative positions as to the role of media and communication in a democratic society, but also regarding the precise nature of the role of the state. Whereas press freedom is very much part of a long-standing liberal model, a communication rights agenda pertains more to a voluntaristic social responsibility and public sphere paradigm. One of the main reasons this conflict emerged is the association of press freedom with negative freedom (from coercion) while positive freedoms (mainly state intervention) are deemed to be necessary to guarantee communication as a human right. This voluntaristic interventionism, it is argued, can potentially impede press freedom as a negative freedom, at the same time others argue that without state intervention, communication rights remains an empty promise as market interests always prevail and oligopolies become the norm. I will discuss this tension in relation to the debates and conflicts within civil society regarding the 1980s MacBride Report and the CRIS campaign in the context of the WSIS. I will argue that this normative gridlock between positive and negative freedom leads to inaction at a policy level concerning issues such as concentration of media ownership and the quality of democracy and media production. I will furthermore argue that the invocation of negative freedom is instrumental to safeguard the interest of large media conglomerates and powerful interests of media moguls. However, it should be possible to regulate the media without infringing press and communication freedoms, especially since democratic politics is always a combination and productive dialectic between negative and positive freedoms and corresponding rights. As even Berlin pointed out: "Freedom for the pike is death for the minnows"; the liberty of some must depend on the restraint of others."



**Id:** 12554

**Title:** Social shaping of technology theories application in developing countries: a promising venue

**Session Type:** Individual submission

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**Abstract:** The paper aims to explore how social shaping of technology theories including Actor Network Theory (ANT), Social Construction of Technology (SCOT), Constructive Technology Assessment (CTA) are adopted in research in developing countries and proposes some theoretical considerations in applying these theories in the Information Communication Technology sector in Vietnam, a communist country with top-down policy making baggage. Only six papers are found to use these theories in developing context. It is a very modest number given the overwhelming number of developing countries, the increasing importance of technology in these economies, and the prominence of idea about the relation and interaction between technology and society. The reason probably is that the Western rooted theories originally take into account the making of technology which is not a popular pattern in developing countries. I generate some classifications when reading the selected studies. Four papers adopting ANT employ its translation and description concepts in Senegal, Ivory Coast, Burkina-Faso, China, Chile, and Sri Lanka, some of them describe actants and their relations in heterogeneous networks at both global and local levels. The paper using SCOT discusses technological frames of relevant groups shaping the implementation of spatial data implementation in India and CTA article presents the theory at work by developing criteria for participatory workshops in Mali and Tanzania. With those studies in mind, proper theoretical applications are considered in the Vietnamese ICT case in which the government has approved the roll out of 205 million EURO broadband network nationwide from 2011 to 2015. CTA informs policy making in the sense that it involves as many stakeholders and as early as possible in the policy making process to reduce negative impacts of the technology on the society. ANT and SCOT studies provide a promising venue since most of them provide longitudinal perspective in technology shaping, give snapshot of relations and negotiations among stakeholders and show how the negotiations and stabilizations lead to technology choice at a certain time. Since hierarchy and power structure are important in the Vietnamese context, I propose structure considerations when applying the two theories in broadband rollout research in the country. Relevant groups shaping the broadband network are seen with their embedded and exercising power and power structure of heterogeneous networks is described in their negotiation and competition over broadband technology choice among wireline, wireless, and cable in rural areas. This research contributes to the thin literature

of social construction of technology theories employed in developing context and it is part of my dissertation on broadband Internet connectivity in rural areas in the Southeast Asian country. The paper fits in CP&T section's topic: "Policy issues around media and communication technology pluralism, diversity and concentration."

**Id:** 12571

**Title:** Public Regional Television: guarantee and future of European's cultural diversity

**Session Type:** Individual submission

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**Abstract:** 1. Introduction

The intensification of service broadcasting's crisis has taken place with: political and legitimacy problems of governments and European institutions; the outbreak of the global economic crisis; the collapse of the traditional business models; and implementation of new forms of productions, distributions and consumptions due to digitalization (CARPENTIER, 2015). Although this situation has affected all public service broadcasting, the situation is particularly difficult for regional broadcasters (AZURMENDI, 2013). On one side, their economic balance is unstable because it depends on the state's budget which is reduced due to crisis. On the other side, they have some difficulties to adapt to digital business -since they have small size and lack of resources-. In this context, it would be logical to announce the imminent death of regional public broadcasters. However, many voices advocate a need to preserve these services (LUNT & LIVINGSTONE, 2012) and, some of them, emphasize on their role as the preservers of European cultural diversity (ALBORNOZ, 2015).

2. Object

The aim of this research is: firstly, using the ONU's cultural diversity concept (World Report 2009) to analyze the implementation of this concept in a selection of European, national and regional audiovisual law. Secondly, to study how mentioned objectives are particularized in the activities of three regional Spanish broadcasters. Finally, to evaluate and make a proposal of improvements for audiovisual legislation and regional audiovisual activities.

3. Methodology:

- Analytic study of the concept of cultural diversity (ONU, 2009) and its application in a selection of audiovisual laws, specifically: Audiovisual Media Service Directive (Directive 2010/13/EU); Law 7/2010, of General of Audiovisual Communication (Spain); Law 5/1982 of Public Service Broadcasting (Basque Country/Spain); Law 11/2007 of

Audiovisual Media Corporation and Law 22/2005 of Audiovisual Communication (Catalonia/Spain); Law 6/1999 of Galicia Audiovisual and Law 9/2011 of Audiovisual Public Media (Galicia/Spain).

- To review the practical development of the diversity cultural objectives in the activities of three regional broadcasters: Catalonia, Galicia and Basque Country.
- Evaluation and improvements of a proposal for audiovisual legislation and professional activities.

This paper is part of the Research' Project Transformation of the Public Regional Television: weakening of the TV public service and perspectives for its technological development in the time of crisis, funded by the Ministry of Competitiveness and Innovation, Government of Spain (2013-2016)

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**Id:** 12585

**Title:** When civic mobilization successfully impacts media policy: Lessons from contemporary experiences in Latin America

**Session Type:** Individual submission

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**Abstract:** Communication law and policy-making processes in Latin America have historically been captured by political and economic elites. Recent communication laws and policy reforms, however, show unprecedented levels of civic participation and impact. During the past two decades, civic movements have used various tactics to promote changes in three areas of media and information policy in three areas (broadcasting, access to information, and speech laws) and championed the notion of communication as a human right. The impact of civic mobilization on media policy in the region is a true novelty, suggesting new forms of engagement and novel positions of civil society vis-à-vis state and market actors. In this paper we explore why some media movements succeeded while others failed, and offer an explanation for their different outcomes across countries.

To answer these questions, we discuss issues at the core of the complex relations between collective action and policy outcomes. Mobilized citizens have made three significant contributions to progressive media reforms. They have invigorated public and legislative debates about media reforms, brought in a new perspective to ground media legislation, and made key contributions to policy implementation. They have strengthened the institutional competencies in both civil society and the state by developing forms of collaboration and expertise. They have contributed to recasting the foundational principle of democratic media governance by foregrounding the notion of communication as a human right. By doing so, media movements have enriched public dialogue and legislative instruments to transform public communication. These achievements are a touchstone for media governance and a pivotal moment for media activism in the region.

**Id:** 12605

**Title:** Social Media Skills Developed: An Analysis of K-12 Social Media Curriculum Pilot Program

**Session Type:** Individual submission

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**Abstract:** This qualitative analysis of a school district social media curriculum will provide outcome data to provide insight as to what works and what does not work in the school district policy creation. This pilot program proposal and initial implementation was presented last year at IAMCR 2015 and the participants in the presentation were very excited to see the results. The results have now been documented after one year of implementation of the pilot program and have shed light on very integral parts of educating our youth with social media. The results include insight from: teachers reporting's social media growth via a logging system for monitoring of social improvements as well as taking notes for bullying monitoring via social media interactions for assignments as well as outside interaction, student feedback of assignments and content through the use of the social media, administrators evaluation of content as well as participation to provide additional third party feedback, and interviews with program participants to provide common themes of success and areas for improvement. This program, intended for K-12 education students, will help create a community education experience for all involved. The program has had constant review to ensure that the staff is developing the most cutting edge teaching methods to incorporate social media as a presence in K-12 education. Reports as mentioned above have been regularly analyzed to provide timely response. The content has been supplemental teaching methods utilized within core classes such as English, social studies, current events, etc. but have allowed for any and all incorporation of lesson plans that fit within the curriculum scope. The content areas included: understanding social media, social media law, using social media to market yourself, using social media to market a business, social media etiquette, social media as a social tool, social media as a business tool, and content creation.

The data provides insight into the complication of developing curriculum and implementing into an ever changing educational expectation environment. Future ready students need to be provided future ready skills. This curriculum is in the process of changing the delivery method utilizing twenty-first century media and skills. The data provided in this analysis provides information that is globally applicable and allows media scholars to look back from idea to implementation as well as looking forward to a social media literate population utilizing educational policy. Often a communication

policy is implemented as response to environmental pressure and rarely reviewed to make sure the policy has served its purpose. This follow up study allows for a thorough analysis from everyone involved in an organizational policy initiative at the educational level.

**Id:** 12704

**Title:** Freedom of Panorama: Digital Sharing of Cultural Heritage in the European Public Space

**Session Type:** Individual submission

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**Abstract:** Freedom of panorama is the legal right to publish pictures of artworks, sculptures, paintings, buildings or monuments which are on the public space in some countries (US, UK, Brazil, Germany). However, in other countries (France, Argentina, Belgium, Italy, Greece), this public space is “holed”: some publicly placed artefacts can claim copyright, and, by their position, effectively hide otherwise unprotected landscape. Users who take a selfie in front of the pyramid du Louvre in Paris are not authorized to post it on Instagram. Wikipedia can't play her role of memory institution to provide high-resolution pictures of works of art which are “on” the public domain if they are not “in” the public domain. Photographers who want to document our collective heritage have to perform the same extensive legal research on the street than inside of a museum (all the more as the authorship of such a thing as a building is not always well documented).

The article aims at assessing the actual impact of freedom of panorama on the remuneration generated for authors of works permanently located in the public space by comparing data from countries which have a freedom of panorama, with revenues in countries which do not have such a right. Basic financial data is available in public reports, as collective management organizations are in charge of a mission of public service. Direct enquiries to the collecting societies in the member states will allow to complete the data . Additional stakes would be to evaluate the contribution of the absence of freedom of panorama in the global amount of rights distributed to concerned rightholders (chiefly exterior artists, designers and architects) and to establish the general distribution of such income among this population (in particular, in regard to the frequent Pareto-shaped curb of authors' rights distribution).

Both this quantitative analysis and a qualitative observation of the discourse on Freedom of panorama in the public space will contribute to the policy debate. At the time of the revision of a European directive where freedom of panorama, an apparent lightweight



topic, has been antagonizing lobbyists as a polarizing example of the extension of users' rights online, our research will provide data to the European Commission and the Parliament on whether to harmonize freedom of panorama, to maintain the current practices of collective management societies to collect rights for the use of cultural works located on the public space, or to implement intermediary measures to authorize only non-commercial exception of panorama.

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**Id:** 12778

**Title:** Understanding active second screen users' motivations, user patterns and engagement

**Session Type:** Individual submission

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**Abstract:** Second screening occurs when a consumer engages in relevant content on a second device (e.g. smartphone, tablet or laptop) while watching video content on the first screen (e.g. TV). 87% of global media consumers are using a second screen while watching TV (Accenture, 2015). Second screening is also an emerging but growing media phenomenon in Singapore where more than 60% of Singaporeans use multiple devices simultaneously (MDA, 2014).

Second screening was found to increase users' engagement levels through online social interactions while viewing videos (Pynta et al., 2015). Previous studies identified several key factors that motivated users' second screen behaviors such as information seeking and online discussions (Ainasoja et al., 2014; Gil de Zuniga et al., 2015). Some content genres, like live broadcasts of sports, tended to engage viewers more and elicit more second screening user responses (Jensen, Walsh, Cobbs, Turner, 2015). De Meulenare et al. (2015) categorized second screen users into four user patterns: Commentator (exchanging spontaneous thoughts), Analyzer (seeking relevant information), Home Gamer (competing with other video viewers) and Active Follower (searching background information about programs). Jensen et al. (2015) further used Paivio's Dual Coding Theory (DCT) to understand how second screening activated individuals' verbal and nonverbal systems which resulted in increased cognition of media messages. Past second screening studies primarily took quantitative approaches (e.g. experiments and surveys).

To fill the research gap, this study conducts in-depth interviews with young second screen active users in Singapore. It aims to investigate their motivations of second screening for video viewing, their screen preferences and user patterns, and the associations between video content and genres and the engagement levels. Based on Uses and Gratifications Theory and DCT, this study develops a semi-structured interview guide for the research assistants to interview 52 young second screen users. After obtaining the approval from Institutional Review Board, active users aged 18-35 years old will be recruited through a purposeful sampling. The in-depth interview data will be audio recorded and analysed thematically later. The final results will examine motivations for second screen among different user categories, elaborate the relationship between video content, genres, and screens used for video viewing, and factors affecting user engagement levels when using dual screens. The audio-recorded interview data will be analysed thematically.

Theoretically, this study can contribute to theorize second screening usage by understanding relationship between motivations, user patterns and media engagement in second screening for video viewing. Practically, the findings will not only provide useful consumer insights for industry players to improve the design of cross-platform video content and second screen applications, but also develop effective social media strategies to increase user engagement and video-related social discussions.

Keywords: second screening, motivations, content genre, user patterns, user preferences, media engagement, Dual Coding Theory, Uses and Gratifications

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**Id:** 12810

**Title:** Adaptive Centralized Media Control in the Xi Jinping Era: an Interpretation of Media Convergence Reports and Policies

**Session Type:** Individual submission

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**Abstract:** The study investigates the central government's role in promoting a national media convergence strategy in mainland China. In the past three years since the start of Xi Jinping's presidency, as well as with deepening internet penetration and media digitalization, the media environment has gone through drastic changes from model of Party-market corporatism identified by He and others toward a more complex situation. This paper analyzes the role of the Chinese government in the development of media convergence, especially in the transformation of print media.

Both media literature and industrial reports have identified the state's growing grip on the media landscape. In its latest report, Freedom House (2015) found that global press freedom declined in 2014 to its lowest point in a decade, with China retaining significantly tighter control over locally based media, including foreign journalists within the country. The change in media environment challenges some of the existing literature on the state-market media relations, tactical journalistic behavior, and journalistic role perceptions. Some recent research has tried to map the current situations, but few focus on the role of the Xi Jinping regime and other political actions in promoting media convergence.

We examine both policy trends and policy implementation related to media convergence. Relevant governmental documents from 2013 to 2015 are analyzed using textual analysis and descriptive content analysis. We trace Xi's speeches on media development since 2013 including his most cited and influential speech on media convergence, delivered on 18th August 2015. The newly established official bodies concerned with the media, and changes to law and regulations involving media governance, are analyzed. The "Special Fund for the Cultural Industry," a scheme issued by the Ministry of Finance to subsidize projects in cultural industry development, including the media industry, is given detailed analysis as an indicator of policy implementation.

We can identify the increasing influence of central power and the national leadership over media convergence development nationwide. The process of digitization has given the central government growing economic influence over the media, but also increased legal and administrative control over its content of media. This power, however, is not coercive but rather responsive and adaptive. Although the party has sent strong signals designed to push forward the transformation from traditional media to new media and promote media convergence, the central concern is still to serve and reinforce the dominant ideology rather than encourage newspaper groups to achieve success in market through the transformation. We argue that the central government's policies on media convergence can be looked as a form of adaptive centralized power over media in the new era. The implications of this study not only lie in the new challenges to existing arguments on the decentralized control over media that was identified in the immediate past but also offer an updated map of the media environment in the internet.

Keywords: Adaptive Centralized Control, China, Media Convergence, Xi Jinping Era, Policy Studies

**Id:** 12829

**Title:** When peer-to-peer 're-centralizes': socio-technical necessity, market drive, or failure'

**Session Type:** Individual submission

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**Abstract:** At the beginning of the 2000s, peer-to-peer networking technology was hailed as a “disruptive technology” (Oram, 2001) for the masses, thanks to the widespread diffusion of programs for sharing music and video files. Since then, several projects aimed at leveraging this technology for several kinds of Internet services – from search engines to storage platforms, from video streaming to social networks – have seen the light (Musiani, 2015). Usually born out of university-nested – and often publicly funded – research projects, these services find themselves, at the time of entering the market and faced with possible widespread adoption by the general public, subject to a process of “re-centralization”: nodes-users and their direct ties are strongly downsized in favor of a more “traditional” model for Internet services, that of powerful server machines through which pass the essential data and information contained in the service.

This paper considers the various factors which, within a number of peer-to-peer Internet service projects, lead at some point in the innovation process to make the choice of re-centralization – evolutions in business models, answers to the expressed needs or implied capacities of users, technical possibilities, market constraints, legal ambiguities and “grey areas” – in order to attempt an answer to the following question. If the re-centralization appears, a priori, to betray the original intent of such projects, “bending” them to the dominant model, can one, however – as is often done in these cases – talk about a “failure”?

The paper draws its empirical material from an online ethnography of the forum of Wuala, a peer-to-peer storage system, at the controversial moment (September 2011) in which its developers decided to discontinue its core distributed feature, a “barter” system where users could trade local disk space for an equivalent amount of storage space in the cloud of peers. It also draws elements from fieldwork conducted on other peer-to-peer services (Musiani, 2015), with a particular focus on “re-centralization” processes. Building on an STS-informed theoretical framework, in particular infrastructure studies (e.g. Bowker et al., 2010), this paper ultimately seeks to contribute to the study of what comes to be considered as a failure in digital networked environments, and the interplay of technical and political governance that leads to such an outcome.

This work is supported by the EC grant NEXTLEAP (call H2020-ICT-2015).

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**Id:** 12852

**Title:** The contingent Internet policy domain: Discursive institutionalisation and its role for Internet policy analysis

**Session Type:** Individual submission

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**Abstract:** In a recent article, David D. Clark, one of the original designers of the Internet, stated that the “Internet as we know it is contingent on decisions that could have led to different outcomes” (Clark, *The Contingent Internet*, 2016: 9). He argues that the technical characteristics of the Internet could have been completely different ones if its originators had made different choices. Accordingly, the Internet was and continues to be shaped by the ideas and visions which have been inscribed into its structures. The same claim can be made about Internet regulation, not only regarding the technical rule-making but also concerning Internet-related public policies and the regulatory and administrative structures built around them. Just as much as the Internet itself is determined by contingent design choices made in the past, Internet policies on both the national and international level are the result of contingent decisions taken by policy-makers. Via these choices policy-makers inscribe their ideas or visions into policy texts and policy-making structures. They thereby have shaped and continue to shape the form of what can be described as an emerging policy domain related to the Internet.

The proposed paper develops this idea that the Internet policy domain is contingent on decisions that could have been different. It relates to the main theme of the conference as it proposes to “look back” on past processes in order to understand what will define the future of Internet policy. Yet, instead of referring to path dependencies and historical institutionalism, the paper focuses on the process of “inscribing” ideas into policy-making structures which then shape the present and future state of the policy domain itself. The paper frames this as a process of “discursive institutionalisation”, thereby drawing on Vivien Schmidt’s theory of discursive institutionalism, Marteen Hajer’s

concept of discourse institutionalisation and some tools provided by Actor-Network Theory (Latour, Law). In addition, it uses field theory to propose a conceptualisation of “policy domain”, which emphasises the role of discourses, institutions and actors and their mutual influences.

The purpose of the paper is to present and test the conceptual framework of a larger research project that is currently being developed and aims to compare national Internet policy domains in different countries. Discursive institutionalisations, including their contingency and consequences, are proposed as an important comparative dimension. While the paper mainly presents theoretical considerations, some examples from the Internet policy domain in Germany, France, England and Brazil are introduced to better illustrate the conceptual ideas and show the asset of such a comparative assessment.

**Id:** 12858

**Title:** Keeping Up: Policy, privacy and social media practices in the UK military

**Session Type:** Individual submission

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**Abstract:** Social media has become central to military life, making it a critical component of future policy development, strategic thinking and welfare planning. Platforms such as Facebook, Twitter, LinkedIn, and WhatsApp challenge the military's more traditional communication, hierarchical organisation and social relations. They challenge how notions of governance, public and private, accountability and responsibility, and digital rights are understood by the military leadership. There is, however, little existing knowledge of how social media practices by military personnel and their families shape such notions.

This paper, based on an extensive empirical study comprising more than 40 focus groups and interviews with British military personnel based in the UK and overseas, explores the increasing integration of social media into military structures and the military's efforts to keep up with this development through formal and informal methods of social media governance. It asks how a culture of constant communication affects the governance of military policy and practice in an increasingly networked society.

There is now an expectation amongst military personnel and their families that access to social media will be provided. Given the important role that social media can play in the lives of military families, particularly during overseas deployment, the military is under increasing pressure to keep up with the pace of communications change. There is an urgent need to produce, adopt and implement new policies, procedures and guidelines to cope with operational and tactical implications of rapidly changing social media technologies. These are not inconsiderable, or trivial, challenges, and yet this study evidences that digital policies and practices are unevenly understood and given unequal treatment and seriousness across the military leadership. It highlights a generation gap, where policy is being both challenged and driven by lower ranked personnel whilst digital awareness amongst senior personnel remains at a relatively low level.

**Id:** 12998

**Title:** Rights in a Sociotechnical Environment

**Session Type:** Individual submission

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**Abstract:** The kinds of rights claimed and available have expanded over time, with typical histories reporting on an evolution that begins with civil rights (fundamental rights), continues with political rights (recognizing the role of social processes in the exercise of civil rights), and social rights (recognizing the need for material survival in order to exercise either political or civil rights). Throughout this history, rights have been understood as they are exercised within and relative to social systems. Contemporary battles over rights, however, often involve the need to reconceptualize constraints and affordances as they arise in sociotechnical systems rather than those treated as if they were social alone. This paper will review the history of consideration of rights in the sociotechnical environment, including attention to machinic as well as human agents, technical as well as social processes, and conceptualizations of value when considered from a sociotechnical perspective.

**Id:** 13031

**Title:** Mobilising 'Data Justice': Reframing digital surveillance in relation to social justice

**Session Type:** Individual submission

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**Abstract:** The Snowden revelations, first published in June 2013, have drawn attention to the extent and scale of digital surveillance practices amongst both state and corporate bodies. Although public debate on surveillance following the Snowden leaks has arguably been limited, there have been expressed concerns with the practices of digital surveillance from key parts of civil society as well as other political and social actors at both national and international levels. Predominantly concerns with surveillance have been articulated in terms of implications for the individual right to privacy and freedom of expression and much focus has been on technical solutions to address these concerns, particularly in terms of the use of encryption technologies. However, based on research conducted for the 18-month ESRC-funded project Digital Citizenship and Surveillance Society hosted at Cardiff University, part of which has explored attitudes, knowledge and understandings of digital surveillance amongst the British public as well as political activists in the UK through focus groups and interviews, this presentation will suggest that these dominant frames of debating concerns with and resistance to surveillance are limited in their ability to properly articulate the place and relevance of contemporary forms of digital surveillance. Research carried out for the project indicates that the individualized nature of such a response to surveillance, along with cultural shifts in understandings of public and private, the entrenched nature of surveillance in everyday life, and the perceived exclusive nature of anonymous and privacy-enhancing technology also amongst activists, means that resisting surveillance on these terms confines concerns with surveillance to only particular communities, most notably digital rights groups and tech activists.

Therefore, this presentation will suggest that debates on concerns with digital surveillance need to be reframed in order to properly articulate the relevance of digital surveillance for broader social and economic justice agendas. Drawing on aspects of previous discussions on the media justice framework and different conceptions of (social) justice, this presentation will mobilise a framework of 'data justice' as a way to situate the (mass) collection and use of data and related digital surveillance practices within their wider systemic context. In particular, 'data justice' asks us to consider the social, cultural, political, economic, and environmental implications of processes based on mass data collection, and the (in)justices therein, providing us with an opportunity to articulate both data harms and remedies beyond the narrow confines of individual privacy and

encryption and more closely in relation to wider notions of social justice. In so doing, we may be able to understand and debate digital surveillance on terms that resonate with a broader political and social movement and, importantly, may also begin to develop collective imaginaries as to what 'justice' might look like in data-driven societies.

**Id:** 13060

**Title:** The role of choice in media literacy and its consequence for Internet policy

**Session Type:** Individual submission

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**Abstract:** In recent years media literacy has gained in importance both in academic debates as in policy discussions. Several countries such as the UK, Finland, the Netherlands, Flanders/Belgium, have integrated media literacy into their media or/and educational policies. Multiple countries have set up new institutions or given older institutions the mandate to actively foster media literacy. At the EU level Media Literacy has been integrated into the 2007 Audiovisual Media Service Directive. It is expected that in the revision of the Directive in 2016 media literacy will be re-emphasized.

The renewed interest in media literacy is the result of a couple of factors. First, the advent of the Internet has led to an abundance of choice in terms of content, which is much more difficult to navigate and assess. Second, the Internet and social media have turned users into potentially active producers of content. Third, governments have largely deregulated media and increasingly rely on self-regulation and co-regulation by the media and on the Internet. As a consequence, the power of regulating Internet usage and behavior has shifted from regulators to technology designers and service providers, and more and more to the individual user. In fact, individuals are increasingly expected to regulate their own use.

The shift from regulation by government to self-regulation by the individual and corporate entities sounds straightforward. However, this reasoning depends on three fundamental preconditions: 1) that all individuals obtain—with support of media literacy actions—the necessary capabilities to critically engage with digital media, 2) that the individual has the choice to act on the acquired knowledge, and (3) that digital media and service providers assume their responsibility of providing this choice to act. The central argument of this paper is that in the current Internet environment this choice to act is

often lacking and/or is diminishing. What is even more, a lack of transparency on how corporate actors on the Internet operate leads to a basic distrust about the use the Internet and digital media.

The lack of choice has important consequences: 1) media literacy at the internet level currently requires very high levels of internet and computer understanding, especially in relation to privacy protection, 2) it leads to creative but partially ineffective defense strategies, 3) a growing disbelief in the possibility of self-regulation, and 4) a waning trust of citizens in their own power to self-regulate or to strive for regulation at a higher level. A recent US study reveals that users who have high levels of understanding of online privacy, are more and more tempted to give up their privacy in the realization that they cannot protect themselves.

This paper argues that media literacy and Internet governance are interdependent. Media literacy can only work if citizens can act in an environment in which there is genuine choice. This choice needs to be reinstalled through Internet governance and should in our view even become the central objective of Internet governance. Without this choice—and information on choice through transparency and trust—media literacy risks to become a fake proposition.



**Id:** 13221

**Title:** Disability and Smart Cities: On Communication Policy, Technology, and Justice in Future Societies

**Session Type:** Individual submission

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**Abstract:** This paper takes up the emerging topic of disability, which offers rich insights into the role and meaning of media and communication technologies in future, present, and past societies. Informed by critical disability studies, science and technology studies, and media studies alike, the paper explores the issues and opportunities for policy and technology presented by disability and smart cities. As a form of “future thinking” or “social imaginary,” disability and smart cities offering fascinating insights into: the histories of media technology; the politics of technology in the present; and the shaping of future societies

In the first part, I provide a brief genealogy of disability, cities, and media, paying particular attention to the second half of the twentieth century – a period when key features of built environment, urban social life and cultures, technology design, values, and affordances, and the role of media were established. For the most part, in these latter decades of the twentieth-century, there was little consideration of disability (as we now understand it), let alone disability and media. With the rise of the disability movements, and the work of urban geographers (such as Brendan Gleeson, Rob Imrie, and Vera Chouinard), critical understanding grew of the entwined nature of disability and the city. Yet it was only really with the rise of digital media technologies that disability became an increasingly visible motif and preoccupation in urban transformation and research – something that has been evident for some years, in the discourses and projects on smart cities.

Informed by this historical discussion, in the second part, I turn to an analysis of disability and smart cities, tackling questions such as: How has disability been imagined in relation to smart cities? In what ways is disability pivotal to such social imaginaries? For what purposes are people with disabilities, and disability as a concept, being enlisted in this new kind of assembling of environment, technology, and lives in urban settings?

Thirdly, I discuss the state-of-play of “becoming” of smart cities now. What is the state of play of disability and accessibility in actual cities now, as the transition to a complex, uneven, contingent process of becoming smart cities? Especially in the burgeoning,

massive urban centres, across Latin America, Africa, Asia, and elsewhere – places where, at the same time, there are new deployments and uses of mobile, social, locative, and other media technology prompting us to rethink our taken-for-granted assumptions governing media (and media research)? What are the other models for (smart) cities and media that critical, alternative, and dissenting ideas and practices of disability, across the full range of international locations and context, might suggest?

As I shall argue, in my conclusion, this kind of investigation of disability and world cities offers us new perspectives on fundamental questions of communication policy, technology, and justice, in the imagining and making of future societies.

**Id:** 13260

**Title:** Studying Software Evangelism: Technical Communication as Popular Culture

**Session Type:** Individual submission

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**Abstract:** In this paper I set out to: a) develop a conceptual and methodological framework for the study of technical communication about digital media as popular culture and; b) apply this framework to a case study of software evangelism for application software.

Recent scholarship in the critical production studies tradition recognizes the significance of professional and vernacular ‘how-to’ discourses for creative practitioners as part of an ‘industrial reflexivity’ for the new cultural economy (Conor 2014: 124). These findings point to the need for more research into how training materials shape contemporary cultural subjectivities. Meanwhile, scholars specializing in the professionalization of technical communication have recognized the importance of what Kimbal (2009) refers to as ‘tactical technical communication’; how non-experts create and share their technical knowledge with others. In this paper I develop a conceptual framework that draws from both traditions in the hopes of better understanding how heterogeneous groups of creative practitioners share technical knowledge about application software.

One expression often used to describe people who are either officially employed by a company to promote its software or whose personal commitment to a specific application leads them to promote its design and use (Borreguero et al. 2015) is ‘software evangelist’. The expression’s origin is attributed to Guy Kawasaki (1990: 100) who worked in sales for Apple Computers: “It [evangelism] is the purest and most passionate form of sales because you are selling a dream, not a tangible object.” Through a bibliographic study of over 500 Photoshop instruction manuals published over the past 26 years, the research will show how the software evangelist has been an essential figure for defining Photoshop’s place within popular culture and also for refashioning new hybrid subject categories within established symbolic orders of cultural value.

**Id:** 13265

**Title:** Inclusion or Productivity: The Paradox of Smart Cities for the elderly

**Session Type:** Individual submission

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**Abstract:** Smart City presents an opportunity to address ageing population trends, including economic development and urban inequalities. The concept however embodies two contradictory objectives—the stress on productivity on one side, and well-being on another, thus excluding ‘unproductive’ sectors of the population from the vision of inclusion.

Existing research mostly deals with technological advances in line with what seem to be beneficial for the improvement of lifestyles of elderly. A few studies however, look into seniors’ own understanding what the role of technology for successful ageing might be, even less how to include them in creative process of technological development. This study aims to explore conceptual issues related to smart cities in relation to possible impacts on elderly residents in terms of the contradiction stated.

At the time of our investigation, smart city technologies under the Smart Nation initiative were undergoing pilot testing in the Jurong Lake District area in Singapore. We adopted a qualitative approach, collecting data through semi- structured interviews with 50 elderly, aged 57 to 95 years. Interviews were carried on a sample of elderly residents found through convenient sampling at community centers.

We find that while current Smart Nation promotion strategies stress on potential benefits for the elderly, these are mainly presented in terms of efficiency of the welfare system, economic viability, while actual seniors’ anxiety and fears are seldom addressed. Elderly repeatedly report that smart technologies are not designed for them, or that there is not much for them to contribute, seeing smart technologies as unnatural, inauthentic, or irrelevant.

In line with existing research in this area, our study confirmed widening of both inter-generational and intra-generational digital divides, responses indicating that a large portion of elderly might be slow or even resistant to adopt and/or upgrade to smart technologies. Fewer elderly report meaningful uses and outcomes, due to knowledge, skills, physical, financial, and attitudinal barriers.

This resonates with recent research that indicates that policymakers should consider niche

and bottom-up approaches so as to encourage participation in development of, and adoption of, new technologies among elderly. Our results show that family members introduce the latest gadgets and applications to elderly and teach them how to use it. In addition, staying in touch with family and friends has potential for social context of learning and technology adoption.

From a policy perspective, this translates into the need for tailored policies that are appropriate for different classes of the elderly, instead of a homogenous, one-size-fits-all policy. It is recommended for policymakers to consider the different living conditions, needs and concerns within the elderly population and seek out their participation in the planning process.

This study contributes to resolution of the contradiction and explore possibilities for future implementation strategies. Whether the Smart Nation, and similar Smart City policies elsewhere, will grow to be more than a prescribed and imposed technological system, and function as an all-inclusive and participatory system, depends on the future policies and development.

**Id:** 13270

**Title:** Understanding adolescent Cyber Bully-Victims

**Session Type:** Individual submission

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**Abstract:** Cyberbullying, as a popular form of online risks, is related to serious well-being issues such as loneliness, depression, low self-esteem and problems socializing with their peers (Ybarra & Mitchell, 2004). Serious consequences of cyberbullying make the understanding and prevention of cyberbullying and cyber victimization important to build a safer and conducive environment for children and adolescents who use the Internet. Aside from studying the consequences of cyberbullying, scholars also paid attention to the behaviors of cyberbully victims.

Research showed that experiences of cyber victimization led to retaliation of cyber bully victims to bully others online (König, Gollwitzer, & Steffgen, 2010). Scholars have termed individuals who are experiencing cyber victimization and are engaging in cyberbullying simultaneously as the “cyber bully-victim” (Völlink, Bolman, Dehue, & Jacobs, 2013, pp. 8). The phenomenon of the cyber bully-victim is observed to be one of the main reasons for the continuing trend of cyber aggression online (Ybarra & Mitchell, 2004). One speculation is that cyberbullying may be viewed by cyber victims as a form of escape from their stressful situation of being cyber victimized. This encourages cyber victims to commit cyber aggression as a type of emotional release, thus turning them into cyber bully-victims. However, current literature provides little explanation into the rationalization process of cyber victims, who have not committed cyberbullying acts previously, decide to engage in cyberbullying as a form of coping mechanism for their cyberbullying experience.

Hence, the current study seeks to provide an explanation of how one’s cyber victimization experiences could eventually lead one to become a cyber bully-victim. Utilizing the theory of reasoned action, this study examines the direct and indirect effects of cyber victimization experiences on adolescents’ intentions to cyberbully and subsequent cyberbullying behavior. A longitudinal survey was carried out among 2194 adolescents between age of 9 to 14 in primary and secondary schools in Singapore. The

questionnaire measured cyber victimization experience, attitudes of cyberbullying, normative beliefs about relational aggression, intention to cyberbullying and cyber bullying behaviors.

Results showed that adolescents who were cyber victims displayed greater intention to cyberbully, had a more favorable attitude towards cyberbullying, and possessed stronger normative beliefs that supported relational aggression. Attitude towards cyberbullying and normative beliefs on relational aggression mediated the relationship between adolescents' experiences of cyber victimization, and their intention to cyberbully. Additionally, it was found that adolescent's intention to cyberbully predicts their cyberbullying behaviors in a year's time. Findings of this study confirm the viability of using the theory of reasoned action to investigate the process of the cyber bully-victim and extend our understanding of the interrelationship between cyber victimization experiences and adolescents' cyberbullying behaviors.

**Id:** 13293

**Title:** Gamechanger: High school students' take on leisure in the age of smartphone gaming applications

**Session Type:** Individual submission

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**Abstract:** The advent of communication media, especially of new media, resulted in the mediatization of youth wherein it was made accountable for modernizing the youth culture. The use of the internet molds every aspect of a Filipino teenager's lifestyle from consumption, dressing styles, political involvement, religion, and even leisure (Lanuza, 2003). The invention of smartphones did not only improve communication technology, but also created a new fashion of leisure through the different applications it offers. With this, the study aims to discover the definition of leisure, influenced by the role of smartphone gaming applications, in the leisure practices and intrapersonal and interpersonal gratifications among high school students in Metro Manila. Guided by the Uses and Gratifications Theory, the study aims to find the uses and functions of smartphone gaming applications which affects the individuals in their practices and in their definition of leisure. The theory focuses on why certain media are used for certain purposes. It has three objectives namely: find out how media is used to gratify one's intrapersonal and interpersonal needs, determine the motives in using the specified media, and identifying the positive and the negative effects of the media used. The study used both quantitative and qualitative approaches. A survey among 400 high school students using a face-to-face administered questionnaire and seven key informant interviews were conducted in Pasig, Makati and Quezon City. The respondents were selected through proportional and convenience sampling. The survey was implemented from December 2014 to January 2015. Findings indicate the top reasons why high school students play gaming applications on their smartphones: For amusement, as a substitute for outdoor playing, for competition, and for momentary source of enjoyment. Students consider this form of gaming as accessible and convenient because it could be played anywhere and anytime. Safety is also more guaranteed. Smartphone gaming applications are considered as an escape from stress or boredom. The top 5 games used by the respondents are Temple Run, 2048, Clash of Clans, Subway Surfer, and Candy Crush. There are two main factors pertaining to how the respondent discovers a gaming application: popularity and graphics quality. Aside from these, quick games are more popular because the students' attention accounts for more exciting and quick-thinking game applications. Intrapersonal gratifications are more prominent (i.e. Playing for the feeling of enjoyment and entertainment), although interpersonal relations still play a part as some students would discover the gaming applications through recommendations and



playful competitions their peers.

**Id:** 13383

**Title:** The vision of interdisciplinarity and the reality of digital research in the UK

**Session Type:** Individual submission

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**Abstract:** This paper presents recently collected and under ongoing analysis data from an ESRC-funded study on digital research in the UK. The study explored the employment of digital tools, resources and services by the social research community in the UK, from the stage of designing the research through to data collection and dissemination of the results. It aimed to map out the actual, claimed and potential role of digital technologies in social research so as to offer a critical assessment of the existing and potential innovation pathways signalled by the employment of digital technologies in social research, especially in relation to the development of a digital research culture and the subsequent rise of a digital research community.

The interview and ethnographic data of the study demonstrate – among other things – the existence of an emerging community of research-experience exchange and knowledge sharing among researchers who employ digital technologies, tools and services in the UK, but with this community being away from accomplishing the vision of interdisciplinarity. On the contrary, the study found that digital researchers in the UK seem not to be particularly concerned with the subject of interdisciplinarity, while also problematising its meaning and actual standing. The researchers who participated in the study seemed to think that interdisciplinarity does not derive from the employment of digital technologies in research, nor is significantly affected by it. Thus, they did not reflect much on it in association with digital technologies and in relation to digital research in particular.

These findings can add to ongoing debates on the meaning and importance of interdisciplinarity, while challenging prevalent assumptions that digital research and interdisciplinarity go hand-in-hand and that one is a prerequisite for and also in need of the other. Furthermore, the study points out the unpredictability of the digital research domain in general, as researchers lack the necessary confidence to make concrete plans and develop specific visions about the use of digital technologies for the pursuit of

interdisciplinary research in the future.

**Id:** 13459

**Title:** From contested to shared responsibility: online platforms and the transformation of publicness

**Session Type:** Individual submission

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**Abstract:** Online platforms, from Facebook to YouTube, and from PatientsLikeMe to Coursera, have become deeply involved in a wide range of public activities, including journalism, civic engagement, policing, health care, and education. As such, they have started to play a vital role in the realization of important public values and policy objectives associated with these activities: freedom of expression, public discourse, consumer protection, and the accessibility to basic public services. This paper develops a conceptual framework for the governance of the increasingly central involvement of platforms in public space.

Throughout the twentieth century, state institutions were primarily responsible for the organization of public space and for safeguarding public value. This societal arrangement has come under growing pressure as a result of economic liberalization and privatization of public institutions and services. The rapid rise of online platforms both accelerates and further complicates this development. These platforms appear to facilitate public activity with very little aid of public institutions. As such they are celebrated as instruments of the ‘participatory society’ and the ‘sharing economy’. Most platforms are, however, owned and technologically developed by large corporations, which have strong commercial interests in how public activities take shape on their platforms. These commercial interests and corresponding strategic motives do not always align well with those of public institutions, which, despite the dominant rhetoric, remain important organizational and regulatory actors. Equally complicated is the new active role of users, as creators, producers, sellers, and semi-experts. Consequently, the integration of platforms in public

space has been characterized by ongoing confrontations regarding the role and governance of platforms and their users.

Developing a framework to resolve such confrontations, this paper considers the particular ‘responsibilities’ of key stakeholders. What kinds of responsibilities can platform corporations reasonably be expected to take in how they regulate and steer public activity? To which extent can platform users be held responsible for their intended and especially also unintended contributions to public communication? And finally, as public space often no longer coincides with public institutions and strictly regulated commercial actors, do governments need to shift the focus from protecting public space to advancing public value?

Based on insights from theories about ‘risk sharing’ and the ‘problem of many hands’, we will sketch the contours of a framework of shared responsibility for the realization of public values on platforms. Developing this framework, we draw on three research projects, in which we are currently involved, on platforms, citizen empowerment, and public space. The combination of our different areas of expertise (communications science, media studies, law and policy) allows us to understand the dynamic context in which platforms operate, the behavior of users, as well as the possible implications for public policy. The central idea of our proposal is that the realization of core public values, in public activities centrally involving online platforms, should be the result of the dynamic interaction between platforms, users, and public institutions. To guide this interaction, we propose a number of key mechanisms to regulate the distribution of responsibilities between these stakeholders.

**Id:** 13507

**Title:** Ethical limits of cameras in Drones and Wearables

**Session Type:** Individual submission

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**Abstract:** Since the invention of the portable Kodak camera that there is a latent concern in the form of exposure of everyday scenes that were not recorded before. With digital photography and the miniaturization of elements that make up the camera, there is a new space in which they are embedded with wearables supports, like Google Glass or Narrative Clip, and Drones, which are radio frequency controlled aircraft. Then comes a new way to capture reality in situations and unusual angles until then.

Using Cristofolletti (2008) as reference for ethical discussions, the purpose of this text is to identify, in a preliminary way, the ethical limits to the use of these cameras both in journalism and in everyday situations. The images will be analyzed using the Manovich studies (2001, 2013, 2015) methodologies.

The discussion on this issue is an urgent need because the rapid absorption in public statement that these devices begin to have. In a short time both the technical prerequisites as well as the cost of the devices begin to fall rapidly providing an adoption by amateur users and professional media producers. Within The categories of analysis are the situations and context exposed to new cameras, new capture angles, the "always on" connection and the user empowerment with this new technology.

**Id:** 13518

**Title:** Digital Single Market meets co-production and rebate schemas: The effects on cross-border audiovisual content production and cultural diversity in Europe

**Session Type:** Individual submission

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**Abstract:** The ways film and TV-drama production is funded in Europe is increasingly international – budgets are often sourced from multiple countries. This tendency has been evolving gradually – getting more significant after the launch of the European Convention on Cinematographic Co-production in 1992. Further, the Council of Europe fund Eurimages and European Commission’s MEDIA programme that both favour co-productions have facilitated their growth in Europe. An important cornerstone has been the Audiovisual Media Services Directive (AVMSD) of the EU that requires TV-stations to have 50% of their programme contents to be produced in Europe and 10% of content to be new and commissioned from independent producers. This too has facilitated projects that aim to appeal to multiple national audiences with budgets incorporating pre-sales or other investments from TV-organisations from different European countries. A parallel development to this has been countries competing to host productions in their countries. This is due to two main rationales, both related to the emergence of the broader ‘creative industries’ discourse in the last decade: 1) costly film productions leave money to regions they are shot in; 2) in poorer countries servicing foreign productions provides work, contacts and learning for local audiovisual industries enabling them to grow and advance professionally. Countries that have therefore designed various forms of ‘tax

rebate' or 'cash rebate' instruments that enable to return a portion of expenses made in countries/regions back to the production company - i.e. covering in this way some of the budget. It is a standard practice that productions seek better 'rebate deals' and shoot in locations with best financial terms and countries compete for productions by offering better terms. Co-production deals and rebate schemas are sometimes made to support one another – countries with good rebate terms are included also to co-production rings. Yet, their rationales are different and often conflicting – one oriented to co-operation, the other to competition between countries. The first thing our paper will, therefore, do is to analyse in detail how contemporary co-production and rebate schemas affect 'internationalisation' of audiovisual production in Europe; what are the impacts on cultural diversity; on relations between countries of different sizes and on the evolution of the 'digital single market' for audiovisual content.

Secondly, the paper will place these two schemas and their effects in context of the new Digital Single Market initiative by the European Commission. Part of the latter is the aim to restrict geo-blocking of VOD-services that, however, is expected to significantly undermine co-production logic that presumes parties getting and then exploiting exclusive rights for specific European territories. Further, new research shows (Ibrus 2016; Ibrus & Rohn 2016) that due to convergence it will be difficult to update AVMSD so that it continues to include also the provisions on compulsory inclusion of European works in programmes/catalogues, which is expected to further undermine the demand for European co-productions. There are, therefore, plenty of old and new conflicts between different measures aimed at overcoming the fragmented nature of European audiovisual industries and markets. This paper will analyse these conflicts.



**Id:** 13529

**Title:** Nothing free about it: Facebook and net-neutrality in India

**Session Type:** Individual submission

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**Abstract:** This paper analyzes the recent debate around net neutrality when the social media giant Facebook declared they are offering their “free basics” service in collaboration with their digital partners in India. The contestation in relation to “free basic” service touted by Facebook and the resisting discourses by internet activists in India calls into question how the past, existing and future policies related to access to digital technology are critical in securing a democratic digital public domain and mitigate inequality of the digital divide. We look at how Facebook through their advertising campaign framed “free basics” as the means of cheap internet access in rural India, emphasizing how new communication technologies are key to economic development; and the counter discourses of internet activists, who voiced their opposition to free basics as it violated fundamental tenets of “net neutrality”. The framing of “free basic” service by Facebook reflects the intersection of how social and technological discourses go together to affect the public sphere and flow of information in a democratic socio-political milieu. In India, where the communication technological sphere is divided by the digital “haves” and “have nots”, Facebook used the narrative of how the internet is the panacea for economic development in India and is essential to alleviation of poverty. The advertisement campaign launched by Facebook in leading national dailies in India constructed the advertisements as giving the rural poor transformative access to internet. The altruistic nature of the “free basics” which makes internet available to a large section of “internet have nots” cheaply, became the central argument in the discourse propagated by Facebook. The net neutrality activists on the other hand pointed out how the conditions attached to this “free basic” service violated fundamental norms of net neutrality. Net neutrality, as the activists pointed out does not mean conditional access to internet; the Facebook plan as they pointed out privileges certain internet service providers over others and gives access to selected websites, which is clearly a violation of everyone having equal access to any website. Analyzing the discourses of the advertisement campaign of Facebook it becomes clear how the argument about the causal connection of communication technology and development is propagated by Facebook

and provides a unique case study of how the counter public sphere of internet activists successful campaigned against Facebook by highlighting the basic tenets of net neutrality. This paper considers the textual as well as visual elements of the Facebook advertising campaign as well as the discursive strategies used by internet activists in India to analyze the nuances of net neutrality and the policies surrounding net neutrality in India.

**Id:** 13539

**Title:** Regulatory convergence going sour: The difficult choices that the updating of EU's Audiovisual Media Services Directive presents for Estonia

**Session Type:** Individual submission

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**Abstract:** The paper discusses the challenges that Estonia as a small peripheral EU country faces when participating in supra-national contemporary regulative processes such as the work towards EU's Digital Single Market (DSM) strategy and the updating of Audiovisual Media Services Directive (AVMSD). The challenge that Estonia faces are constituted by four conflicting interests.

Firstly, the country's internal market is very small. Also, advertising revenues are increasingly fragmented between different online media and the market is therefore failing to support the TV industry. The national media policy discourses, therefore, focus on two themes: 1) how to keep the commercial broadcasters afloat and how to empower the PSB to contribute to the national cultural space. 2) How to support the content producers to export effectively to European markets?

Secondly, due to its market being very small most of the international OTT services (Netflix, Hulu, etc.) have until very recently not offered in the country, which for the population means that they cannot access what others can. That is: DSM and forbidding geoblocking are generally seen as positive developments.

Thirdly, Estonia is a fierce supporter of open markets. Its government is therefore a supporter of the more liberal version of the DSM and does not favour the continuation of some of the core logics of AVMSD (perceived to be made obsolete by convergence): that all international service providers such as Netflix or YouTube should have European 'country of origin', that 50% of their provided content needs to be of European origin and that they would need to also commission new European content. Furthermore, Estonia does not see that there should be effective regulations against concentration of audiovisual media services in the single market (i.e. that the dominant platforms should be regulated against).

Fourthly, despite its general market liberalism it is still concerned about the propaganda content coming from Russia aimed at destabilising Russia's neighbours. Estonia therefore supports also regulations that would enable to stop transmissions of content coming from third countries, for instance by strengthening the 'country of origin' functions.

These four objectives constitute the core conflicts for Estonia's (small, liberal Northern European countries) audiovisual policy making in international arenas. There are fractions in the government (Ministry of Culture) that fight for the rights of national

media and the ability of content producers to participate in the European market in equal terms and there are other fractions (Ministry of Economic Affairs) that support the general openness and deregulation of the single market for audiovisual services. I propose that these conflicts characterize the mission impossible of audiovisual policymaking of such small countries in Europe – there are the rationales based on neoliberal policy discourses of other sectors than cultural industries and there are the rationales to try to develop new kinds of complex regulations to make the digital single market to support also the national media systems and cultural diversity in Europe. The close analysis of the Estonian case helps to reveal the central dilemmas as issues for many of the policy makers in EU's periphery.

**Id:** 13572

**Title:** Why would your memories be worth millions' Mapping the mobile app industry through an analysis of commercial uses of location data

**Session Type:** Individual submission

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**Abstract:** Mobile communication and the ubiquity of the Internet have opened up new ways of accessing media content while on the move. Accordingly, types of online information with which we interact have started to heavily rely on our physical location just like the way Google filters search results based on physical proximity, or like when we receive city-specific news on BBC's mobile application (app) based on where we live in the UK. Even they may go unnoticed (because most of the time they are taken for granted), there is a notable growth in the use of mobile Internet and information about physical location (i.e. location data) as part of daily activities such as using a mobile location-based (MLB) app called Yelp to find nearby restaurants with good reviews, seeing the nearest mini cab on the Uber app and booking it, or finding people through the Tinder app with whom we might share common interests based our current location.

Everyday we share snippets of our daily lives with our loved ones and a broader public through various mobile and networked communication practices. We leave traces of our selves onto the physical fabric of our smartphones in the form of audio, visual, or locational texts. Sometimes we consciously make the decision to save and share this information, and other times smartphones automatically save almost every move that we make presenting us (and others) with the 'most frequently visited places', or places that fall outside our 'routine' (such as Apple Maps' Frequent Locations). They traces can help remind us of the past, of fond memories and warm feelings, and sometimes of what we do not want to remember. Beyond the personal and interpersonal, however, these practices also profile our every move for data miners, brokers, and mobile advertisers.

Such daily uses of MLB apps did not appear in one night. Indeed, they started to proliferate our everyday lives as a result of various technological, commercial, and design-related decisions that take place for those 'magic' apps to work. Social media giants, start-ups and local businesses (such as your favourite coffee shop just round the corner of your flat) have all seen the commercial potential in targeting their customers with relevant 'localised' content based on users' current location on their smartphones. This has lead to making use of the users' location data as a marketable product, which could be sold to third parties, and has given rise to many questions regarding the production, ownership and control of such location data.

This paper aims to understand and critically analyse the potential societal risks of using mobile location-based applications. Through interviews conducted with mobile and location-based application developers as well as focus groups conducted with users of location-based apps, this paper presents findings in order to understand how location data is used by the industry to accumulate capital and how users of these applications perceive those commercial uses of their data, and map the capital flow in the mobile and location-based app industry.

**Id:** 13585

**Title:** Fencing the city: communication flows and the governance of communicative spaces

**Session Type:** Individual submission

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**Abstract:** The relational space of interaction composed by the communication flows during urban cultural events shows unevenly defined and steered communication geographies. The analysis of the communicative spaces configured during protests with the spontaneous and eventually conflictive interaction between rioters and police action has shown the presence of significant but not innocent information flows (Authors, 2014, 2016). This paper focuses on the apparatus that steers and defines the features of information flows, and provides a set of categories that help dealing with the memory machinery that critically determines access to information, participation in the public spaces and social, cultural and spatial justice.

To explore these dimensions, instead of analysing the convulse context of a specific protest, this paper explores the configuration of communicative spaces during a commercial city music festival set up around public and private city venues. The festival, planned, with entry fees and spread across the wide urban space, shows the intentional setting of the communication flows. The extensive cultural production emerging from festival interactions includes social media accessed from mobile devices, staged music and fenced zones. These areas enhance all sorts of social relations of circulation and network capital that underline inequalities and power relations based on the conditions defining the (absence of) freedom to move and to connect across and within the fenced urban space. This virtual and physical space of interactions is embedded in the city geography but at the same time it is designed and framed as security measures.

This paper analyses the communicative structures as defined by the four-mode model of analysis of the configurations of space and place (Authors, 2014, 2016) generated during

the Tramlines music festival in Sheffield in July 2015. The data includes 41306 tweets and the Facebook posts, maps of the stages and urban open spaces, media coverage, and interviews with relevant stakeholders. The analysis of the structures provides an insight into the communication process clearly identifying three types of structures: barriers, switches and flows that can be utterly implemented for the critical analysis of centres and peripheries, densities and extensions, patterns and the power mechanisms of exclusion and inclusion.

The designs of security measures for the festival fence the public communicative space and intervene in the articulation of the narratives of collective symbolic memory and identity by embodying very particular understandings of the resulting governed communicative space.



**Id:** 13636

**Title:** Intermediary Liability: Noticing and Taking Down Content and Memory

**Session Type:** Individual submission

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**Abstract:** This paper analyzes notice-and-takedown policies as modes of expelling information from networks. Currently, notice-and-takedown regimes are used to regulate copyright laws and, in the E.U., data protection guidelines. I focus on the process of intermediary liability, where a third-party such as a search engine is responsible for removing online content for purposes of data protection or copyright, as the regulatory conduit of notice-and-takedown regimes. I argue that intermediaries lack incentive to be cautious during the notice-and-takedown process, and may remove legitimate content from search engines and web-sites. Authors including McLeod (2005), Samuelson (2002) and Lessig (2008), have documented how notice-and-takedown laws, particularly the U.S.'s Digital Millennium Copyright Act [DMCA], are abused to take non-infringing content offline. I expand on their legal and theoretical analyses to discuss how privacy protection laws may be similarly abused to enclose the public memory. I argue in conjunction with previous literature that notice-and-takedown regimes are part of a market-driven digital architecture of control that empowers third-party actors at the expense of individuals attempting to reclaim creative works.

I first review the literature on the relationship between notice-and-takedown and free expression in terms of copyright, and provide an overview of the DMCA and the European Union's E-Commerce directive in terms of third-party liability, copyright and free expression. I then examine *Google Spain SL v. Agencia Española de Protección de Datos*, wherein the Court of Justice of the European Union affirmed the notice-and-takedown responsibilities of Google in data protection cases and the EU's proposed reforms for data protection law. I then compare the use of notice-and-takedown regimes across copyright and privacy. Notably, the copyright notice-and-takedown system operates globally, but the system for privacy only operates within the EU. I suggest that the discrepancy between the copyright and privacy notice-and-takedown regimes is due to both the decades of trade policy built around intellectual property and to the perceived importance of copyrights as opposed to data protection.

Lastly, I explore alternatives to notice-and-takedown regimes. The proposals include expansions on previous suggestions by researchers and civil liberties groups to put the burden of data protection on publishers and not third parties (Brookman, 2014), as well as suggestions for rethinking the digital architecture to give less burden to individuals to

protect their own digital communications and freedoms to access knowledge and information. In conclusion, I argue that notice-and-takedown regimes are perhaps entrenched in digital copyright regulation, but the possibility for rethinking data protection in a manner more conducive to protecting the public memory still stands.

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**Id:** 13699

**Title:** Memory, archives and readership: Europeana and the new forms of preserving cultural heritage

**Session Type:** Individual submission

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**Abstract:** Individual and collective memories are maintained and shared most of the times through

technologies of memory. These technologies allow to keep records of the past and to develop practices of remembering that are crucial for the preservation of collective memories. The rise of new media led to the emergence of new forms of perpetuating social memories, and the internet is having a very significant role as a technology of memory.

Archives have been since its origins a technology of the memory. First, they had the role of

preserving sacred and historical documents, from the 19th century on they became repositories of national memories and were important for the consolidation of national, imagined communities. Traditional archives are physical entities, they take shape in concrete spatial locations. Their material nature makes them able to be stolen, destroyed or sold and displaced. Besides this, those responsible for preserving the archive have been

dealing with challenging questions, like the binomial storage/access. On the one hand, archives are expected to store a comprehensive diversity of documents, but should these documents be selected having the canon into account, or should they represent the diversity of what is produced within a certain sociocultural context? On the other hand, if archives are intended mainly to store historical documents, how could they become more accessible to the general public?

Digital archives may be helpful to deal with these questions, since it is easier to make a high amount of documents available to a wider public. Nevertheless, they pose other questions, like the challenges inherent to digitizing and cataloging a high quantity of documents, or implementing specific features like hypertext and cross-reference systems. The expansion of archives to the digital sphere is contributing to a change in its social roles. The information access tends to be not restricted by working timetables or physical

proximity. Digital archives make documents accessible to a larger amount of users, at any time and independently from where one is accessing the archive. As public spaces for information access, archives are relevant spaces for the consolidation of reading practices.

How is this role being remediated into the digital realm? Are digital archives enhancing digital reading practices?

Aiming at contributing to a better understanding of the role of digital archives as technologies of memory and as enhancers of digital reading practices, the paper will present a case study of a transnational digital archive – Europeana, based on a qualitative methodology, having content analysis as primary data collection method. In order to contextualize the relevance of projects like Europeana, the content analysis of the platform will be complemented with the analysis of official usage statistics of this digital archive.

The paper aims at identifying the challenges of a transnational digital archive as a technology of memory – political, technical, accessibility, as well as understanding how digital reading practices may be encouraged and improved by a digital archive that is multimedia, interactive, and that is contributing to the preservation of cultural heritage.

**Id:** 13734

**Title:** The BBC's Royal Charter Renewal: Analysing Policy Discourses on the Value and Role of the BBC in a Networked Society

**Session Type:** Individual submission

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**Abstract:** Within academia, scholars have put forward bold visions of the role and value of public service media (PSM) in a networked society. Writing more than 10 years ago about the BBC in the UK, Graham Murdock (2005) called for PSM to act as the central node in a new network of non-market cultural institutions, together making up what the author described as the 'digital commons', namely 'a linked space defined by its shared refusal of commercial enclosure and its commitment to free and universal access, reciprocity, and collaborative activity' (2005: 227). More recently, Mark Andrejevic (2013: 123) argued for the need to 'broaden the scope of public service beyond content production and distribution to include social media, search and other information-sorting and communication utilities'.

To what extent have these visionary academic manifestos penetrated the realm of policy discourse and practice? How is the role and purpose of PSM in a networked society being articulated (and contested) by governments, PSM organisations and other stakeholders? In this paper these questions will be asked with reference to the current policy debate in the UK on the future of the BBC, ahead of the renewal of the Royal Charter, BBC's founding document set to expire at the end of 2016.

The argument for 'networked PSM' has several dimensions. A central task of analysis will be to establish which, if any, of these dimensions can be found, and feature more prominently in the current debate on the future of the BBC. An important distinction underpinning the analytical framework for the study is between arguments about the value of 'networked PSM' emphasizing PSM's publicness, universalism and non-commercialism (in keeping with the normative analyses of both Murdock and Andrejevic) and more instrumental arguments rooted in concerns over PSM's ability to deliver value for money, their (distorting) market impact, and their contribution to a country's creative industries.

Methodologically, the paper will draw on a mix of quantitative and qualitative techniques of content analysis of selected policy documents, including: the UK government's Green Paper presented to Parliament in July 2015; the BBC's strategy paper British Bold Creative (September 2015); and a purposive sample of stakeholders' responses to the

public consultations launched by the Government's Green Paper. The sample will include responses from a range of stakeholders including commercial media organisations (private broadcasters, newspaper publishers and television production companies), cultural organisations, NGOs and other public institutions, and PSB advocacy groups. The analysis will aim to establish the extent to which new roles for the BBC in light of a changing media ecology are being envisaged in the current UK media policy debate, and to unravel competing discursive strategies adopted by various stakeholders in arguing for an expanded (or reduced) role for the BBC, and the underlying normative values informing these discourses.

**Id:** 13758

**Title:** The fragmented nature of Internet of Things should stay as it is

**Session Type:** Individual submission

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**Abstract:** Technological innovations have changed human condition from invention of vowels to linking of continents via undersea cables. In the course of the last three decades, after the interconnectedness of the usual suspects such as computers and mobile phones, the latest phase is dubbed as Internet of Things (IoT) which essentially connects previously unlinked objects such as machine tools in factories, cars or door locks to the Internet.

What this new era proposes is the spreading of computation to the environment. With the passage from IPv4 (4.3 billion total IPs) to IPv6 ( $3.4 \times 10^{38}$  IPs) almost every offline object (a bottle, a paper, etc.) in the world can acquire an IP by a RFID tag or a microchip. Through this infrastructural development, sensors are constantly collecting data about all aspects of the physical world while wearable technologies and digitized health statistics are in the process of quantifying human existence. Companies and states are archiving vast amounts of digital footprints of populations. Thus, the observation of “no object, spaces, or bodies are sacred in themselves; any component can be interfaced with any other[.]” (Haraway, 1991) become more relevant than ever.

Even though the ubiquitous computing is already there, the sphere of connected devices and the nascent data is in a fragmented state. Commentators and scholars with entrepreneurial tendencies point out to the need of interoperability in IoT applications. They maintain a position for the combination of any particular data created by an IoT system with data from other IoT systems. The interoperability is obviously useful in a smart city setting where connected cars and traffic lights might solve problems of congestion. On the other hand, the fragmented state of the IoT might not be as bad a situation as proclaimed in business reports (McKinsey & Company, 2015) or an essential need to be addressed in such projects as Reality Editor by the MIT Media Lab. The large scale surveillance programs led by the government agencies like NSA and GCHQ, along with the ever expanding power of companies of Silicon Valley such as Google and Facebook leaves enough room for a sceptical approach to centralisation of data. Overall, while this paper argues for pluriformity in IoT data for the sake of privacy, it also calls for an Heideggerian scrutiny of totalizing IoT systems. The latter point tied to the question of humanity’s forgetting of being “in technological conditions radically opposed to human freedom.” (Christians, 2014: 527)

On this background this paper will delve into the centripetal discourses in IoT. What would it really mean to collect different IoT applications into one all-encompassing pool of data? Who will benefit from the possibilities offered by the all-interlinked IoT sphere? Why the ability of digital interaction with the physical objects around us and making those things work together is seen as so crucial? Reality Editor, an augmented reality application provides a good case to ask these questions since the user can connect different devices by drawing a virtual line on the interface of the mobile phone.

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**Id:** 13767

**Title:** Spectrum allocation, media policy and the elite's understanding of digitalization in Austria. A shift from broadcast to broadband'

**Session Type:** Individual submission

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**Abstract:** Digitalization, together with media convergence, was supposed to safeguard the key social role of broadcasting in Europe, but has mainly intensified its market dependence and orientation (see e.g. Jääsaari 2007). Furthermore, the last World Radiocommunication Conferences (WRC 2007/2012/2015) show that broadcasters have no longer precedence in spectrum policy over online audio-visual services and broadband. In November 2015, the frequency band 694-790 MHz in ITU Region 1, previously reserved for terrestrial broadcasting, was allocated to mobile broadband services (ITU 2015: 14).

Against this background, the international comparative project “Broadcasting in the Post-Broadcast Era: Transitions of Broadcasting Policy and Technology” (funded by the Academy of Finland) analyzes how far broadcasting is losing ground as a privileged cultural form and widely used electronic mass communication technology in Europe. This paper presents results for the Austrian case.

The project draws on a new-institutionalist approach stating that output in a given policy process can only be understood by researching technological change and the preferences of state and market actors together with the ideological cleavages and the formal and informal institutional rules affecting the process (Galperin 2004: 160-163). Following this approach, we define institutions as the compound of formal rules, informal codes and their enforcement mechanisms (North 1990: 3f) . Our research question is: How far do media policy cognitive frameworks, formal policy regulation and frequency allocation favour a shift from broadcast to broadband as the main means for the provision media mass communication? The research objectives are: (i) to assess the evolution of media

policy and communications legislation affecting broadcasting and electronic communication during the final stage of digitalization of TV in Europe (2007-2015); (ii) to assess the available supply and demand of radio spectrum for free-to-air (FTA) broadcasting and the frequency share of broadcasters and (mobile) broadband operators (2007 -2015); (iii) to assess the understanding that political and economic elites have regarding the role of broadcasting and of broadband services both as social practice and as technological solutions for mass communications.

Research goals (i) and (ii) were addressed through document analysis, both qualitative (Austrian and EU-level media policy laws and regulations) and quantitative (infrastructure availability and technology penetration data). To achieve research goal (iii), 13 stakeholder interviews (politicians, regulators, industry/civil society stakeholders) were conducted. The projects' results, which generally point at a shift from broadcast to broadband, are analyzed against the background of the WRC 2015 outcome.

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**Id:** 13837

**Title:** Between hate speech and democratic ideals ' the dilemma of openness and regulation in online comment forum providers' strategies of production

**Session Type:** Individual submission

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**Abstract:** With hate speech allegedly prevailing in many online comment forums, scenarios of citizens' democratic participation that had been envisioned in the early days of the World Wide Web have largely been demystified. These visions are now attributed towards technologically deterministic ideas in the past, while currently digital media's socio-technical heterogeneity is being highlighted (Hutchby 2001, Latour 1991, Silverstone 2002, Wajcman and Jones 2012). The way forums are produced still builds on the ideal of openness – assuming that when users collaborate and act freely it will lead to some democratic greater good. However, it has been shown that openness is a highly contested and power-ridden process (Tkacz 2015). Providers thus find themselves in a dilemma between openness and regulation when producing online comment forums. On the one hand, they claim to promote rational and free discourses among forum users (while often pursuing economic interests at the same time). On the other hand, openness in many online comment forums leads to undemocratic forms of talk. Consequently providers encounter a thin line between regulation and censorship. I am going to draw on Michel de Certeau's theory of everyday practice (1984) and specifically his distinction between strategies and tactics in order to answer the question of what kind of strategies forum providers are implementing when producing forum interfaces. Past visions for civic online communication did then not only fail because of users' impeding tactics of consumption, but also because the providers' strategies are caught in a dilemma between regulating an interface and very specific ideals of digital civic spaces. Taking cues from methods like netnography (Hine 2006, Kozinet 2010) and technographic descriptions (Bucher 2012) I will present the results of an interface analysis of overall four digital news media, four political blogs as well as their respective Facebook pages. The results show that four types of communicative opportunities are inscribed into the forum software: democratic, interactional, profiling and lingering strategies. The analysed forum software thus displayed strategies intending to promote (a) an egalitarian and reasoned discourse, (b) recurrent and lasting interactions between users, (c) for users' to create and maintain their own user identity in profiles and (d) designs that lead users to stay in the forums or encourage them to return. The forum providers' strategies thus can be situated between democratic ideals on the one hand and user management as well as profit-orientation on the other hand. The results show that strategic inscription of communicative opportunities is a powerful tool, but is itself a dynamic and contested

process. Forum providers' orientation along established ideals of democratic discourse partly stands in contrast with the providers' other interests as well as with users' actual tactics of consumption. De Certeau's emphasis on the power dimension in strategies and tactics then goes beyond seeing media technologies in their socio-technical heterogeneity by allowing a focus on the dynamics of this interrelation.

**Id:** 13914

**Title:** Friendship with members of the outgroup and anonymity in the social media context: Intergroup communication in Facebook groups

**Session Type:** Individual submission

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**Abstract:** A longitudinal study examines whether social media can be an arena for intergroup communication and which are the underlying psychological processes that affect intergroup attitudes in this context. We created a Facebook group and invited users of the specific social media to join the group and post articles, comments, discuss and exchange experiences and information. The purpose of the group was to provide a space for dialogue between Greek and German citizens about Greek-German relations and citizens from both countries were invited. More than 200 people joined the group, but it was less than 20 percent of the members of the group that actively participated in the discussions. Specifically, the users/participants were both female and male, with the male participants being more open for posting media articles, experiences, opinions and open a discussion (M: 5%, F: 1%). The study examines whether this mediated contact between Greek and German users can have an effect on their outgroup attitudes. The relationship between mediated contact with other kinds of intergroup contact (such as direct and extended) is examined. A number of moderators, such as perceived typicality of outgroup member and of mediators, such as intergroup anxiety and self-disclosure, were included in the questionnaires. Further characteristics of the mediated contact over the Internet (Amichai-Hamburger & McKenna, 2006), such as a sense of anonymity, were taken into account. Preliminary results suggest, that prior contact and personal relations (such as friendships) with members of the outgroup have an important role in intergroup communication in the context of the social media. At the same time, taking into account the important role of online characteristics, such as a greater sense of anonymity, and online social influence and deliberation, we provide evidence that users seem to keep a civilized manner of discourse when communicating with outgroup members in the context of Facebook groups, even though recent research suggests that anonymity could result to aggressive language (Roesner, 2014).

**Id:** 13921

**Title:** Tightening the Grip: Media Plurality and the Long Tail

**Session Type:** Individual submission

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**Abstract:** Long tail theory captures both the potential for the internet to generate a ‘marketplace of ideas’ as well as risks to the public sphere stemming from personalised ‘filter bubbles’ (Pariser, 2011). It thus provides a useful framework through which to examine the web’s potential to support media plurality and diversity in output as well as exposure (Napoli, 2010). To date, however, most empirical work on the long tail has been grounded in economics and management science, focusing on the investment opportunities or pitfalls associated with ‘going niche’ (eg Anderson, 2006; Brynjolfsson et al., 2010, 2011; Elberse and Oberholzer-Ghee, 2006). In contrast, there has been little research into the long tail from a societal perspective and even less focused specifically on the issue of media plurality.

This paper first presents extensive secondary analysis of online news consumption data drawn from Ofcom, Comscore and SimilarWeb. It then discusses a related case study on ‘frame distribution’ in coverage of the national security files leaked by Edward Snowden in 2013. Taken together, these findings reveal the extent of concentration in the UK online news space at both the level of provider and output. Overall, the picture that emerges is of a long tail that is flattening and a ‘head’ that is reconstituting around predominantly incumbent news organisations. The implications for media plurality are then discussed with reference to the existing ‘public interest test’ framework for media mergers and the supplementary periodic ‘plurality reviews’ proposed by Ofcom, in order to monitor potential concentration that can result from organic growth or dynamic shifts in media market structures. This has begged a number of as yet unresolved questions in relation to how media plurality should be measured and ‘sufficiency’ gauged, as well as what kind of remedies are appropriate to redress gatekeeping and agenda bottlenecks in the digital environment. The paper thus concludes by proposing some answers to these questions.

**Id:** 13935

**Title:** Social media company policy and practice in response to violent extremism online: a case study approach

**Session Type:** Individual submission

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**Abstract:** To understand the difficulty of content take-down policies when it comes to violent political extremism, there are numerous ethical, legal, technical and jurisdictional questions to be addressed. Social media companies are already applying content takedown methods actively since the number of takedown requests is significantly growing. Some companies use content pre-filtering systems but for instance a company like Google cannot apply such methods because of the sheer volume of data crossing their platforms. The area is a grey-zone, not just for the users but for policy makers as well. Practices vary from company to company and from country to country. Political pressure is being applied on companies and at the moment there is no consensus among social media companies, governments and users about how to handle violent political extremist materials. There are further concerns expressed by human rights defenders who want access to images of human rights abuses in order to seek justice against perpetrators (Witness).

To better understand the process and decision making regarding extremist content removal, this paper examines in depth the policies and practices of YouTube, Facebook and Twitter as related to violent extremism. The research examines both the overall policies and practices, along with their application in selected high profile cases such as the Innocence of Muslims video and the murder of James Foley. It examines the inconsistency of application of policies, ultimately examining what it means to have corporations making decisions about speech in an increasingly digital media and information environment.

This paper is part of ongoing EU funded research as part of the VOX-Pol project.

**Id:** 13988

**Title:** Objects of Memory: Media, Memory and Policy In Aged Care

**Session Type:** Individual submission

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**Abstract:** The lived experiences and associated memories of people have become increasingly material through the use of media to record, store and display objects of memory, such as photographs, film and video. Additionally, the accumulation of material goods has increased, through personal consumption and gift giving. Events and special occasions in human lives are commemorated and marked through material objects, which are then imbued with significance and value as ‘objects of memory’. At the same time in many countries life expectancy has increased, so that the lifetime accumulation of such objects of memory has also increased. As the material weight of human memory increases the issue of what is to be done with it also becomes an issue. Where is this mass of material media to be stored, for how long, and when and how should these powerful and meaningful objects be disposed of or destroyed, if at all? In residential Aged Care settings these questions are intensified as residents move into defined, often small spaces, with issues of security, liability and health and safety to consider. Specific policies and protocols are required in such settings, and guidelines for residents and families are also required.

This paper discusses the findings from a pilot study of face-to-face interviews with residents and staff at a residential care home and centre in Adelaide, South Australia. It explores material and psychological connections between ‘objects of memory’ and the lives of elderly people in permanent care. Using critical discourse analysis (CDA) this research identifies themes and patterns that emerged from the interview data. Drawing on the fields of aged-care, memory studies, media effects and organisational communication it considers the forms of media used in such institutional settings, and those preferred by residents to preserve and display individual memories.

The paper uses this research to identify and examine issues of policy and practice relevant to the continuity and preservation of memory in Aged Care environments. These issues are analysed and discussed with consideration of related issues of space, privacy, legal liability and security. It also considers how private and individualised identity intersects with family and public memories through the accumulation of objects of memory.



**Id:** 14010

**Title:** Control Ergo Cogito: The Interplay between Interactivity and Involvement on Information Processing

**Session Type:** Individual submission

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**Abstract:** Introduction

In the current media landscape, people are bombarded with avalanches of information online (Holton & Chyi, 2012). Such information deluges can not only hinder users' enjoyment of online news, but it also constrains their ability to learn and comprehend information. As a result, media organizations have been striving to capitalize on technological affordances (Norman, 1988) that can capture audience attention without inflicting concomitant stress (Hargittai, Neuman, & Curry, 2012).

One such technique that has gained considerable currency is that of interactive storytelling. Interactivity is a technological feature that affords control and modification capabilities to users, thus enabling meaningful engagement between users and websites. Findings on interactivity have demonstrated more positive attitudes (Sundar & Kim, 2005; Wojdyski & Kalyanaraman, 2012) as well as enhanced memory of content (Furey & Kalyanaraman, 2016; Wojdyski, 2015). One explanation for these findings is: design elements intended to provide greater elaboration of content help readers encode information correctly, which in turn increases learning and likeability (Petty & Cacioppo, 1986; Wojdyski, 2015).

Another factor that could affect learning and likability is issue involvement, or the extent to which a message is personally important or relevant to an individual (Petty & Cacioppo, 1986). When perceptions of involvement increase, people become more motivated to engage with the message. Consequently, memory of content is often more accurate if more resources are spent processing information (Cacioppo, Petty, & Morris, 1983). Additionally, increased involvement causes a sense of congruence to develop between the user and an interface, which in turn also increases users' favorability toward the site (Kalyanaraman & Sundar, 2006).

## Method

The purpose of this study is to examine the interaction of interactivity and involvement to assess their impact on memory and likeability of online news content. To study this, a 3 (interactivity level: low, medium or high) x 2 (involvement: low or high) experiment will be conducted. Six different versions of an online news story were created for the experiment, each representing a different combination of involvement and interactivity level. Interactivity level was operationalized in terms of how much control it afforded to users based on Teo, Oh, Liu, and Wei (2003). The manipulation of issue involvement is accomplished, based on Petty and Cacioppo (1986), by a news story displaying an issue affecting the participants' university (high involvement) or a different university (low involvement).

After exposure to one of these online news stories, participants will indicate their attitudes toward to the website in order to assess likeability (adopted from Sundar & Kalyanaraman, 2004), and they will answer a series of recall and recognition questions related to the content (to assess memory).

This study is part of a series of research looking at the interaction of interactivity with factors like involvement in order to determine the psychological effects of communication technology as well as discuss policy ramifications. We are scheduled to complete data collection and analysis this spring. If accepted for presentation, we will have a full-length paper available in time for the June 30, 2016 deadline.

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**Id:** 14076

**Title:** Regulation Ltd: Regulators as corporate bodies and the effect on democratic governance

**Session Type:** Individual submission

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**Abstract:** This paper presents the results of research into the structures of regulatory bodies in the UK's audiovisual media sector. The aim of the research has been to establish to what extent regulatory innovation has resulted in creating regulators that can be seen as democratic. The case studies chosen are three different bodies: Ofcom, ASA and ATVOD. What has in particular been looked at is the way Ofcom handled the delegation of regulatory functions to ASA and ATVOD, and the way these bodies dealt with the regulation of alcohol ads and product placement. These studies involve an element of controversy and conflicting interests and as such represent the most suitable test in order to determine whether the possibilities offered by new modes of governance to be a truly democratic form of governance have been achieved.

One of the basic premises of the research is that any form of governance should have as its ultimate goal the achievement of public interest objectives. In establishing the normative framework and determining what regulatory structures would enable this to be achieved, there is an attempt to move beyond models of democratic governance and establish key principles. Thus, the regulators have been evaluated for transparency, deliberative participation by the citizens, and democratic accountability. The main conclusion reached is that, mainly due to NPM reforms and to a certain extent successive New Labour governments, citizens are confined to the role of the consumers and the regulatory structure are not empowering the citizens by enabling meaningful and powerful participation. The main problems is that Ofcom, ASA and ATVOD are characterizes by institutional structures modeled on the premises of good corporate governance, which is shown to go against public interest in governance: there are no transparent institutional structures that would enable the public to perform the role of the citizens and deliberate regarding regulatory decisions and hold Ofcom, ASA and ATVOD to account.

**Id:** 14171

**Title:** PANEL - UNESCO and Internet issues

**Session Type:** Panel Submission

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**Abstract:** This panel proposal was accepted by CPT on 23/02 as a late submission.

At the end of 2015, UNESCO adopted a comprehensive report on Internet issues, and a related list of 38 options for future work. These options cover the fields of freedom of expression, access to information and knowledge, ethical dimensions of the internet, and privacy. Titled “Keystones to foster inclusive Knowledge Societies”, the report was produced over 18 months of widespread consultation, and amongst its outcomes is the concept of Internet Universality which has been endorsed by the 195 Member States of UNESCO. On this foundation, a range of research and other activities is unfolding, cover issues such as indicators for Internet development, understanding online radicalisation, the World Summit on the Information Society and the Sustainable Development Goals, as well as encryption and freedom of expression. This panel will summarise the work being done, and present the views of a range of experts concerning UNESCO’s role in the coming period.

**Id:** 14178

**Title:** Social Contract Theory as a Normative Theory of Media Governance

**Session Type:** Individual submission

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**Abstract:** This theoretical paper makes a contribution to normative theory at the intersection of media ethics, regulation and governance. Social contract theory has emerged in recent years from several distinct fields within media and communication studies. In discussion of media ethics Stephen Ward has used Rawlsian theory to explore the ‘overarching contract of journalism with the public it serves’. In a separate development, Victor Pickard’s historical work uses institutional theory to examine critical junctures in the ‘social contract between media, state and polity’ in his study of post-war US media. After reviewing these theoretical developments, this paper explores the use of contract reasoning by policy actors in three case studies: (i) the New Zealand Law Commission’s 2013 report on Rights, Responsibilities and Regulation in the Digital Age; (ii) The Leveson Inquiry in the UK, and (iii) applications of contract reasoning within broadcasting regulation in terms of the ‘spectrum for service compact’. The paper explores fundamental implications of use of contract theory in these contexts, such as the question of conditionality of rights on duties, and the implications of the social contract for the law and theory of freedom of expression. Finally the paper asks whether some form of social contract theory can offer an overarching normative framework for claims making in media policy, relevant to current concerns.

